

AN EMPIRICAL RESEARCH ON FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS FINTECH PRODUCTS AND SERVICES IN SUNGAI PETANI, KEDAH

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Abstract

Since financial institutions have provided almost similar products and services, thus financial firms have been highly competitive in the industry. The results of this competition are based on service quality. Apart from that, the development of technology has caused Fintech products and services to be introduced in Malaysia. This research aims to investigate customer experiences with Fintech products and services. This study also identifies sources of customer satisfaction and dissatisfaction associated with the several factors that impact the use of Fintech products and services in Sungai Petani, Kedah. The main factors of this research are security, convenience, and service quality. Besides that, the result of this study was derived from 200 respondents who are young adults aged between 20 and 39 in Sungai Petani through the online questionnaire survey. Lastly, the study indicated that all of these three independent variables: security, convenience, and service quality have affected customer satisfaction with Fintech.

Keywords: Security, Convenience, Service quality, Customer satisfaction

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Introduction

Malaysia has become one of the fastest-growing Fintech markets in Southeast Asia (Finch Capital, 2020). Fintech is now revolutionizing the financial industry and is all about introducing new technologies into the financial sector (Itay et al., 2019). Financial technology can be better known as “Fintech”, which is an innovative financial service that emerged in tandem. Though Fintech existed in Malaysia since the 1990s with the existence of GHL, MOL Pay, and iPay88 it got heated only in 2016-17. Fintech is mainly rotated around digital remittance, peer-to-peer (P2P) financing, equity crowdfunding, and e-wallets, and these verticals are now dominating the consumer and SME financial services industry (Fintech Malaysia, 2019).

The growing feature among financial technology services is the easy payment services such as e-wallet or electronic wallet which allows an individual to make electronic transactions through the internet with a single tap or scan the Quick Response (QR) code and pay for their product or service. A report by The Malaysian Reserve, the best E-wallet that was ranked by users in Malaysia is Touch ‘n Go e-wallet, Boost, Grab Pay, VCash, and Razer Pay (Birruntha, 2019). Besides that, crowd-funding is also another product of Fintech that is in demand. It aims to mutually finance each other based on certain needs concerning some specified criteria.

Based on the report Statista 2019, the number of Fintech Digital Payment users in Malaysia is 20.27 million and the total transaction value in the Fintech Digital Payment amounts to US\$ 10,533.2 million

in 2019. According to the Fintech Malaysia Report 2019, the Fintech space in Malaysia had 329 Fintech startups in the country as of July last year. According to the Fintech Malaysia Report 2019, payments and e-wallets made up the majority at 19% and 19% of the Fintech players respectively, followed by cryptocurrency players at 7% and crowdfunding companies at 6%. Besides that, Malaysia with a population of 32.6 million, an Internet penetration of 86%, and debit card ownership has now reached 74%, while the online banking penetration is at 95.2% and smartphone penetration at 75.9%. However, the mobile banking penetration is only at 50.4% with 28.4% of Malaysians have made purchases online using a smartphone and 14% have made purchases using an app (Vincent, 2019).

Customer satisfaction is the assessment of how the actual products and services meet consumer expectations. This study aims to provide insights into the factors that affect customer satisfaction toward Fintech products and services in Sungai Petani, Kedah. This research use security, convenience, and service quality as the independent variable to support the dependent variables which are customer satisfaction towards Fintech products and services in Sungai Petani, Kedah. According to a survey on Fintech in Malaysia (2019), one of the current issues of Fintech is information security and privacy risks which are high on the watch list. The report to PricewaterhouseCoopers (2016) most Malaysian peoples are open-minded toward Fintech products and services, even though 74% of them have doubts about conducting certain transaction activities via technological devices. According to the FinTech Association of Malaysia (FAOM) president, Mohammad Ridzuan Abdul Aziz indicated that the main reason is that there are low levels and lack of financial literacy in the country.

The main objective of this research is to investigate a study on the factors affecting customer satisfaction towards financial technology (Fintech) products and services in Sungai Petani, Kedah. This study is mainly focused on the factors affecting customer satisfaction with financial technology (Fintech) products and services in Malaysia. Thus, the purpose of this research is to have more understanding of customer satisfaction towards financial technology products and services and to find out the potential factors which are security, convenience, and service quality that influence customer satisfaction towards financial technology products and services. The study may help them improve their awareness and encourage people to use Fintech products and services such as mobile wallets, e-wallet, and e-payment, and provides customer expectation in using the fintech products

Literature Review

Based on the study of Amanda et al. (2017), satisfaction is the enthusiastic post-utilization evaluative judgment concerning the products and services. On the other hand, customer satisfaction is a customer reaction to the assessment of an apparent contrast between the desires and the last outcome after the utilization (Aleksandra, 2018). Apart from that, the effect rehearsed inside the using phase of the product service may likewise importantly influence the customer's decision toward satisfaction. According to (Khatab, 2019), customer satisfaction is a customer sentiment of satisfaction or disappointment after the individual in question has recognized the performance of product services as to their anticipation. In so far as this study is concerned, customer satisfaction is the frame of mind of the customer planned in light of utilizing any type of Fintech products and services.

One of the primary targets of this research is to comprehend the factors affecting customer satisfaction toward Fintech products and services in Sungai Petani, Kedah. To verify this relationship, some extra research and investigations are showing a relationship between customer satisfaction and Fintech services. According to (Khatab, 2019), the satisfaction level of customers in the banking area increments when using Fintech services which are E-banking services. From another view, the customers also need to ensure that the Fintech products and services that they have chosen are the best, and on others, they also expect great service from their services and the well-being of financial exchanges. Therefore, it indicated that the ice quality impacts customer apparently esteem, loyalty, and satisfaction (Khatab, 2019).

Customer satisfaction has a relationship between security, convenience, and service quality. From the previous research, there are a few citations that support the relationship between them. The first is the relationship between security and customer satisfaction toward Fintech products and services. This is supported by one a previous study that found that security has a positive impact on customer satisfaction with Fintech products and services which as mobile payments (Aleksandra, 2018). Second is the relationship between convenience and customer satisfaction towards Fintech products and services. Based on the research of Shaliza et al. (2019), convenience and customer satisfaction toward Fintech mobile payment services are positively related. There is also research has found that the main sources of customer satisfaction with Fintech mobile payment are convenience (Aleksandra, 2018).

The last is the relationship between service quality and customer satisfaction with Fintech products and services. As a result, customer satisfaction has been considered to be based on the customer experience of a specific service encounter. Therefore, according to Amanda et al. (2017), it is in line with the factor that service quality is a determinant of customer satisfaction because the service quality comes from the outcome of the services from service providers in organizations. Besides that, according to Parasuraman et al. (2005), service quality has an impact on satisfaction with electronic services. There is a relationship between security, service quality, convenience, and customer satisfaction toward Fintech products and services. Based on the previous study, some of them state that all of them have a positive relationship with customer satisfaction.

Security is an important factor that affects customer satisfaction with Fintech products and services. It is because security is one of the factors considered by most people when they start using a product or service. The advancement of new technology brings a new risk, especially cyber-security. The fraudulent uses of payment networks and data theft have also increased with the use of online platforms. Users have faced scams and risks such as hacking, malware that can give criminals access to devices and sensitive data, and phishing attacks in which the user is lured to reveal passwords and other private information. According to Yuen (2019), there is also a risk if you lose your phone, you could lose your e-wallet if it's not hosted on Internet service.

Security is very important in any online or cashless transaction and it may reduce the trust and confidence of the user to adopt a mobile wallet to make the payment if the transaction is not secure and private. Security can be defined as a form of protection to protect or secure the safety of the customer and help customers to avoid hacker violations of privacy (Amanda et al., 2017). The most important concern for businesses and consumers in e-commerce and its related activities is the security of information that has always been quoted (Mustafa & Mark, 2017). According to Taherdoost (2018), security issues have involved both private information and action issues that customers will consider whether the technology providers are capable to secure and protect the customer's monetary and financial information from hackers. Thus, the security concern now has become a controversial problem and it causes an obstacle to the use of mobile payment (Tseng et al., 2017), technology adoption (Ogbanufe & Kim, 2018), and also e-commerce adoption (Taherdoost, 2018).

Apart from that, well-planned security may enhance customer satisfaction with online transactions, which is owing to the strong effect of trust on customers' willingness to adopt transactions in online transactions of money and also personal sensitive information (Amanda et al., 2017; Wang et al., 2003). Besides that, the important field of customer transaction security is directed against the relevant security against fraudulent transactions to prevent dissonance (Heikkinen & Iivarinen, 2011). Therefore, the enhancement in cybercrime has become one of the barriers and issues for Fintech implementation as most people feel unsecured and mistrust this security threat (Ogbanufe & Kim, 2018). Based on a report of invalid source specified. a Malaysian man got a cheated total amount of RM63,000 by a scammer who managed to hack into his bank account though they did not have access to his One-Time Password (OTP) or Type Allocation Code (TAC). Therefore, encryption technology is a technology that converts all of the information into a series of unrealizable numbers before it is exchanged over the internet and is widely adopted by banks to secure and protect the security of customer information.

According to Ming-Chih et al. (2016), the current security is reinforced by adding a few unique identifiers which included a password, a favourite color, a mother's maiden name, a favourite song or food, or a few minutes of the inactivity automatically logs users off the account. Besides that, the security and confidentiality of personal data now have become fundamental in the solving and processing of financial transactions (Ogbanufe & Kim, 2018). Their research has discovered that the loss of personal information may cause negative perceptions and hinder the adoption of technologies and users' dissatisfaction. Based on the previous empirical research, there have some studies have concluded that security is statistically significant in affecting the adoption of Fintech. The customer satisfaction level will greatly be influenced if the customers do not satisfy with the online security provided by the Fintech firms or banks.

Customer satisfaction will be enormously reduced if there is a probable to lose of confidential data. Therefore, data corruption caused by viruses, hacking, and system crash is always the primary concern for internet users as they worry to lost their confidential data (Amanda et al., 2017). In addition, Lee et al. (2012) have stated that higher security authentication is best preferred for most internet users. Besides that, customer satisfaction with Fintech would affect by the positive significant impact of Fintech security and privacy (Goh et al., 2016). It is because the intentions of the user to participate in online exchanges and confidential information are highly dependent on trust. Moreover, the previous research also indicated that security concerns have become a hindrance to the adoption of mobile payments as these types of transaction requires the revelation of financial information which is sensitive and highly personal (Dahlberg et al., 2015). It is hypothesized that security has a great impact on customer satisfaction with Fintech products and services. It is because there has much evidence intimidating security is very important in meeting customer satisfaction towards Fintech products and services.

Based on Chang & Polonsky (2012), convenience is the ability to lower customer non-monetary costs; namely time, energy, and effort when goods and services are bought and used by the customers. There is a significant relationship between convenience and customer satisfaction because the convenience of the products and services provided can directly affect the satisfaction of the customer (Khazaei et al., 2014). Besides that, according to Aliyu et al. (2014), convenience is an important factor that was more likely to affect the whole level of customer satisfaction. There are many ways to define convenience as the concept of convenience deals with the continuous desire of customers to seek a shift in the experience in the consumption of the products (Hyken, 2018). Apart from that, convenience also can be known to accomplish the task efficiently, as availability, and ease of use of services. The study by Aliyu et al. (2014), has discussed the problem of the factors essential to facilitate the electronic payment system development in Nigeria and proposed a solution to empower its adoption by users. The factor that affects the development of the Fintech system which is E-payment in Nigeria can be classified as the degree of acceptability as the electronic payment system must be easy and simple to use.

In addition to this, most customers are always seeking convenience and place it as their top priority when they are selecting their Fintech products and services. Therefore, if products or services received are not matched their expectation, dissatisfied customers are more likely to switch than satisfied customers (Kadir et al., 2011; Khazaei et al., 2014). Besides that, the difference between convenience and customer expectation will cause dropping in the customer satisfaction level. However, if the customer feels convenient using the Fintech products and services which able to achieve their expectation then high customer satisfaction can be achieved. According to Khazaei et al. (2014) convenience is a significant service attribute that affects customer evaluation of service encounters. Besides that, when a customer chooses their banking method, they are always pursuing convenience and set it as their top priority (Ong et al., 2014). Advanced information technology has made online payment systems and policies have safely backed up the transaction as many banking sectors performed a business collaboration with online businesses to provide a variety of comfortable buy and sell transactions to bring convenience and ease to users.

The use of financial technology such as online payment and banking has brought a lot of convenience to customers which has also indirectly enhanced customer satisfaction with Fintech. Besides that, a higher degree of convenience can improve customer satisfaction which has also led to the customer being more willing to use Fintech services. The evidence stated that convenience is one of the main factors that influence customer satisfaction toward Fintech products and services. Thus, it is hypothesized that convenience has a positive relationship with customer satisfaction toward Fintech products and services. Customer satisfaction is very important for internet companies it is because the customer can easily move from one site to another site and depart from the companies that they dissatisfied with Kadir et al. (2011). Since nowadays many customers always seek high-quality products and services, service quality might become important in raising customer satisfaction. The service quality of Fintech products and services such as online banking and payment related to the number of clicks needed to seek out what the customer needs, the amount of information offered, the speed of web page, responding time, and also just-in-time (JIT) delivery of service. Therefore, the experience of utilizing the service of Fintech also may affect the customer perception of the services provided. The customer always will have certain expectations for the service quality or performance, and if the service quality or performance does not meet the customer's expectations, then it may cause dissatisfaction and dissonance. Besides that, the discrepancy between actual service quality and customer expectations can reduce customer satisfaction.

According to Perera & Privanath (2018), service quality is defined as customer judgment about the service provider's whole excellence or superiority of the service. Enhancing the service quality not only enhances customer satisfaction but also helps to increase revenue streams. In addition, service quality has affected the customer's purchase intention, and research had proved that loyalty is the most important factor in service quality (Ajmal et al., 2018). Satisfaction has a deep connection and relation with service quality. According to Amanda et al. (2017) the quality of service is one of the important factors for measuring customer satisfaction. The SERVQUAL model developed by Zeithaml et al. (2002) is the most common model to be used in evaluating customer satisfaction. The traditional SERVQUAL model only assesses and measures the performance of the firms that run their business without any online facility. Therefore, Zeithaml et al. (2002) developed the E-SERVQUAL model to study how the customer judge and determine online service quality and to measure the quality of online service including the Fintech services such as online banking service, E-payment service, and other internet services. Due to being highly competitive in the Fintech industry and the internet banking industry, many firms and banks seek to offer high-quality services to survive. The high-quality service such as the quick response of Fintech services improves the information sharing between the firms and customers. Therefore, a higher level of customer satisfaction can enhance by high service quality that can differentiate the firm from its competitors.

Apart from that, from the previous research by Parasuraman et al. (2005) the customer perception of service quality will influence customer satisfaction. Besides that, the enhancement of service quality is an important factor that influences customer satisfaction and customer buying intention (Aleksandra, 2018). According to Amanda et al. (2017), service quality is important of the main factor that contributes to customer satisfaction judgments. Moreover, based on the findings from (Jayawardhena & Foley, 2000) studies also supported that the feature of service quality on Fintech such as online banking and payment websites, number of clicks to reach what the customer needs, amounts of information provided are important to improving their customer satisfaction level. In addition, the studies from Goh et al. (2016) have provided a contradictory view where they argued that the service quality variable has no relationship with customer satisfaction. The importance of service quality in customer satisfaction should not be neglected or ignored, it is because many previous research studies had indicated that this variable is important in influencing customer satisfaction. Therefore, in this study, it is hypothesized that service quality is positively affected customer satisfaction with Fintech products and services.

Research Framework

Figure 1 represents the framework developed based on the literature review in regard to the relationship between the three factors influencing customers’ satisfaction with fintech products and services.

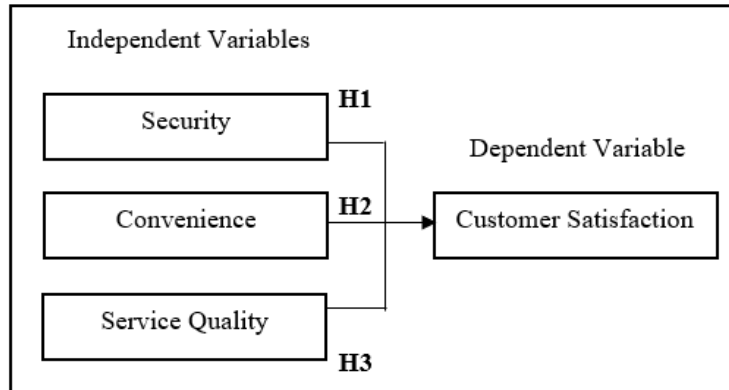


Figure 1. Research Framework

Methodology

A target population is a particular group of people targeted by researchers in generalizing the results (Chern et al., 2018). Besides that, according to the Department of Statistics Malaysia 2019, Malaysia's population is 32.58 million and out of 2.18 million is from Kedah. The researchers have focussed on Kedah because the majority of people’s interest is high in online business and willing to do more online shopping, so most Kedah people will be exposed to Fintech products and services. According to the Department of Statistics Malaysia, the GDP growth of Kedah was 5.4% (2017) and 4.1% (2018). Kedah state government also introduces Fintech Pay application which includes an e-wallet and Kedah Pay, which easier for people to pay fees, bills, and other types of payments and transactions. This effort of the government to insist people of Kedah use Fintech applications in their daily life has been found by researchers as Kedah is the most suitable area to conduct this research. Due to some limitations, the researchers focused on the Sungai Petani area to get target respondents. Sungai Petani’s population is 228,843 people based on World Population Prospects (2019). Besides, the target respondents are individuals who have used at least one Fintech product and service and have the intention to use Fintech products and services in Kedah.

The sampling frame for this study is the individual who has used at least one Fintech product and service and has the intention to use Fintech products and services in the future that stay in Sungai Petani, Kedah. The reason researchers chose Sungai Petani as a sampling location is because Sungai Petani is a prosperous city of Kedah and is a major urban area that can be well present to Kedah people. Besides, there has a strong internet network compared to other areas which may create an opportunity for the customer in Sungai Petani to adopt Fintech products and services. Therefore, this research will create awareness of the benefits and usage of Fintech products and services among citizens in Sungai Petani. Furthermore, budgetary and time constraints are limiting the researcher to explore the study with a larger sample size. Based on the World Population Prospects (2019), it was reported that the number of populations in Sungai Petani is 228,843. Thus, the researcher has decided to select individuals who are Fintech users and internet users aged between 20 to 39 years old as the target respondents. The target respondents are youths in this age group who are more willing to access new technologies and have a high intensity to do online (San et al., 2015). Apart from that, the selected target respondents are also more willing to share their opinion and reviews through social media, blogs, and websites. Besides that, a sample size larger than 30 and less than 500 is suitable for most research (Sekaran & Bougie, 2010). The sample size for this study is 200 respondents from the Sungai Petani population as the overall population in Sungai Petani is 228,843 people in 2019. In this study, 200 online questionnaires were distributed to young adults in Sungai Petani, Kedah.

The questionnaire is used in this study and it has been designed into three parts. The first part was recognized as section A which related to demographic information such as gender, age, race, marital status, occupation, education level, and income level. For this section, the researchers choose the close-ended questions to let the respondent select one answer that best describes themselves. Next is section B, this section is about independent variables which are security, convenience, and service quality. Section C in this online questionnaire is about dependent variables which are customer satisfaction with the Fintech products and services. The Likert scale is one of the commonly used scales in many types of research. Therefore, the question in sections B and C will be designed using the Likert scale to know the level of customer satisfaction towards Fintech products and services among the respondents. In this study, the researcher has chosen a 5-point Likert scale ranging from Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5) to determine how strongly the statement are agreeing or disagree from the respondents. Thus, the researcher used the Statistical Package of Social Science (SPSS) to compile, sort, classified, and coded the data from the questionnaire to come out with useful information. Apart from that, SPSS software also enables the researcher to organize and manage the data on a large scale with in-depth. The detailed method of data interpretation is descriptive analysis, frequency analysis, correlation analysis, and multiple regression analysis.

Results & Analysis

The demographic profile of respondents is shown in Table 1. With references to Table 1, it shows the distribution of gender among the 200 respondents to the questionnaires for the study. 75 are male respondents (37.5%) and 125 are female respondents (62.5%). For the age category, 119 of the respondents contributed 59.5% of age within 20 to 29 years old, while 81 respondents contributed 40.5% of the age within 30 to 39 years old. The minority will be Indian respondents with the lowest percentage. The table also shows that 120 respondents out of 200 respondents were single which contributed 60% higher than the respondents who are married. On the other hand, the married respondents were 80 respondents out of 200 respondents contributed 40% of the total. For educational background, 92 respondents out of 200 respondents were Degree qualified which contributed the highest percentage with 46% of the total, and 3 respondents were only Ph.D. qualified which contributed the lowest percentage with 1.5% of the total. Then, 55 respondents were SPM qualified which contributed 27.5% of the total, and 40 respondents out of 200 respondents were STPM or Diploma qualified which contributed 20% of the total. While the rest of the 10 respondents were Master qualified and PMR qualified which were 5 respondents Master qualified and 5 respondents PMR qualified, and contributed to the percentage of 2.5% each respectively. 113 respondents were employed which contributed 56.5% of the total and only 8 respondents were not employed which contributed 4% of the total. Next, out of 200 respondents, 55 respondents were students which contributed 27.5% of the total. While the self-employed respondents have 24 respondents with a percentage of 12%. Finally, for income level, 88 respondents were earning below RM2000 per month which contributed 44% and 51 respondents were earning in the range of RM2001 to RM3000 per month which contributed 25.5%. Next out of 200 respondents, 38 respondents which contributed 19% were earning in the range of RM3001 to RM4000 per month and 13 respondents which contributed 6.5% were earning in the range of RM4001 to RM5000 per month. Besides, out of 200 respondents, only 10 respondents which contributed 5% were earning more than RM5000 per month.

Table 1. Demographic Information

Demographic Items	Categories	Frequency	Percentage (%)
Gender	Male	75	37.5
	Female	125	62.5
Age	20-29	119	59.5
	30-39	81	40.5
Marital Status	Single	120	60.0
	Married	80	40.0
Education Level	PMR	5	2.5
	SPM	55	27.5
	STPM/Diploma	40	20.0
	Degree	92	46.0
	Master	5	2.5
	PhD	3	1.5
Employment Status	Student	55	27.5
	Employed	113	56.5
	Self-employed	24	12.0
	Unemployed	8	4.0
Income Group	Less than RM2000	88	44.0
	RM2001-RM3000	51	25.5
	RM3001-RM4000	38	19.0
	RM4001-RM5000	13	6.5
	More than RM5000	10	5.0

The summary of Table 2, shows the mean and standard deviation of items for each variable. There were 16 items according to the variables shown in Table 2. All variables have a mean score of above 2.0.

Table 2. Summary of the mean of computed items according to the variable (N=200)

Variables		N	Minimum	Maximum	Mean	Std. Deviation
Security	IV1Q1	200	1	5	3.49	1.007
	IV1Q2	200	1	5	3.24	1.073
	IV1Q3	200	1	5	3.11	1.085
	IV1Q4	200	1	5	2.95	1.161
Convenience	IV2Q1	200	1	5	4.01	.997
	IV2Q2	200	1	5	3.82	1.016
	IV2Q3	200	1	5	3.80	1.042
	IV2Q4	200	1	5	3.70	1.011
Service Quality	IV3Q1	200	1	5	3.53	.987
	IV3Q2	200	1	5	3.22	1.015
	IV3Q3	200	1	5	3.34	1.086
	IV3Q4	200	1	5	3.60	1.051
Customer Satisfaction	DVQ1	200	1	5	3.94	.947
	DVQ2	200	1	5	3.43	.943
	DVQ3	200	1	5	3.76	.936
	DVQ4	200	1	5	3.73	.901

As shown in Table 3, the correlation between customer satisfaction and security has shown a positive value of 0.276, which indicated a weak correlation. The significance of this relationship is shown at 0.00, which indicates there is a significant relationship between customer satisfaction and security. The user of the Fintech products and services agreed that Fintech products and services can help them keep their customer information private and confidential and keep their payment and transaction credentials secured. Apart from that, the correlation between customer satisfaction and convenience indicated a positive value of 0.565, which means a moderate correlation.

The significance of this relationship is shown at 0.00, which indicates there is a significant relationship between customer satisfaction and convenience. This proved that many users of Fintech products and services are satisfied with this because it is very easy to use to make a payment and transaction quickly at any time in any place. The correlation between customer satisfaction and service quality indicated a positive value of 0.557, which means a moderate correlation. The significance of this relationship is shown at 0.00, which indicates there is a significant relationship between customer satisfaction and service quality. This indicated that the users of Fintech products and services are satisfied with the Fintech online service when they process the transaction or payment the service is just-in-time.

Table 3. Pearson Correlation

		CS
Customer Satisfaction (CS)	Pearson Correlation	1
	Sig (2-tailed)	
	N	200
Security (SE)	Pearson Correlation	0.276**
	Sig (2-tailed)	0.000
	N	200
Convenience (CN)	Pearson Correlation	0.565**
	Sig (2-tailed)	0.000
	N	200
Service Quality (SQ)	Pearson Correlation	0.557**
	Sig (2-tailed)	0.000
	N	200

By referring to Table 4, multiple linear regression test result, the independent variables which are convenience and service quality on the Fintech products and services with a significant of 0.00, which is below 0.05. Besides that, the independent variable which is the security of the Fintech products and services toward customer satisfaction among the Fintech user is a significance of 0.007. Hence, there is a null hypothesis that supports the alternative hypothesis in the model.

The equation for the regression model in the research is formulated as below:

$$Y = 4.738 + (0.135) X_1 + (0.332) X_2 + (0.241) X_3$$

Table 4. Coefficients Results

Model		Unstandardized Coefficients		
		B	Std. Error	Sig
1	(Constant)	4.738	0.938	0.000
	Security (SE)	0.135	0.050	0.007
	Convenience (CN)	0.332	0.063	0.000
	Service Quality (SQ)	0.241	0.066	0.000

a. Dependent Variable: Customer Satisfaction (CS)

According to Table 5 on the model summary, the R Square value is 0.407 which indicates that 40.7% of the variance among the Fintech products and services users in the Sungai Petani understands the use of Fintech. Therefore, they can answer the questions which are related to the security, convenience, and service quality of the Fintech products and services.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.638a	0.407	0.398	2.48981

a. Predictor: (Constant), Service Quality, Security, Convenience

Table 6 shows the hypothesis summary of the study with the decision. The hypothesis test result is based on the multiple linear regression model. From the multiple linear regression model, the independent variables which are security, convenience, and service quality influenced the dependent variable which is customer satisfaction toward the Fintech products and services. The P-value in this research is below 0.05 which indicated all the hypothesis result is accepted.

Table 6. Hypothesis Summary

No	Hypothesis	Accepted / Rejected
1	There is a significant relationship between security and customer satisfaction towards the Fintech products and services in Sungai Petani, Kedah.	Accepted
2	There is a significant relationship between convenience and customer satisfaction towards the Fintech products and services in Sungai Petani, Kedah.	Accepted
3	There is a significant relationship between service quality and customer satisfaction towards the Fintech products and services in Sungai Petani, Kedah.	Accepted

Discussion and Conclusion

This research aims to determine the factors affecting customer satisfaction toward Fintech products and services in Sungai Petani, Kedah. The factors used to examine customer satisfaction towards Fintech products and services which is security, convenience, and service quality. All the data collected in online questionnaires were analyzed by using multiple regression analysis. Apart from that descriptive analysis, frequency analysis, and correlation analysis also were applied. In this research, there are a total of 200 respondents participated in this online questionnaire survey. The result showed that more than half of the total respondents are female which is 62.5% and male-only 37.5%. The majority age group is the age between the ranges of 20 years old to 29 years old which has 59.5%. Besides that, most of the respondents are Chinese (52%), then followed by Malay (29.5%) and Indian (18.5%). In terms of education level, the majority of respondents are degree holders (46%) while the least is the Ph.D. holder (1.5%). Based on the results of the analyses, all the research objectives and research questions in this research have been answered. This research found that three independent variables which are security, convenience, and service quality have a significant relationship with customer satisfaction toward Fintech products and services. From the correlation coefficient analysis, three of the independent variables have significant positive relationships with customer satisfaction toward Fintech products and services.

From the multiple linear regression analysis, among all the three independent variables, convenience is found to be the strongest contributor to affecting customer satisfaction towards Fintech products and services. The second strongest contributor to customer satisfaction towards Fintech products and services is service quality and then followed by security. The customers will consider whether the technology providers are willing and able to protect the consumer’s monetary information from hackers as the security has involved both private information and action issues (Taherdoost, 2018). According to Ming-Chih et al. (2016) there is a significant positive influence on the security of customer satisfaction towards Fintech products and services which is Internet Finances Services. The advanced technology of Fintech products such as e-wallets or mobile payment, and also online banking has become more convenient and easier to use because the customers have built the trust and habit of using

the Fintech products and services. It is important to have the convenience of fulfilling the customer's satisfaction and expectation, especially for time-poor customers. According to Ong et al. (2014), convenience is a significant factor that may increase the satisfaction of the customer as customers are always looking for convenience when they are making decisions. Service quality is one of the important factors that may increase the satisfaction of the customer. The level of service quality can be evaluated by the outcome that the customers receive and experience of consumption which is to have a significant and positive effect on overall customer satisfaction (Aisyah, 2018).

Next, for the results and findings of this research, facility providers of Fintech could get some guidelines and advice from the findings to provide more efficient services. Besides that, facility providers of Fintech may improve the security of Fintech to increase the satisfaction of customers in adopting Fintech products and services. Moreover, future researchers also can use this research as a reference to carry out their future research. Nevertheless, there are also some limitations to this research. The target respondents of this research are only focused on the age group of 20-39 years old. In the future study, the researcher recommends expanding the range of age to collect more opinions and perceptions on Fintech products and services.

Limitations and Suggestions for Future Study

Although the research met its objectives, there were certain inevitable constraints. The study's first drawback was its short duration. The study completed the survey in a limited period due to a time restriction. This study is mainly focused on people who were around 20-39 years old as this range of people is more likely to expose to financial technology such as e-wallets and mobile payments. However, the majority of the elder people are less likely to use financial technology and one of the reasons is they may not familiar with and do not understand the procedures to adopt the Fintech products and services such as e-wallets and mobile payment. The shortage of time was one of the most significant constraints encountered during the investigation. Since the poll is only conducted for two weeks, parents may be preoccupied with their jobs, causing them to forget or neglect the survey and the poll for two weeks conducted. The study should spend more time allowing parents to respond to it, and perhaps the research will provide a more meaningful outcome in the future. Besides that, the other limitations of this research study are some of the other important factors that might be omitted. The factors used namely security, convenience, and service quality that had been selected in this research study may not cover all the possible factors that could affect customer satisfaction towards Fintech products and services in Sungai Petani, Kedah. The researcher recommends that future researchers implement more or other variables that may play a role in this research so that to devise more quality data for consistent results regarding this study.

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Author Contribution

Barathy Doraisamy – Discussion, Santhi Appannan – Introduction, Parteeban M Varatharajoo – Literature Review, Jaya Kumar Shanmugam – Methodology and Analysis of Results, and Woo Hooi Kuan – Survey Data

Conflict of Interest

The author declares no conflict of interest.

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