UNIVERSITI TEKNOLOGI MARA

TERENGGANU

MEASURING THE USAGE OF CASHLESS PAYMENT METHOD AND THE INFLUENCING FACTORS AMONG HOTEL GUESTS IN MALAYSIA

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Abstract

This undergraduate project is measuring the usage of cashless payment method and the influencing factors among hotel guests in Malaysia. The payment method is like payment through the mobile phone application, which is an online transaction and also using cashless payment cards, credit, and debit. Nowadays, many hotel guests in Malaysia use the cashless payment method when booking a hotel. From the Raosoft Sampling Calculator, a minimum sample size for 33.3 million total population is 386 respondents. A total of 386 completed and usable questionnaires were collected from Malaysia among hotel guests to test the hypothesis. We applied the data collected using social sciences software, which is the Statistical Package of Social Science (SPSS). Cashless payment methods are one of the most often used electronic payments among hotel guests in Malaysia because the payment is very convenient of a high technology device, wireless technology that can be simplest, fastest, and safest method of transporting money anywhere in the world. Nowadays, the debit card being rank the most been used among hotel guests in Malaysia because only the amounts they have loaded can be spent on the card. After that, all the five variables are positively hypotheses testing between factors influencing cashless payment usage among hotel guests in Malaysia are significant. All the variable which is perceived ease of use, perceived usefulness, perceived security, perceived risk and lastly perceived enjoyment are statically significant and correlated among each other since all correlation between variable is positive. Not only that, the highest relatively factor influencing cashless payment methods among hotel guests in Malaysia is Perceived Enjoyment because hotel guests are also particularly familiar with the use of digital technology, which is a debit card, credit card, touch n go e-wallet, grab pay at the hotel industry compare to other factors. These findings may assist future researchers can study the detail of technological advancement that is used in the hospitality industry. Technology is very important that used during the COVID-19 Pandemic to all people in the world.

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