



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

# FBM INSIGHTS

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

Volume 4

2021

e-ISSN 2716-599X

UiTM *di hatiku*

eISSN 2716-599X



9 772716 599000

## **FBM INSIGHTS**

**Faculty of Business and Management,  
Universiti Teknologi MARA Cawangan Kedah  
e-ISSN 2716-599X**

The editorial board would like to express their heartfelt appreciation for the contributions made by the authors, co-authors and all who were involved in the publication of this bulletin.

Published by : Faculty of Business and Management,  
Universiti Teknologi MARA Cawangan Kedah, Malaysia.

Published date : 30 September 2021

Copyright @ 2020 Universiti Teknologi MARA Cawangan Kedah, Malaysia.

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani, 08400 Merbok, Kedah, Malaysia.

*The views, opinions, and technical recommendations expressed by the contributors and authors are entirely their own and do not necessarily reflect the views of the editors, the publisher and the university.*

# TABLE OF CONTENTS

Editorial board .....	iii
Rector's message.....	iv
From the desk of the head of faculty.....	v
1. <b>CROWDFUNDING: A NEW NORMAL IN MALAYSIA</b>	1
<i>Anita Abu Hassan, Fauziah Mohamad Yunus &amp; Mohd Syazrul Hafizi Husin</i>	
2. <b>DEVELOPMENT OF THE ARCHAEOLOGY SITE: DOES DONATION- CROWDFUNDING IS THE ANSWER?</b>	3
<i>Anita Abu Hassan, Mohd Syazrul Hafizi Husin &amp; Fauziah Mohamad Yunus</i>	
3. <b>IMPACT OF MICROCREDIT PROGRAMME ON PARTICIPANTS' BEHAVIOUR IN MALAYSIA: AN OVERVIEW</b>	6
<i>Zuraidah Mohamed Isa, Dahlia Ibrahim &amp; Zaiful Affendi Ahmad Zabib</i>	
4. <b>A QUEST ON THE STUDENTS LEARNING PREFERENCES</b>	8
<i>Nurul Hayani Abd Rahman, Shaira Ismail &amp; Nani Ilyana Shafie</i>	
5. <b>LEVERAGING ON VISITOR'S HERITAGE TOURISM MOTIVATION</b>	11
<i>Khairul Azfar Adzahar, Mohd Fazil Jamaludin &amp; Mohd Shafiz Saharan</i>	
6. <b>GREEN HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL SUSTAINABILITY</b>	13
<i>Nurul Hayani Abd Rahman, Shaira Ismail &amp; Nani Ilyana Shafie</i>	
7. <b>FACTORS CONTRIBUTING TO HUMAN CAPITAL PRODUCTIVITY</b>	16
<i>Hamizah Hassan</i>	
8. <b>WEBSITE QUALITY: ITS IMPACT ON THE USERS</b>	18
<i>Norhidayah Ali, Azni Syafena Andin Salamat &amp; Nor Zaini Zainal Abidin</i>	
9. <b>BRIEF HISTORY OF WAQF: THE OTTOMAN EMPIRE</b>	21
<i>Dahlia Ibrahim &amp; Zuraidah Mohamed Isa</i>	
10. <b>HALAL FOOD SUPPLY CHAIN MANAGEMENT: ISSUES IN MALAYSIA HALAL FOOD AND BEVERAGES INDUSTRY</b>	24
<i>Musdiana Mohamad Salleh &amp; Ety Harniza Harun</i>	
11. <b>SOCIAL ENTERPRISE: NEW WAY TO DO BUSINESS IN MALAYSIA</b>	30
<i>Roseamilda Mansor &amp; Nurul Hayani Abd Rahman</i>	
12. <b>THE ADVANCEMENT OF HUMAN RESOURCE MANAGEMENT IN THE NEW AGE</b>	34
<i>Sarah Sabir Ahmad &amp; Azfahanee Zakaria</i>	
13. <b>VOICE OR SILENCE: DOES IT REALLY MATTER?</b>	37
<i>Ety Harniza Harun, Musdiana Mohamad Salleh &amp; Nor Aslah Adzmi</i>	

14	<b>TAWARRUQ AS AN ALTERNATIVE TO AR RAHNU STRUCTURE</b>	40
	<i>Mohd Shafiz Sharan, Mohd Fazil Jamaludin, Khairul Azfar Adzahar &amp; Norwahida Wagiran</i>	
16	<b>A SNAPSHOT OF HIGH-PERFORMANCE ORGANIZATION (HPO)</b>	45
	<i>Azfahanee Zakaria, Syed Mohammed Alhady Syed Ahmad Alhady &amp; Sarah Sabir Ahmad</i>	
16	<b>WORKING FROM HOME AND STRESS AMONG LECTURERS: A REVIEW</b>	47
	<i>Zainuddin Mohd Piah, Azyyati Anuar &amp; Bawani Selvaraj</i>	
17	<b>A BRIEF HISTORY OF LEAN</b>	51
	<i>Azyyati Anuar, Daing Maruak Sadek &amp; Bawani Selvaraj</i>	
18	<b>SUSTAINABILITY OF MICRO AND SMALL ENTERPRISES DURING COVID-19 PANDEMIC</b>	54
	<i>Baderisang Mohamed &amp; Mohd. Sukor Bin Md. Yusoff_</i>	
19	<b>THE USAGE OF ONLINE PAYMENT TRANSACTION DURING COVID-19 PANDEMIC</b>	59
	<i>Ramli Saad, Wan Shahrul Aziah Wan Mahamad &amp; Mursyda Mahshar</i>	
20	<b>COVID-19 PANDEMIC: THE INSIGHTS ON ONLINE LEARNING</b>	62
	<i>Ramli Saad, Yong Azrina Ali Akbar &amp; Mursyda Mahshar</i>	
21	<b>IS TIKTOK A NEW JOB BOARD?</b>	65
	<i>Mohd Fazil Jamaludin, Mohd Shafiz Saharan &amp; Khairul Azfar Adzahar</i>	
22	<b>GENDER AS A MODERATING VARIABLES OF E-PAYMENT</b>	67
	<i>Khairul Azfar Adzahar, Mohd Shafiz Saharan &amp; Mohd Fazil Jamaludin</i>	
23	<b>ODL'S POSTMORTHEM, STUDENTS AS CUSTOMER OR PRODUCT?</b>	69
	<i>Shakirah Mohd Saad, Intan Nazrenee Ahmad &amp; Rosliza Md Zani</i>	

# THE USAGE OF ONLINE PAYMENT TRANSACTIONS DURING THE COVID-19 PANDEMIC

Ramli Saad

ramli107@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Wan Shahrul Aziah Wan Mahamad

aziah436@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Mursyda Mahshar

mursyida@uitm.edu.my

Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

## INTRODUCTION

Due to the COVID-19 pandemic's lockdown and store closures in Malaysia, many people turn to online and mobile shopping for groceries, daily essentials, and other products. The pandemic is changing not only how people shop, but also how they pay for their purchases. In order to maintain a social distance from one another, most people will choose to pay by utilising an online payment option. Through online payment, people, particularly customers, can pay for goods or services that they buy from anywhere and at any time. Furthermore, online payments have aided economies in continuing to operate even during times of lockdown, as well as gaining from the shift to cashless transactions and online shopping (Latta, & Sarkar, 2021).

The COVID-19 pandemic has had a tremendous impact on the payment industry as a whole. Only a few sectors have benefited, while the remainders have suffered severe consequences. After analysing COVID-19's influence across all payment sectors, one thing is clear that if a firm wants to survive during the pandemic, it must implement digital payment methods (Redjeki, & Affandi, 2021). They must provide a simple, convenient, and socially distancing-friendly form of selection to their customers. People can now use a variety of online payment methods, including credit or debit card payments, bank transfers, e-wallet, and mobile payments. Thus, this paper intends to highlight the usage of online payment transactions during the pandemic.

## ONLINE PAYMENT

Online payment refers to money that is automatically traded or exchanged. The internet, computer or mobile networks, and digital-stored value systems are all examples. Online payment is when monetary funds are transferred from a client's bank or credit card account to your bank account. Online payment became a possibility in the early 1990s. The first online payment systems were difficult to operate and required knowledge of specialised encryption or data transfer protocols (Hasanat, Hoque, Shikha, Anwar, Hamid, & Tat, 2020). However, now in the year 2021, online payment has been improved with advanced technology and it is easier for customers to purchase many things and pay online. With high-speed internet, user-friendly web and mobile apps and digitalization of banking sectors, the usage of online payment can easily take place in this modern business. For example, the existence of internet banking allows customers to execute financial transactions by just using their smartphone or a tablet. This type of payment system not only gives flexibility and faster transaction to customers but at the same time support e-commerce businesses with convenience, and increases the growth of e-commerce during this pandemic.

Businesses usually consider the payment experience to be just another consumer touchpoint, but technological advancements have proven that online payments can help

businesses develop faster and more efficiently, especially during the COVID-19 pandemic. Consumer payments have undergone such a transformation that few people now visit a bank, and the majority of money transactions are now done through applications and online platforms. People are increasingly opting for cashless transactions since they are more convenient and secure. Online payment not only gives benefits to customers to pay their invoices from anywhere at any time, but businesses also will receive the payment from their customers more quickly. In addition, payment information is saved in the desired online banking database and it is easily accessible to both retailers and customers. Since the owner knows where the money is going, there is no ambiguity or uncertainty while tracking payments.

In addition, this has also exposed banking industry vulnerabilities and contributed to a pandemic that has caused changes in money management. Due to the current scenario, banks needed to digitalize, and financial technology companies were helping them do so. Independent financial technology firms have a lot more to sell to web businesses than traditional banks (Sudha, Sornaganesh, Thangajesu, & Chellama, 2020). Since the banking industry as a whole has been hit hard, traditional banks may desire to collaborate with financial technology firms to give better solutions to their customers and maintain their market position (Auer, Cornelli, & Frost, 2020). Banks may aim to form partnerships with financial technology businesses that have more advanced technology in order to deliver payment processing at the speed that today's clients demand. Traders who have advanced digital channels are in the lead, and others will have to catch up quickly. Payment companies that provide superior service will become customers' choice.

## CONCLUSION

As a result of the COVID-19 pandemic, customers' shopping habits have drastically changed, affecting the fast-paced payment sector as well. Their payment habits have also altered as they move from making offline to online purchases. Consumers have expanded their online purchases as a result of the closure of physical facilities due to lockdown and social distancing, forcing the usage of online payment. For internet businesses, now is one of the best periods to expand their earnings. Payment platforms also must respond in order to satisfy demand. Furthermore, all industries have faced terrible circumstances throughout the pandemic and to combat the pandemic, many businesses are converting to digital technologies for surviving as well as expanding strategies. Many organizations must choose either shutting down or adapting to this new technology. All parties concerned, without much choice, must quickly adapt to digital technologies, particularly the use of online payment in business transactions. In short, the pandemic has increased the speed at which people use online payment.

## REFERENCES

- Auer R., Cornelli G., & Frost J. (2020). COVID-19, cash, and the future of payments. *Bank & International Settlements 2020, Quarterly Review, April 2020*.
- Hasanat, M. W., Hoque, A., Shikha, F. A., Anwar, M., Hamid, A. B. A., & Tat, H. H. (2020). The Impact of Coronavirus (COVID-19) on E-Business in Malaysia. *Asian Journal of Multidisciplinary Studies*, 3(1), 85-90.
- Latta A., & Sarkar D. (2021). Imperative Role of Digitalization in the Indian Economy During COVID-19. *International Journal of Advanced Research in Science, Communication and Technology*, 2(3), 164-178.

- Redjeki, F., & Affandi, A. (2021). Utilization of Digital Marketing for MSME Players as Value Creation for Customers during the COVID-19 Pandemic. *International Journal of Science and Society*, 3(1), 40-55. <https://doi.org/10.200609/ijssoc.v3i1.264>.
- Sudha, G., Sornaganesh, V., Thangajesu S. M., & Chellama A. V. (2020). Impact of COVID-19 Outbreak in Digital Payments. *International Journal for Innovative Research in Multidisciplinary Field*, 6(8), 159-164.