

UNIVERSITI TEKNOLOGI MARA

THE FACTOR THAT INFLUENCE CONSUMER
ACCEPTANCE ON NEAR-FIELD COMMUNICATION
(NFC) CONTACTLESS PAYMENT TECHNOLOGY
IN FOOD SERVICE INDUSTRY

AISYAH NAQIYAH BINTI ABD RAOF
FATINI MURSYIDDIN BINTI NOR HAYAZI

BACHELOR OF SCIENCE (HONS)
FOODSERVICE MANAGEMENT

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Abstract

The blooming usage of smartphones and internet was progressing nowadays that make foodservice industry are not left behind to grab the opportunity in order to use this contactless payment technology to help fulfil the demand of the consumers during Covid-19 pandemic. As the demand increase, it is necessary to investigate the factors that affect customer intentions', mainly in applying contactless payment services by millennial in Malaysia. Hence this study aims to evaluate the factor that influence customer acceptance towards Near Field Communication (NFC) contactless payment technology in foodservice industry. This research applies the quantitative research method. The questionnaires were distributed through online platform among 384 respondents which represent the customers that have experience in using NFC contactless payment technology in foodservice industry. The collected data was analyzed using descriptive and inferential data analysis through SPSS version 25. The results show that factor of perceive usefulness, perceive ease of use, perceive security and compatibility with lifestyle has a significant relationship towards customer acceptance of NFC contactless payment technology in foodservice industry. Among all the variables perceived compatibility with lifestyle become the most influential factor on customer acceptance of NFC contactless payment technology in foodservice industry. This result will be benefits to foodservice operator and also for the customer who shop food at store or through online.

Keywords: NFC technology, contactless payment, foodservice industry, customer acceptance

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