FACTORS AFFECTING THE ADOPTION OF AMOLE DIGITAL PAYMENT PLATFORM: THE CASE OF DASHEN BANK S.C

A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE MARKETING MANAGEMENT GRADUATE PROGRAM IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ART (MA) IN MARKETING MANAGEMENT

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STATEMENT OF CERTIFICATION

The undersigned certifies that she has read and hereby recommends for acceptance by Addis Ababa University School of Commerce, a research report entitles “Factors Affecting Adoption of Amole Digital Payment: “The Case of Dashen Bank” In partial fulfillment of the requirements for the degree of Master of Art (MA) in Marketing Management.

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DECLARATION

I, declare that this research report is my original work and it has never been produced or submitted to any university of higher learning institution for a similar or different award.

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Segenet Ayele

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ABSTRACT

The objective of this study was to identify factors affecting the adoption of Amole mobile banking payment from the subscribers point of view. Adoption can be measured using the following variables: Attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability. The research was explanatory by nature and it followed a quantitative approach, thus a deductive research approach was used. Data were collected through a five points Likert type summated rating scales based questionnaire. Relatively a large sample of three hundred eighty-four was surveyed. Correlation and regression analysis has been deployed to determine the strength of association between the dependent and independent variables. Once the use of these regression and correlation analysis is warranted; that is after the analysis test is qualified then the coefficient of regression analysis was used to substantiate or disprove the formulated hypothesis. The study revealed that all variables have a significant effect on the adoption of the Amole digital platform in the study area. Finally, the research found that perceived risk is the more significant factor that affects adoption of Amole followed by attitude, perceived ease of use, perceived usefulness, and reliability.

Keywords: Perceived risk Perceived ease of use, Perceived usefulness, Reliability, Attitude, Adoption

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LIST OF ACRONYMS

PR	Perceived Risks
SPSS	Statistical Packaging for Social Sconce
TAM	Technology Acceptance Model
TOM	Technology Organization Environment
ICT	Information Communication Technology
UTAUT	Unified Theory of Acceptance and Use of Technology
TPB	Theory of Planned Behavior
PEU	Perceive Ease of Use
PU	Perceived Usefulness
TRA	Theory of Reasoned Action
DIT	Diffusion of Innovations Theory

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CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Information and communications innovations (ICTs) have changed the way of conducting trade exchanges and assembly the developing requests of customers for numerous organizations. Each bank within the world is being pounded by rapidly advancing data and communication innovations, and Ethiopian banks will never be unordinary. In well-off nations, electronic managing an account is broadly utilized, and it is quick picking up footing in destitute countries. In Ethiopia, in any case, cash remains the preeminent prevailing medium of trade, and electronic installment frameworks are at an evolving stage(Ayana,2014). The innovation contains a parcel of potential for future computerization and simplicity. Self-service innovation is getting to be more predominant in a run of retail markets. Self-service innovation proceeds to develop over a wide assortment of retail markets. Many businesses are utilizing self-service advances as a conveyance channel to improve sales, and improve the common client involvement. With self-service innovation, clients ought not to awaiOne advantage of the development of information and communication technologies (ICTs) is offering banking services through the internet and mobile phones(Narisetti,2020).Mobile phones have increasingly become tools that buyers use for banking, effecting payments, and other services. Mobile phones enhance the quality of services as customers of banks can perform their financial jobs at every time and place. Therefore, the use of mobile phones for banking services is useful for both customers and banks.

Banks and other businesses are using information technology (IT) to improve business efficiency by delivering services at a low cost, improving service quality, and attracting new clients (Nath et al, 2001). Technological innovations are identified to contribute to the distribution channels of banks. The evolution of banking technology has

Banks and other organizations are relying on information technology (IT) to boost corporate efficiency by offering services at a low cost, improving service quality, and attracting new consumers (Nath et al, 2001). The contribution of technological advancements to bank distribution channels has been noted. Changes in distribution channels have fueled the advancement of banking technology. The evolution of banking technology has been driven by changes in distribution channels as evidenced by automated teller machines (ATM), Debit cards, credit cards, visa cards, Phone-banking, Tele-banking, PC-banking, and most recently internet banking. Paperless banking has become inevitable (Goi, 2005).

The Rapid development of information technology has also affected the banking industry worldwide in a different form. Banks seek always to achieve a competitive advantage to be first in the market so they keep looking for new technology which can improve the banking services. Mobile banking services, which have recently been available, constitute an innovation in which both intangible services and an innovative medium of service delivery utilizing high technology-assisted service delivery are available. As technological and repair issues alter the nature of mobile banking services, notions of innovation and dissemination of innovation become increasingly more complicated. (Mohr et al., 2001). It has changed the way people communicate and how services are delivered. The mobile phone has brought about several changes in people's lives and the way businesses are operated. To perform their jobs, office workers no longer need to be physically present in the office. This is because they may complete the work from anywhere using their mobile phone. It has had a profound impact on the lives of billions of people. The ever-increasing and large mobile phone user base are pushing firms more and more towards "mobile" strategies.

Mobile phones have evolved into a tool for everyday usage, opening the door for banking services to reach hitherto unbanked populations through mobile banking. Mobile banking makes basic financial services more accessible to low-income people by reducing travel time and distance to retail bank locations (CGAP 2006).worldwide has created a unique opportunity to provide social and financial services over the mobile network. Mobile banking is a system that allows customers of a financial institution to conduct many financial transactions through a mobile device, tablet, or Personal Digital Assistant. With mobile banking, customers can have anywhere and anytime access to banking services. Mobile banking is used in supporting financial institutions in enabling them to avail themselves of different services more effectively and efficiently. Typical mobile banking services may include fund transfer between customers account, checking of account balance, mini statements, bill payments, checkbook issuance request, stop payment request and so on.

Mobile banking is important because customers can transact their business anywhere anytime; it is time-independent, convenient, prompt to the customer, and also time-saving. On the part of the bank, It allows banks to expand their market penetration and provides a chance for the evolution of financial services to reach previously unbanked populations through mobile banking.

However, due to the risk inherent in such transactions, mobile banking is still a contentious topic among educated people and professional organizations. Though many say that internet and other technology-based transactions are not safe, practical, or do not lead to fraud, many others believe they are safer, more flexible in time, and can be done anywhere and at any time Chowdhury and Ahm(2011). So far, different researches have been done in identifying the factors affecting the adoption of mobile banking but resulted in different findings. According to Roselyne's (2015)'s research, there is no substantial association between perceived ease of use and mobile banking technology uptake. In other views, Chian-Son (2012) reveals the perceived financial cost and perceived credibility are two crucial factors influencing people's intention to adopt mobile banking. Furthermore, Hanudin et al, (2013) found that the intention to use mobile banking is influenced by the extent of security and privacy associated with the context of mobile banking. Other researchers Tornatzky& Klein(1982) analyzed the adoption of mobile banking and explained that compatibility, relative advantage, and complexity had the most significant relationships with adoption across a broad range of innovation types. (Shallone& Simon,2013) in their findings indicated that perceived usefulness, perceived ease of use, relative advantages, personal innovativeness, and social norms have a significant effect on users "attitude thus influence the intention towards mobile banking adoption, whilst perceived risks and costs deterred the adoption of the service..

1.2 Background of the Organization

Dashen Bank is the first private bank established back in 1995 with ETB 14Million capital. The Bank initially started operations with eleven branches but over time Dashen Bank has grown on a tremendous scale and currently has over 400 branches, 10 Forex Bureaus, over 350 ATMs, over a thousand Point of Sale terminals, and agent banking.

Dashen Bank was named after the highest mountain in Ethiopia, "Ras Dashen" which is also the habitat of unique wild animals like Walia Ibex. These characteristics of the mountain happen to match with the founders of the Bank and cause them to adopt the name and incorporate their aspirations.

Dashen Bank as of date has an asset of ETB 28 Billion and over 1.5 million customers. Dashen Bank has also established strong correspondent banking relationships

with 462 banks in 70 countries and 170 cities worldwide. This shows the bank's reliability and modernities.

The Bank also works in partnership with the electronic payments brands including AMEX, VISA, MasterCard & UnionPay and well-known money transfer operators such as Western Union, MoneyGram, Express Money & Dahabshiil, Ezremit, Transfast, WorldRemit, and Ria.

1.3 Statement of the Problem

As compared to other African countries like Kenya where the mobile banking services accessibility reaches a higher level, the level of adoption in Ethiopia is very low. Mobile banking is one of the financial innovations that banks have offered in the market which has seen customers being able to access financial services effectively, conveniently, and most cheaply. Banks in Ethiopia have implemented mobile banking technology as one of their product offerings offered to their customers to reach more customers provide services anywhere anytime and also reduce the cost of providing services to the customers.

As a result, mobile banking provides a chance for Ethiopian banks to tap into a potentially large market in a country where access to banking services is extremely limited. But also, there are congestion and long queues in the banking halls meaning that most customers do not use mobile banking so by seeing this Moneta Technology provides Amole mobile banking to the Dashen bank's customers on other hands who are subscribers of the Application known by the technology. Banking institutions cannot increase their customer base in the mobile banking sector without knowing what factors enable consumers from adopting such services. There is increasing pressure on banking institutions to increase their revenue and therefore it is important to understand what drives consumer adoption of mobile banking services.

According to the NBE annual report, (2016/17) in Ethiopia users of mobile banking in the banking sector is in an infant stage. Unlike Ethiopia, mobile banking development in other African countries like Kenya has reached a higher level. In Kenya M-Pesa (versatile cash) could be a portable phone-based cash exchange financing propelled in 2007 by Vodafone for safari.com and Vodacom, the biggest portable administrators in Kenya and Tanzania. According to the safari com's results for 201, M-PESA had 18.2 million active customers (KARIUKI N.2014).

So far, different researches have been made in identifying the factors affecting the adoption of mobile banking but resulted in different findings. For instance, Chlan-son (2012), reveals the perceived financial cost and perceived credibility are two crucial factors that influence people's intention to adopt mobile banking. Moreover, Hanudin et al (2013) found that the intention to use mobile banking is influenced by the extent of security and privacy associated with the context of mobile banking.

Most empirical studies revealed the need to study the adoption of technology in different electronic banking platforms. And Different researchers identify different variables as determinate factors in the adoption of mobile banking like perceived usefulness, perceived ease of use, perceived risk, and reliability from the customers 'perspective. Even though the penetration of mobile phones among the population continues to grow in significant numbers year on year mobile banking adoption is too low. This argument is evidenced by the fact that the use of mobile banking service is much lower than the initial anticipated and still underused, and the mobile banking service coverage in terms of financial coverage and number of users remains very far behind as we compared to the entire banking transaction (AregaHenok, 2015).

Thus, the major emphasis of this particular research is to investigate the factors affecting the adoption of the Amole mobile banking platform and determine those effects perceived usefulness, perceived ease of use, perceived risk, attitude, and reliability on its adoption of Amole in view of subscribers of Amole Digital Payment.

1.4. Research questions

i. How Does Attitude influence the adoption of Amole mobile banking payment through subscribers of the Application?
ii. To what extent perceived ease of use influences the adoption of Amole mobile banking subscriber of the Application?
iii. How does perceived usefulness influence the adoption of Amole mobile banking Payment?
iv. To what extent Perceived risk influence the adoption of Amole mobile banking Payment?
v. To what extent Reliability influence the adoption of Amole mobile banking Payment?

1.5 Objectives of the Study

1.5.1 General Objective

The general objective of this study is to identify factors affecting the adoption of Amole mobile banking payments from the subscribers of Amole.

1.5.2 Specific Objective

The particular purposes of this study are as takes after:

1. To determine the effect of Attitude on the adoption of Amole Digital Payment.
2. To know the influence of perceived ease of use on the adoption of Amole Digital Payment
3. To determine the effect of perceived usefulness on the adoption of Amole Digital Payment.
4. To examine the influence of Perceived risk on the adoption of Amole Digital Payment.
5. To assess the effects of reliability on the adoption of Amole Digital Payment.

1.6 Significance of the Study

Recently Digital Payment show progresses in urban areas especially in Addis Ababa but throughout the country, it is still with a low Adoption rate. This research has tried to identify factors affecting the adoption of digital payment including the kind of association each factor has on mobile banking adoption. The finding of the study helps the bank provider to improve its mobile banking service. And it also helps the banks to identify what are the major factors hindering customers to adopt mobile banking and to formulate appropriate strategies in implementing this technology.And it helps for customers to increase their knowledge about the this new technology and to rely on it.

The result of the study is believed to add knowledge to the existing literature and can also be used as a reference for researchers who need to research the topic in the future.

1.7 The scope of the study

Theoretically, this research is limit to examine Factors affecting the adoption of Amole mobile banking on subscribers of Amole.

Geographically, the research is bounded to study within the geographic territory of Addis Ababa.

Methodologically, a quantitative research approach is employed and a more representative relatively large sample size is determined and Factors Affecting the Adoption of Amole Digital Payment on Subscribers of Amole and analyzed using correlation and regression statistics.

1.8 Limitation of the study

All studies, even if they are prepared with high consideration, limitations do exist. There are some limitations related to this specific study. The following limitations are observed: the geographical coverage of this study prohibits the generalization of the results to other areas of the country. This study has a limited location it was conducted only by the customers of Dashen Banks in Addis Ababa specifically the Head office and Four Branches around Mexico (Commerce, Senga-tera, Safarian, and Populare) branches.

In addition, some of the customers are unwilling to provide the necessary information, and late responses from customers to reply to the questionnaire are taken as a limitation for this study.

1.9 Operational Definitions

- One of the Constructs in the technology acceptance model (TAM) is perceived usefulness (PU), which is defined as the degree to which a person believes that employing a certain system will boost his or her productivity at work (Davis, 1989). Perceived ease of use refers to the degree to which a person s that engaging in online transactions through mobile banking free of effort (Davis et al, 1989.
- Perceived Risk refers to the users‟ desire of enduring a misfortune as the result of utilizing portable keeping money (Ali and Hayat, 2014
- Reliability is associated with the technical functioning of the e-banking site, particularly the extent to which the site is available and functioning properly. Sathye (1999) and Polatoglu and Ekin (2001) discover that the unwavering quality measurement is a critical figure for buyers who utilize electronic keeping money. Attitude is a measurement toward behavior that refers to the level of positive or negative evaluation or valuation of the behavior. Davis et al. (1989) had proposed that an individual's overall attitude

towards information technology and applications is the main factor that defines whether the user uses that system.

1.10 Organization of the study

The study is organized under five major sections. Chapter one presents the background of the study, the background of the organization, statement of the problem, research questions, objectives of the study, research hypothesis, definitions of terms, the significance of the study, delimitation/scope of the study are explained in brief.

The whole section of chapter two deals about the literature review. This chapter is related to literature such as articles and books are reviewed, and the conceptual framework is developed.

Chapter three is discussed the selected research method tools for this particular study and presents concrete justifies for the selected research design and methodology.

Chapter four is discussed about data presentation, analysis, and interpretation. Descriptive analysis, correlation analysis, regression analysis are carried out and the result of the research finding is interpreted in this section of the research.

The last chapter of the study, chapter five, summarizes all the research findings; conclusions, and recommendations based on the research findings were developed and also use to indicate areas for further research study.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

The purpose of this chapter is to review the literature in the area of mobile banking adoption and mainly focused on factors affecting the adoption of the mobile banking system. This review of literature establishes the theoretical frameworks for the study and highlights different frameworks used in different studies.

2.2. Mobile Banking Concept

Mobile banking is described as "the use of mobile devices to access bank-related financial services." Accounting, brokerage, and financial information are among the services provided" (Tiwari et al, 2006). Transaction facilities, as well as other associated services, may be offered. These services are primarily designed to meet informational demands relating to financial operations.

In the banking system, information technology has played a critical role. What we see in today's banking features, ease of banking, banking right from our home, all are the result of technological advancement or what is called Information Communication Technology (ICT). With the development of banking applications, the banks' process becomes faster and more reliable and the record-keeping and retrieval become much easier. The computerized banking system offers great and reliable services. With the expansion of the internet, the concept of a core banking system comes in to picture followed by technology-supported banking services.

With the introduction of the internet and mobile application development, mobile banking developed and this made users' life easy making banking just on users' mobile which is truly anywhere –any time 24/7.

Mobile Banking refers to the provision of bank-related financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank transactions, administer accounts, and access customized information Tiwari, R.andS.Buse, 2004. Mobile Banking, as one of the bank-related financial services via mobile devices, comprises services in the field of accounting, brokerage, and financial information. Many banks around the world are increasingly using mobile banking to generate additional money, cut costs, or improve customer happiness, with often promising results. (Rajnishetal, 2006)Transactions through mobile banking may include obtaining account balances and lists

of the latest transactions, electronic bill payments, and funds transfers between customers or another's accounts. Some applications also enable copies of statements to be downloaded and sometimes printed at the customer's premises.

Mobile banking, from the bank's perspective, lowers transaction costs by eliminating the need for consumers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawals or deposits.

Account information

Mini-statements and checking of account history, Alert son account activity or passing of set thresholds, Monitoring of term deposits, Access to loan statements, Access to card statements, and Insurance policy management.

Transaction

Transactional mobile banking services include fund transfers between the customer-linked accounts, paying third parties, including bill payment and third-party fund transfers and check deposits. Besides account information and transactional services, mobile banking can also support investment activities and also provide other support activities.

Investments

Mobile banking functions in supporting investment activities including Portfolio management services, personalized alerts and notifications on security prices, Real-time stock quotes, and Status of requests for credit, including mortgage approval, and insurance coverage

Support

Some of the support functions of mobile banking include Checkbook and card requests, Exchange of data messages and email, including complaint submission and tracking, and providing

2.3. Mobile Banking Features

Many of the same actions that you would accomplish at a bank branch or on your home desktop computer can be done with mobile banking. These include checking account balances, transferring money from one account to another, finding ATM locations, setting up

alerts (for example, to notify you if an account balance has hit a certain amount), or viewing account statements. Mobile banking services may include direct deposit of checks using your device's camera, bill payment, money transfer, credit card balance transfers, and even investment activities, in addition to these basic features.

Mobile Banking Is Convenient

- One of the main advantages of mobile banking is the ability to do most, if not all, of your banking on the go. You can take care of business wherever you are without interrupting the rest of your life. Bank branches aren't going away any time soon, but being able to handle your financial life without having to drive to branches. Mobile Banking Keeps You in Control Because it is so easy and so convenient, mobile banking helps keep you in control of your finances. You can monitor your balances and always know where you are regarding your financial status by viewing your balance using your mobile. Account alerts allow you to be notified when your account goes below a specific threshold, allowing you to immediately move funds into that account and prevent overdraft fees. You store checks immediately, which could be an enormous offer of assistance once you require money You may also set up recurring bill payments so you don't have to worry about forgetting to pay a bill. All these features leave you in control of your money on your time.

Mobile Banking as Secure

Mobile banking is as secure. Encryption is used by all reputable banking institutions to safeguard and preserve your privacy, identity, and financial information. Account alerts allow you to be notified when your account goes below a specific threshold, allowing you to immediately move funds into that account and prevent overdraft fees. You can deposit checks right away, which comes in handy when you're short on cash. You may set up bill payment reminders so you never have to incur a late fee. The National Bank of Ethiopia (NBE) has also issued a directive of mobile and agent banking operation to strengthen the financial inclusion and expand the financial services to the unbanked population(directive no FIS/01/2012.) This facilitates the banks to use mobile banking as a one delivery channel for their products and services.

Despite the investments made, the benefits of mobile banking, and the instruction given, Ethiopian banks have yet to deploy the technology. This might be due to poor infrastructure,

poor awareness, or failure to identify the factors affecting the adoption of mobile banking services thereby avail remedial solutions.

As a result, the goal of this research is to identify the characteristics that influence the adoption of Amole mobile banking services among Moneta Technology users.

2.4. Theoretical Review for Technology Adoption Models

One of the more established fields of research in information systems is technology adoption. Carr (1999) has defined technology adoption as the stage of selecting a technology for use by an individual or organization. Due to the high growth of information communication technology, new products particularly in the banking industry have been released. The success of these products, however, depends on the degree to which the users adopt them. To identify how people can accept or adopts technology, different models have been developed. Among such model, Technology Acceptance Model(TAM) (Davis, 1989), which posit the two sets of beliefs, i.e., perceived ease of use (PEOU) and perceived usefulness (PU) to determine individual's acceptance of technology. Theory of Reasoned Action (TRA) (Fishbein&Ajzen 1975), Theory of Planned Behaviour (TPB) (Ajzen 1991), which deals to adopt and the factors that affect the use of technology such as attitude, subjective norms, and perceived behavioral control. The Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkateshet al 2003) Diffusion of Innovations Theory (DIT) developed by Rogers (1995) to explain how the diffusion of innovations takes place in the social system and this study considers only two TAM and UTAUT.

2.4.1. The Theory of Reasoned Action

According to the Theory of Reasoned Action (TRA), a person's behavior is determined by their purpose to execute the activity, which is a function of their attitude toward the conduct and subjective norms (Fishbein&Ajzen, 1975). may set up bill payment reminders so you never have to incur a late fee. On the other hand, the subjective norm was explained as an individual's perception of whether the behavior should be performed. This would be driven by the motivation that an individual has to comply with opinions from people who are important to the individual (Fishbein&Ajzen 1975). Behavioral intentions were assumed to indicate how hard people would be willing to try, and how much of an effort they would be planning to exert, to perform the behavior. As a general rule, the stronger the intention to engage in behavior, the more likely should be its performance (Sheppard et al. 1988).

2.4.2. Theory of Planned Behavior (TPB)

To the TRA, TPB introduced a perceived behavioral control component. Behavioral intention can only be expressed in conduct if the activity is under volitional control, according to Ajzen (1991). Attitude refers to the degree to which the person has a favorable or unfavorable evaluation of the behavior in the study, subjective norm refers to the perceived social pressure to perform or not to perform the behavior while perceived behavioral control refers to the individual's belief in the ease to execute behavior (Ajzen 1985).

2.4.3. Innovation Diffusion Theory

Innovation diffusion theory focuses on understanding how, why and at what rate innovative ideas and technologies spread in a social system (Rogers, 1962). In terms of the theories of change, Innovation Diffusion theory takes a contrary approach to study changes rather than focusing on persuading individuals to change, it sees change as largely involving the evolution or "reinvention" of products and behaviors to make them a better match for individual needs. In the diffusion of innovations, it is not people who change, but the innovations themselves (Les Robinson, 2009). On the other hand, diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system (Rogers, 2003).

2.4.4. Technology Organization Environment framework(TOE)

The technology-organization-environment framework, also known as the TOE framework, is a theoretical framework that explains technology adoption in organizations and describes how the technological, organizational, and social contexts influence the process of adopting and implementing technological innovations. Tornatzk describes the TOE framework (technology–organization–environment). The TOE framework is a firm-level theory that describes how three major aspects of a company's setting influence adoption decisions. The technology context, organizational context, and environmental context are the three aspects. All three are posited to influence technological innovation.

2.4.5. Technology Acceptance Model (TAM)

Technology Acceptance Model the first introduced by Fred Davis in 1989TAM is a hypothesis that describes how people embrace and use technology. TAM may be a theory that models how clients come to acknowledge and utilize innovation. It developed from TRA and

suggested that when users are presented with new technology, some factors influence their decisions about how and when will use the technology (Davis.1989).TAM is a model of how consumers come to embrace and employ technology in an information system. The model suggests that when users are presented with new technology, two main factors influence their choice around how and when they will utilize it. These are:

-Perceived usefulness (PU): Perceived usefulness is defined by Davis as "the degree to which a person believes that using a particular system will improve his or her job performance." The degree to which a person perceives that utilizing a specific system is free of effort is known as the perceived case of use (PEU) (Davis, 1989).Luarn and Lin (2005) extended the existing TAM model by adding four new constructs to understand mobile banking adoption in Taiwan. These are Perceived credibility, Perceived self-efficacy, perceived cost, and perceived risk. And this research will take a perceived risk.

Perceived risk: Perceived risk is viewed as a hesitation regarding the result (good or bad) regarding using a product/service. It is defined as a combination of uncertainty plus seriousness of outcome involved and the expectation of losses associated with purchase acts as an inhibitor to purchase behavior (Bauer, 1960).

According to Davis (1985), three elements can explain user motivation: perceived ease of use, perceived usefulness, and attitude toward utilizing the system. He hypothesized that the attitude of a user towards using the system was a major determinant of whether the user will use or reject the system. the two key variables, perceived utility and perceived ease of use were thought to impact the user's attitude, with perceived ease of use having a direct influence on perceived usefulness.

2.4.6. The Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed through the consolidation of eight models that previous research had employed to explain IS usage behavior. To develop the theory, Venkatesh et al. (2003) firstly reviewed user acceptance literature. This review included the previously discussed theories, TRA, and TAM as well as the motivational model, theory of planned behavior (TPB). This analysis illustrated that seven constructs appeared to be significant direct determinants of intention or usage (performance expectancy, effort expectancy, and social influence, facilitating conditions, attitude toward using technology, self-efficacy, and anxiety). Of these, Venkatesh et al. (2003) found that the

first four constructs played a significant role as direct determinants of user acceptance and usage behavior. Afterward, a unified model UTAUT was formulated by integrating different elements across the eight models. Using the original data from the aforementioned theories, the UTAUT model outperformed the eight individual models. A subsequent empirical validation using data gathered from two additional organizations confirmed the theory (Venkatesh, et al. 2003).

2.5 Empirical studies Related to Mobile Banking

The researcher has reviewed various empirical studies related to factories affecting the adoption of mobile banking and summarized as follows.

Mardung (2013) used the Technology Acceptance Model (TAM) and demographic variables such as age, income, education level, and bank account to explore factors influencing the adoption of mobile money services in Botswana's banking and financial industries. To do the research closed-ended questionnaire was administered to a total of 190respondents from a targeted sample of 200 users and non-users of mobile banking services. The analysis of the result showed that gross income and having bank account insignificant in determining the use of mobile banking services in Botswana. On the contrary, the age of the individual was found to be significant in determining whether an individual used mobile money services or not with more youthful individuals leaning toward utilizing versatile cash administrations than the more seasoned ones

The study also showed the education of individuals did not show any influence on the preference to use mobile money services to access banking and financial services. The study revealed that gender was shown to be significant with more males than females using mobile money services. Employment status was also significant with more employed individuals preferring to utilize mobile money to get to keeping money and monetary administrations than unemployed.Geogre and Gerald (2015) examined the determinants of mobile banking adoption among bank customers in Ghana with a specific emphasis on Access banks. Accordingly, data collected from 150 customers of access banks to investigate the determents to mobile banking adoption in the Ghanaian banking industry. The result from the study revealed that perceived creditability and perceived financial cost the major setback in customers' adoption of mobile banking services provided by Access Bank. The findings also showed that perceived creditability and perceived financial cost have a stronger effect on consumer intention to adopt and use mobile banking services than perceived usefulness and

perceived ease of use. The study also showed although, perceived creditability and perceived financial cost have a stronger effect on consumer intention to adopt and use mobile banking other factors such as awareness, usefulness, simplicity, compatibility, self-efficacy have also an influence on the adoption and usage of mobile banking service.

Masinge (2010) investigated the factors influencing the poor at the bottom of the pyramid's (BOP) adoption of mobile banking in South Africa, with a particular focus on trust and perceived cost and perceived risk including the facts of perceived risks, performance risk, security or privacy, time risk, social and financial risk using the original variables of extended technology acceptance model (TAM2) (Venkatesh and Devis 2000.)The research has found that customers in the BOP consider adopting mobile banking as long as it is perceived to be useful and perceived to be easing to use. The research also indicated that for people in the BOP, the most critical factor for the customers is cost, the service should be affordable.

Ndumba et al. (2014) investigated the factors that influence Kenyan commercial banks' adoption of mobile banking. They found that perceived risk was found to negatively affect the adoption of M-Banking services. The study showed sending money to the wrong account or phone number and loss of personal or account information greatly affected the adoption of mobile banking. The study also identified perceived convenience was found to positively affect the adoption of mobile banking by being easy to use and being useful in different ways. The usefulness presented in that study includes accessibility, saving of time, and comfort.

2.6. Studies Related to Mobile Banking Services in Ethiopia

Most researches so far conducted in Ethiopian case mainly in the case of factors affecting the adoption of E-Banking services such researches summarized as follows.

Tesfaye Matiwos (2018) researched to examine factors affecting the adoption of mobile banking in Addis Ababa and found Effort expectancy was found to have a significant and positive influence on mobile banking adoption showing that for mobile banking technology to be accepted by users, the technology has to be from the effort. Therefore, it can be concluded that people will adopt mobile banking services when the service brings efficiency in performing banking tasks.

Gemech (2014) researched to examine factors affecting the adoption of E-Banking in Ethiopia and found security, lack of trust, lack of legal and regulatory formwork, lack of ICT

infrastructure, and absence of competition between local and foreign banks as barriers of adoption of E-banking in Ethiopia banking industry.

Zekeke (2016) investigated opportunities and challenges in the adoption of E-Banking services for Dashen Bank SC. The study examined opportunities and challenges in light of the technology acceptance model (TAM) and technology organization-Environment (TOE) and found that perceived usefulness, perceived risk, and environmental factors found to have significant influence in the adoption of E-Banking services.

Gdachew (2010) researched the opportunities and challenges of E-Banking in Ethiopia and found that lack of suitable legal and regulatory frameworks for E-commerce and E-Payment, political stability in neighboring countries, high rates of illiteracy, and absence of financial networks that link different banks the major challenges of E-Banking in Ethiopia.

Mulualem (2015) examined factors affecting the adoption of mobile banking (on CBE) A branches using Technology Acceptance Model (TAM) with additional variables name perceived risk. The research found that perceived usefulness and perceived ease of use have a positive relationship with the adoption of mobile banking but the perceived risk has a negative relationship with the adoption of mobile banking Haile (2015) also conducted on factors affecting the adoption of mobile Banking (in commercial Bank of Ethiopia) using the unfiled theory of acceptance and use of technology (UTAUT). The findings of the study showed that performance expectancy, perceived risk, perceived cost, Effort expectancy, and trust the factors affecting the adoption of mobile banking but mobile service quality was found to be insignificant in the study.

Research Gap

E-banking is the use of computers and telecommunications to enable banking transactions to be done by telephone or computer rather than through human interaction And A bank or other financial institution's mobile banking service benefit permits customers to execute monetary exchanges remotely employing a versatile gadget such as a smartphone or tablet. Being a recent technology to the Ethiopian banking industry, much literature not available regarding the topic. The few studies that available mainly focus on identifying factors affecting the adoption of E-Banking business. AtnkutAyal(2018) conducted Factors affecting adoption of e-banking in Ethiopian banking AyanaGemechu(2018)examined factors affecting the adoption of the electronic banking system in the Ethiopian banking industry. The provision

and use of banking and financial services via mobile communications devices are referred to as mobile banking. The scope of advertised administrations may incorporate offices to conduct bank and stock advertise exchanges, to manage accounts and to get to customized information." Tesfaye Matiwos(2018)examined Factors affecting the adoption of mobile banking in Addis Ababa, Hayat Nesibu(2017)conducted mobile banking adoption in Ethiopia there is very little literature available on mobile banking adoption, and literature regarding mobile banking has two drawbacks. First, they conducted only on very few CBE neglecting private banks. Secondly, they are generalized as e-banking or mobile banking which is used in the whole banking sector. But this particular research conducted on the private bank and differently, the major emphasis of this particular research will to investigate the factors affecting the adoption of Amole digital payment, and determine the effects of each determinant variable on the adoption of Amole mobile banking platform in Dashen bank and specifically because of subscribers of Amole Digital payment.

Therefore, carrying out this research will help the bank to improve its product by adding new features and generally help the financial institution and banks in particular in pinpointing the factors affecting the adoption of mobile banking. Hence, it fills the research gap.

2.7. Proposed theoretical / Conceptual framework

The hypothetical system is the structure that can hold or support a hypothesis of inquire about to ponder. It introduces and describes the theory that explains why the research problem under study exists. The study is concerned with factors affecting the adoption of Amole digital payment platforms and it bargains with hypothetical systems and a diagram of related concepts. For each context, various factors have been identified from the literature but only those that are considered relevant for Amole banking adoption are included in the framework.

The below conceptual framework shows the relationship between dependent and independent variables

Determinants of Amole Mobile banking adoption

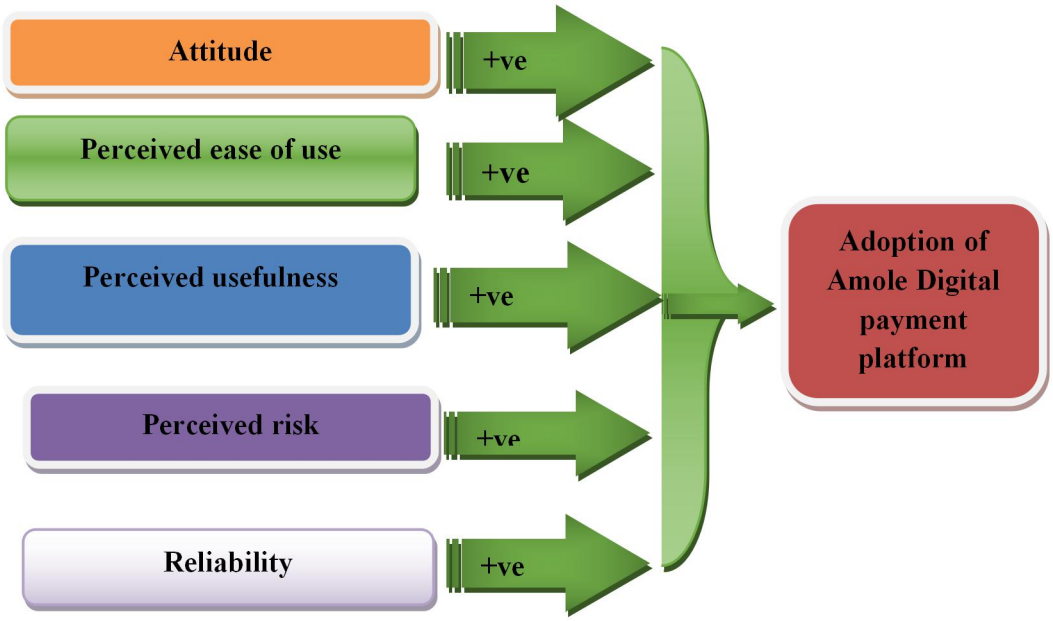

Figure 1: proposed conceptual frame model for the study

Source: Carr (1999), with modification based on reviewed literature

The figure above is study the relationship between dependent and independent variables for the conceptual framework. The figure shows the conceptual framework is the essential basis of this research project. TAM and TOE models are implemented in this research to form the research framework.

2.8. Hypothesis Development

The following research hypothesis formulation was developed in the context of mobile banking.

2.8.1 Perceived Ease of Use

Perceived ease of use is the point that in belief with utilizing a particular system would be free from exertion. (Davis et al 1989; Venkatesh& Davis, 2000).Gefen (2000) recommended perceive ease of use as an indicator of the cognitive effort needed to exploit and learn new Information Technology. Many studies such as Legris et al. (2003) and Zhu et al. (2011) have defined that a user-friendly technology or system which easier to use and apply is more likely beneficial. Guriting and Ndubisi (2006) found that in Malaysia's context to use e-payment,

perceived ease of use had a significant positive relationship with the behavioral intention of Malaysians. Therefore:

H1: Perceived ease of use has a positive and significant effects on consumers' intention towards the use of Amole Mobile Banking.

2.8.2 Perceived Usefulness

Many researchers defined that perceived usefulness in the extent to which an individual has confidence in that using an appropriate system would increase his or her job performance (Davis et al. (1989); & Deng, 1998; Erikson et al. Davis et al.'s 1989 findings stated that e-commerce user's decision-making on the adoption of the e-payment system is influenced by perceived usefulness. Users intentional adoption of e-payment is influenced by perceived usefulness had been proposed insubstantial amount of studies. Therefore:

H2: Perceived usefulness has a positive and significant effect on consumers' intention towards the use of Amole Mobile banking.

2.8.3 Perceived Risk

Consumer behavior studies define perceived risk (PR) in terms of the customer's perception of the uncertainty and potential adverse consequences of buying a product or service. The degrees of risk that customers perceive and their tolerance of risk tacking are factors that influence their purchase decision (Nasri, 2011). On the other hand, bringing a new technology to a user may have both benefits and risks, and the individual may want to consider the risks and benefits before opting to accept the technology. On another hand, introducing a new technology may involve both benefits and risks to the user, and before deciding to adopt the technology, the individual may want to weigh risks and benefits. Inter-bank electronic banking services will not be an exception to this general rule. A larger perception of risk will reduce the perceived benefit of the technology (Horst et al. 2007). Therefore:

H3: Perceived Risk has a positive and significant effects on consumers' intention to towards the use of Amole Mobile Banking.

2.8.4 Reliability

Accuracy in billing and information, keeping accurate records, and providing service on the schedule are all examples of reliability (Zeithaml et al. 2002; Mckinney et al., 2002).

Reliability is associated with the technical functioning of the e-banking site, particularly the extent to which the site is available and functioning properly. The reliability component is a significant aspect for consumers who utilize electronic banking, according to Sathye (1999) and Polatoglu and Ekin (2001). Furthermore, Sathye (1999) and Liao and Cheung (2002) find that reliability is positively related to the use of electronic banking. Therefore:

H4: Reliability has a positive and significant effects on consumers' intentions to towards the use of Amole Mobile Banking.

2.8.5 Attitude

Attitude is a measurement toward behavior that refers to the level of positive or negative evaluation or valuation of the behavior. Davis et al. (1989) had proposed that an individual's overall attitude towards information technology and applications is the main factor that defines whether the user uses that system. This is supported by the research done by Abrazhevich (2001) that users' perception of e-payment is highly dependent on user's attitudes that will affect the acceptance. Therefore:

H4: Attitude has a positive and significant effects on consumers' intentions to towards to use of Amole Mobile Banking.

CHAPTER THREE
RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

This chapter contains a discussion on various methodological techniques that are used in the study. This section presents details on research design, population of the study, sample size, sampling techniques, data collection and conclusion, description reliability of instruments, data collection procedures, and data analysis techniques.

3.2. Description of the Study Area

The Study is conducted in Dashen Bank's branches which are located in Addis Ababa, specifically at the Head office and four Branches around Mexico (SengaTera Populare, Commerce, and Safari branches). These branches were selected because of time and cost-effectiveness for the Researcher.

3.3. Research Approach

The scientific research approaches are divided by Creswell (2003) into three: quantitative, qualitative, and mixed research. Quantitative research is an approach for testing objective speculations by inspecting the relationship among variables, which can be measured and analyzed utilizing statistical methods. The quantitative research approach is usually associated with collecting and converting data into numerical form as a result of which statistical calculation can be made and conclusions will be drawn. Quantitative research is used to evaluate the problem by way of creating numerical data or data that can be changed into usable statistics. It is used to measure attitudes, opinions, behaviors, and other defined variables and generalize the results from a larger sample population (Susan, 2011).

Therefore, this study is relying on the results which are found with the numeric values and magnitude of adoption dimensions measured using questionnaires, thus to investigate the objective of the study and test the hypothesis quantitative method is the best suited.

3.3. Research Design

This research is a descriptive and explanatory approach in nature as this study tried to identify what are factors affecting the adoption of Amole mobile banking payment.

The study is adopted a descriptive research design because it seeks to obtain information that describes existing phenomena by asking individuals about their perceptions, attitude, behavior, or values. Descriptive statistics are used mainly to understand the customers' profiles and the perception of customers towards the user's ease of use and risk of mobile banking adoption which is help us to answer the research questions related to customer's perceptions.

Explanatory studies investigate whether the value of one variable causes or determines the value of another variable, in an attempt to establish linkage between them and generally measures the level of impact of the independent variables on the dependent variable (Carl McDaniel, 2010). Therefore, it investigates the relationship between independent variables (Perceived ease of Use Perceived usefulness, perceived risk Reliability, and Attitude) and the dependent variable Adoption.

3.4. Population of the Study

The study is undertaken to examine factors affecting the adoption of Amole Digital Payment from the subscribers of Amole who are the customers of Dashen bank. Currently, eighteen private commercial banks are operating in Ethiopia. Of which Dashen bank is selected for this research because it announced a new mobile banking platform and has a relatively large number(above 2million) of subscribers. Therefore, Dashen Amole subscribers are the population of the study.

3.5. Sampling Size

There are numerous methods for calculating sample size. These include using a census for small populations, simulating the sample size of comparable research, using public tables, and calculating the sample size using formulas. According to Krejcik and Morgan (1970), chon (1969) for the population that is more than 100,000 at the confidence level of 95% taking 384 sample size is appropriate. Since the population of this study is more than 100,000 which is above 2 million as described above, 384sample were chosen and 384 questioners were distributed to respondents.

3.6. Sampling Technique

Sampling is the strategy or the method of collecting data from a populace. It is troublesome to identify a whole population, due to a few imperatives such as in- openness of the population, time outline figure, cost, insufficient assets, etc. The sample taken must be a

representative sample of the population for the results of the sample analysis to be reliable. Sampling therefore can be referred to as a process of obtaining a representative sample from a population (Olateju, 2013). This research used non-probability sampling because it is difficult to estimate the probability that each respondent in the population has of being included in the sample. Non-probability sampling can be used in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling (Kothari, 2004).

Therefore researcher used non-probability sampling such as convenience sampling in selecting the sample from the targeted population. Convenience sampling is technique samples drawn from a population that is close to hand, readily available, or convenient (Bhattacherjee, 2012). Hence due to simplicity and inexpensiveness, this research used the convenience sampling method.

3.7 Data Collection Methods

Both primary and secondary source is used

3.7.1Primary Data Collection

Refers to the gathering of specific information to prove or disprove certain facts. In data collection, the researcher must have a clear understanding of what they hope to get and how they hope to obtain it (Kombo& Tromp, 2006). Primary data will be collected based on structured questionnaires. Based on the research objective, the questionnaire is extracted respondents' experience regarding technology adoption dimensions namely Attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability towards their intention to adopt the Amole digital payment platform.

The response to the questionnaire is measured using the Likert scale of five rating scales where: Strongly Agree (SA) =5; Agree (A) = 4; Neutral (N) =3, Disagree (D) = 2; and Strongly Disagree (SD) =1. The Likert scale would reduce the frustration level of patient respondents and increase response rate and response quality and it is also used to make the questions easier for respondents to answer simply.

3.7.2 Secondary Data Collection Method

Secondary data of this research were collected from various sources including relevant books, previous researches, Journals, Scientific Articles, and other sources on the internet. This helps

the researcher to save time and minimize costs. (Mark Saunder, philiplewis, Adrian Thornhill, 2009, p. 272) Secondary data are data that are collected from different written documents concerning the research problem.

3.8. Data analysis

After collecting the data through a questionnaire, the process of analysis is done by using statistical tools like regression and correlation models. Multiple regression analysis was used to know how much the independent variable i.e. Factors of adoption (the five dimensions) explain or influences the dependent variable which is the intention to adopt.

Correlation analysis was used to measure the strength of the association between factors for adoption dimensions and intention to adopt. And also descriptive analysis was used for the demographic factors such as gender, age, education, occupation, monthly income, and for how many times the customers are using the bank's services. Tools like tables and percentages were also used. Data analysis was performed by utilizing the SPSS program adaptation

22.3.9 Validity and Reliability

3.9.1 Validity

Validity determines whether the instruments are accurate from the perspective of the researcher, the participant, or the readers (John, W.C. 2009). This study's validity was assured through surveying with a few of the sample population to determine the accuracy of finding drawn from the questionnaire. Also, opinions from the research advisor and experts ensured the content validity, whether the items measure the area of interest or the concept it intends to measure which were advanced its validity.

3.9.2 Reliability

Scale reliability refers to the extent to which a scale can reproduce the same measurement results in repeated trials i.e. scale reliability is the extent to which the measurements taken with a particular instrument are repeatable. According to Burn and Bush (2014), reliability is the degree to which a respondent is consistent in his or her answers.

To assess the reliability of a scale measurement to investigating multidimensional constructs, summated scale measurements tend to be the most appropriate scales (Hair et al., 2003). In

this type of scale, each dimension represents some aspect of the construct. As a result, the complete scale, not just one component, is used to assess the construct.

The internal consistency which is refers to the degree to which the various dimensions of a multi-dimensional construct correlate with the scale. In other words, the set of attribute items that make up the scale must be internally consistent. There are two popular techniques used to assess internal consistency: split-half tests and coefficient alpha also referred to as Cronbach's alpha.

1. In a split-half test, the items in the scale are divided into two halves (odd versus even attributes, or randomly) and the resulting halves' summated scores are correlated against one another. High correlations between the parts demonstrate good (or satisfactory) inner consistency.

2. The average of all possible split-half measures that result from different ways of splitting the scale items is used to calculate the coefficient alpha. The coefficient value can range from 0 to 1, and, in most cases, the esteem of less than 0.6 would ordinarily show minimal to low (or unsuitable) inner consistency.

Hence, in this particular research, Cronbach's alpha will be used to measure the internal consistency of the items used in the constructs, and the details are presented under the data presentation, analysis, and interpretation chapter's reliability section.

3.10. Ethical Consideration

Professional associations for the marketing research industry have all established rules, standards, or codes of ethical conduct (Burn and Bush, 2014). There are differences in the codes but there also exist some commonalities among the major associations. These are:

- Fair dealings with respondents
- Fair dealings with clients and subcontractors
- Maintaining research integrity
- Concern for society

Hence, throughout the study, all codes of conduct were properly applied. Any pertinent concepts in this research were properly quoted. All research participants are protected, the participants' information was kept in private and used exclusively for the intended purpose of

this study. Similarly, sensitive company data such as the name, address of clients, and amount of premium contribution were not disclosed.

CHAPTER FOUR
DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1Introduction

This chapter consists of the analysis of results and data that are relevant to this study. In this chapter, the results obtained in the study are analyzed, presented, and interpreted in detail. The collected raw data were analyzed through SPSS version 25 software. This chapter consists of four main parts, which are factor analysis, reliability test, and inferential test to analyze this research data.

This chapter begins by presenting background information on the respondent statistics under demographic variables, reliability test, followed by Pearson correlation matrices, multiple linear regression analysis, and hypotheses testing.

4.2 Demographic Characteristics

This part shows the demographic information of the study participants. The study participants on the survey questionnaire have different personal information; besides these differences, they introduce different responses towards the adoption of Amole digital payment. The study sought to establish the gender, age category, level of education, and service year status of the respondents in the Amole platform. The respondent profile who participated in the study is presented the demographic characteristics of the 288 respondents.

4.2.1. Gender Profile of the Respondents

Table 1: Gender Category of the Respondents

		Frequency	Percent	Valid Percent
Valid	0	15	5.2	5.2
	Male	187	64.9	64.9
	Female	86	29.9	29.9
	Total	288	100.0	100.0

Source: Survey finding (2021)

From the above table 4.1.1, we can see that about 29.9% of the respondents were female, 64.9% of the respondents were male and the rest 5.2% didn't indicate their gender. Here, it is inferred that most of the respondents were male. From this finding, one can infer that both genders were involved in the study and thus the finding of the study did not suffer from gender bias.

4.2.2. Age Category of the Respondents

Table 2: Age category of the respondents

		Frequency	Percent	Valid Percent
Valid	19-39 years	208	72.2	72.2
	40-59 years	65	22.6	22.6
	above 60 years	15	5.2	5.2
	Total	288	100.0	100.0

Source: Survey finding (2021)

From the above table 4.1.2 result, about 72.2% of them were within the age of 19-39, about 22.6% of the respondents were within the age of 40-59 years old. About 5.2% of them were within the age of above 60 years old. Here from the finding most of the respondents were within the age of 19-39 years old and within the age of 40-59 years old. This is an indication that respondents were well distributed in terms of their age category. The age category implies that the respondents were comprised of heterogeneous groups; which in turn enabled the researcher to get varied responses across the sample units‟ fairy distributed. Hence, again the study did not suffer from age bias.

4.2.3 Educational Level of the Respondents

The study also requested the respondents to indicate their highest level of education. The result is presented below figure.

Table 3: Educational level of the respondents

		Frequency	Percent	Valid Percent
Valid	0	15	5.2	5.2
	Diploma	2	.7	.7
	Degree	234	81.3	81.3
	Masters	36	12.5	12.5
	99	1	.3	.3
	Total	288	100.0	100.0

Source: Survey finding (2021)

From the table 4.1.3 result, about 81.3% of the respondents have 1st degree, about 12.5% of the respondents have master's degree, about .7% have a diploma, about 5.2% do not indicate their educational background, and about .3% are missed. Thus, most of the respondents were 1st degree and above holders. Therefore, one can infer that respondents might have the best educational level; there is good knowledge and a good understanding of factors affecting Amole mobile banking services .

4.2.4 Service Year Status of the Respondent

Table 4: Service year of the respondents in the Amole Platform

		Frequency	Percent	Valid Percent
Valid	< 1 year	66	22.9	22.9
	1 -2 years	113	39.2	39.2
	above 2 years	109	37.8	37.8
	Total	288	100.0	100.0

Source: Survey finding (2021)

From the above table 4.1.4 results, about 22.9% of the respondents had less than 1-year experience, about 39.2% of the respondents had 1-2 service years, about 37.8% of the respondents had above 2years' experience of Amole service.

From the Above table, 4.1.4 result majorities of the respondents had between 1-2 years" service year experiences in Amole. Therefore, a majority of the customer39.2 % have worked with the Amole platform for at least 1-2 years. These customers have the information of using Amole mobile banking services.

4.2.5 Occupation of the Respondent

Table 5: the occupation of the respondents

		Frequency	Percent	Valid Percent
Valid	student	8	2.8	2.8
	private sector	109	37.8	37.8
	own business	142	49.3	49.3
	government sector	17	5.9	5.9
	others	12	4.2	4.2
	Total	288	100.0	100.0

Source: Survey finding (2021)

From the table 4.1.5 result, about 2.8% of the respondents are students, about 37.8% of the respondents are private sector, about 49.3% are own business, about 5.9% are government sector and about 4.2% are others. Thus, most of the respondents were own business. Therefore, one can infer that most of the respondents are own business which doing business with the service provider and has a good understanding of Amole Mobile banking services.

4.2.6Monthly Income of the Respondent

Table 6: Monthly income of the respondents

		Frequency	Percent	Valid Percent
Valid	below 2,000	29	10.1	10.1
	2,001-5,000	29	10.1	10.1
	5,000-10,000	44	15.3	15.3
	above 10,000	186	64.6	64.6
	Total	288	100.0	100.0

Source: Survey finding (2021)

From the table 4.1.6 result about 10.1% of the respondents have monthly income of below 2,000, about 10.1% of the respondents have monthly income of 2,001-5,000, about15.3% have monthly income of 5,000-10,000, and about 64.6% monthly income of above 10,000. Thus, most of the respondents were having a monthly income of above 10,000.

4.2 Reliability Test

The survey was conducted for one week time. From the total of 384 questionnaires distributed only 288 were collected, the remaining 96 of them were not returned. Therefore, 288 were effectively used for analysis that indicates a 75% response rate which is acceptable to undertake a study.

According to Hair et al. (2006), Cronbach's Alpha Reliability is testing on the reliability of the research that allows the researcher to come out with consistent results. The measurement of Cronbach's Alpha is specified as numbers 0 and 1. Hence, Cronbach's Alpha has better consistency within items in the scale if coefficient that closer to 1.

In this study, Cronbach's Alpha is used to measure the internal consistency of the items used. George and Mallery (2003), provides the following rules of thumb: >0.9-Excellent, >0.8-

Good, >0.7-Acceptable, >0.6-Quesstionable, >0.5-Poor, <0.5-Unacceptable (as cited by Gleam and Rosemary, 2003). The results are shown in Table (4.1).

Table 7: Reliability Statistics based on Cronbach's Alpha Model

Variable	Cronbach's Alpha	N of Items	Remark: Based on Cronbach's Alpha Value
attitude	.875	4	Good
Perceived ease of use	.864	5	Good
Perceived usefulness	.915	4	Excellent
Perceived risk	.714	6	Acceptable
Reliability	.715	5	Acceptable
Intention to Adopt	.970	4	Excellent

Source: Survey finding (2021)

Table 4.2.1 showed the Cronbach's alpha that was computed for the items that made up each construct used in this study. The alpha values for the six constructs indicated that the items that formed them had reasonable internal consistency reliability – being from 0.714 and 0.970.

Based on the results above, all variables are considered variables as alpha values are more than 0.714. The independent variable, Perceived usefulness has the highest alpha value of 0.915 with 4items so this means that Perceived usefulness has is the most reliable variable. Attitude and perceived ease of use have the second and third highest alpha value of 0.875 with 4 items and 0.864 with 5 items, followed by reliability and perceived risk having the alpha value of.715 with a total of 5 items and an alpha value of 0.714 with 6 items respectively. Besides, the variable with 4 items is customer intention to adopt with an alpha value of 0.970

For testing the reliability of the test, can conclude that the test is reliable with independent variables achieved and fulfilled the level of reliability which was measured by Cronbach's Alpha.

4.3 Validity

To make sure that the questionnaires are valid in terms of content, a pilot test of the questionnaire was floated to users of Amole Mobile Banking service and based on their

constructive and valid comments questionnaires were amended to suit the desired level of validity.

4.4 Correlation Analysis

4.4.1. Pearson Correlation Coefficient Analysis

The correlation matrix is used to check the pattern of relationship in the Pearson Correlation Coefficient. This is to ensure all variables in this study have determined the strength of the linear relationship. Preliminary analysis was conducted before multiple regression analysis to ensure the regression model does not consist of any serious violation. Below are the rules of thumb of a correlation coefficient, assume correlation coefficient is statistically significant:

Table 8: Rules of Thumb about the Strength of Correlation Coefficients.

Range of Coefficient	Description of Strength
±.81 to ±1.00	Very strong
±.61 to ±.80	Strong
±.41 to ±.60	Moderate
±.21 to ±.40	Weak
±.00 to ±.20	None

Source: Hair (2003)

Like the demographic factors, the data from the scale typed questionnaire were fed to the SPSS software version 25.00, to process the correlation analysis. Based on the questionnaire which was filled by Amole subscribers/users, the following correlation analysis was made.

Table 9: Pearson Correlation for the determinants of intention to adopt Amole.Source:

Correlations							
		Attitude	**Perceived ease of use**	**Perceived usefulness**	**Perceived risk**	**Reliability**	**Intention to adopt**
Attitude	Pearson Correlation	1	.767**	.729**	.883**	.734**	.853**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	288	288	288	288	288	288
Perceived ease of use	Pearson Correlation	.767**	1	.774**	.856**	.777**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	288	288	288	288	288	288
Perceived usefulness	Pearson Correlation	.729**	.774**	1	.689**	.985**	.763**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	288	288	288	288	288	288
Perceived risk	Pearson Correlation	.883**	.856**	.689**	1	.698**	.892**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	288	288	288	288	288	288
Reliability	Pearson Correlation	.734**	.777**	.985**	.698**	1	.768**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	288	288	288	288	288	288
Intention to adopt	Pearson Correlation	.853**	.864**	.763**	.892**	.768**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	288	288	288	288	288	288
**. Correlation is significant at the 0.01 level (2-tailed).							

Survey finding (2021)

The correlations table, as shown above, reveals that attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability are correlated at .853, .864, .763, .892, and .768 respectively (which are statistically significant at the .000 level). These results suggest that each of these five variables (attitude, perceived ease of use, perceived usefulness, perceived

risk, and reliability) variables are strongly related to intention to adopt—that is changes either in any of these variables is associated with changes in intention to adopt.

By referring to the table above, the correlation matrix represents that all variables are significantly connected variables. There are five variables within the range of 0.763 - 0.853 which have a moderate relationship. All variable's correlation coefficients are less than 0.9. Hence, Multicollinearity does not exist in these data.

Thus according to the rules of thumb the Pearson correlations coefficient shown in the above table are used to test the hypothesis developed in this research as follows:

4.4.1 Correlation Between Attitude and Intention to Adopt Amole Service

Pearson correlation test was conducted for Attitude and intention to adopt amole and the results are as shown in table 4.6. There is a significant positive correlation between Attitude and Amole adoption with a significant value of 0.000 lower than 0.05. In other words, attitude dimension and Amole adoption are related with a very strong relationship **(r = 0.853**).**

4.4.2 Correlation between Perceived ease of use and intention to adopt Amole

Pearson correlation test was also conducted to know the degree of relationship between the independent variable, which is Perceived ease of use, and the dependent variable, Amole adoption. The results of the correlation between these variables are shown in table 4.6. There is a significant correlation between Perceived ease of use and Adoption of Amole with a significant value of 0.000 lower than 0.05. In other words, Perceived ease of use dimension and Amole adoption are related with a very strong relationship **(r = 0.864**).**

4.4.3 Correlation between Perceived usefulness and intention to adopt Amole

To see the correlation between perceived usefulness and Amole adoption, the Pearson correlation test was conducted, and the results found were as shown in table 4.6. There is a positive and significant correlation between Perceived usefulness and Adoption of Amole with a significant value of 0.000 lower than 0.05. In other words, the Perceived usefulness dimension and Amole adoption are related with a very strong relationship **(r = 0.763**).**

4.4.4 Correlation between Perceived risk and intention to adopt Amole

Pearson correlation test was also conducted to know whether there is a significant correlation between perceived risk and Amole adoption, and the results are shown in Table 4.6. There is a positive and a significant correlation between perceived risk and Amole adoption with a significant value of 0.000 lower than 0.05. The result of correlation analysis proves that perceived risk and Amole adoption are correlated with a relationship **(r =0.892**).**

4.4.5 Correlation between Reliability and intention to adopt e-banking

For these variables, reliability and Amole adoption, also Pearson correlation test was conducted and the results are shown in Table 4.6. There is a positive and a significant correlation between Reliability and Amole adoption with a significant value of 0.000 lower than 0.05. The result of correlation analysis proves that Reliability and Amole adoption are correlated with a relationship **(r =- 0.768**).**

4.5. MulticollinearityTest

The researcher uses the Variance Inflation Factor (VIF) to check the Multicollinearity among the independent variables. Multicollinearity exists if VIF is greater than 10. (Freund and Littell 2000). Multicollinearity is important to interpret whether there is a correlation of regression among independent variables. Based on table 4.8, the regression result shows no Multicollinearity that the tolerance value is greater than 0.2 and the Variance Inflation Factor (VIF) values are all fall between the ranges 0 to 10. This also meant that predictors in this study must be highly correlated. The result for VIF showing that the variables can be used in the regression analysis and Multicollinearity is minimized (Chatterjee et al., 2000; Kleinbaum et al., 1988).

Table 4.7 also shows that the value of VIF for each independent variable is smaller than 10, so the problem of Multicollinearity does not exist. In addition, the Multicollinearity value that lesser than 10 shows that all independent variables are uncorrelated with other independent variables.

Table 10: Variance Inflation Factor.

Independent Variables	Collinearity statistics VIF
Attitude	5.351
Perceived ease of use	5.070
Perceived usefulness	4.430
Perceived risk	7.380
Reliability	4.631

Source: Survey finding (2021)

4.6 Normality Tests

4.6.1. Homoscedasticity Check and Normality of Residuals

The Durbin Watson Test is also called serial correlation in residuals that measure the autocorrelation from the regression analysis. According to Field (2009), test statistic considers normal in values that range between 1.5 and 2.5. In this study, the Durbin Watson statistic value is 1.77. Hence, it is considered relatively normal.

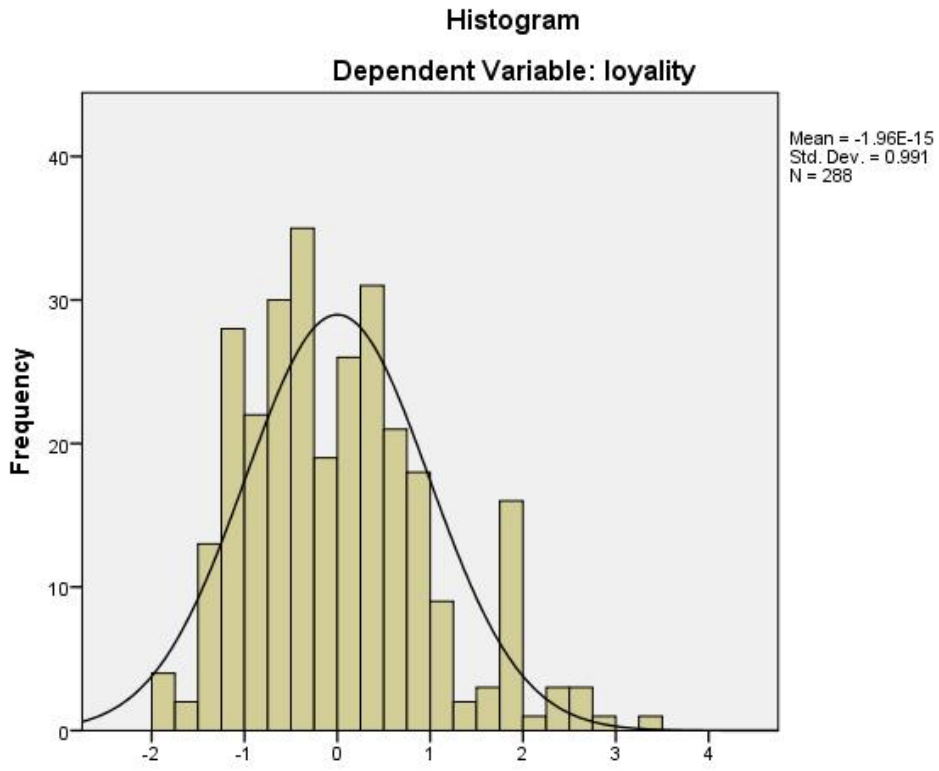

Figure 2: Regression Standardized Residual

4.7 Regression Analysis

The correlation coefficient can be used to answer questions about the overall strength of the association and the direction of the relationship between the variables. There are instances, however, when these do not provide enough information to make a decision. Hair et al. (2003) specified regression as one of the analysis methods used to indicate the relationship in more detail. To make predictions about a future effect, (1) extrapolation from past behavior of the variable; (2) simple guesses; or (3) use of a regression equation that compares information about related variables can be used. Extrapolation and guessing do not provide any means of explaining why.

Bivariate regression analysis is a statistical technique that uses information about the relationship between an independent or predictor variable and a dependent or criterion variable and combines it with the arithmetical equation for a straight line to form expectations. Particular values of the independent variable are selected, and the behavior of the dependent variable is observed. These data are at that point connected to the equation for a straight line. The first assumptions behind regression analysis, just like correlation analysis, are that a linear relationship will provide a good description of the relationship between two variables. Second, even though the common terminology of regression analysis uses the labels ***dependent*** and ***independent*** for the variables, those names don't mean that we can say one variable causes the behavior of the other. Regression investigation employments information around the level and sort of affiliation between two factors to create predictions. Statements about the ability of one variable to cause changes in another must be based on conceptual logic or information other than just statistical techniques.

Finally, the use of a simple regression model assumes (1) the variables of interest are measured on interval or ratio scales (except in the case of dummy variables); (2) these variables come from a bivariate normal population (the same assumption made by correlation analysis); and (3) the error terms associated with making predictions are normally and independently distributed. Taking these assumptions into account the linear regression model is developed and discussed in the next subsection.

4.7.1 Multiple Regression Analysis

Multiple linear regressions were conducted to identify the relationship and to determine the most dominant variables that influenced the Amole adoption. This regression analysis was

conducted to know and understand how much each independent variable (Attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability) explains the dependent variable that is Amole adoption. The study looked at the Standardized Coefficients to see how each dimension affected the dependent variable. The following are the regression analysis results:

4.7.2 Regression Analysis between the Determinant Factors of Subscribers/Users Adoption

The bivariate regression analysis in the IBM© SPSS© version 25 produces four important tables. The first table has presented the descriptive statistics:

The Descriptive Statistics table displays the mean and standard deviation of the dependent variables (Attitude, Perceived ease of use, perceived usefulness, perceived risk, and reliability) and the same measures for the independent variable customers' intention to adopt Amole.

Table 4.7.1 Regression analysis: Correlations

Table 11: Regression analysis:

Descriptive Statistics			
	Mean	Std. Deviation	N
Intention to adopt	1.9813	.98352	288
Attitude	1.2813	.45100	288
Perceived ease of use	2.0104	.70826	288
Perceived usefulness	2.0894	.76881	288
Perceived risk	1.3757	.52169	288
Reliability	2.0938	.76758	288

Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.926[a]	.858	.855	.37442	1.771

a. Predictors: (Constant), Reliability, perceived risk, perceived usefulness, perceived ease of use and attitude

b. Dependent Variable: Intention to adopt

Table 4.7.2 over shows the multiple direct regression shows summary and generally fit statistics. The adjusted R^2 of the model is .855 with the R^2 = .858. This means that the linear regression model with the independent variables explains 85.8% of the variance of the dependent variable. The Durbin-Watson d = 1.771, which is between the two critical values of 1.5 and 2.5 (1.5 < d < 2.5), thus it can be assumed that there is no first-order linear autocorrelation in the multiple linear regression data in this research. Thus, a regression model is applicable to conduct. Since all the independent variables are entered into the linear regression model the R^2 has the higher value.

Table 12: Regression analysis: ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.085	5	47.617	339.656	.000[b]
	Residual	39.534	282	.140		
	Total	277.619	287			
a. Dependent Variable: Intention to adopt						
b. Predictors: (Constant), Reliability, perceived risk, perceived usefulness, perceived ease of use, attitude						

The above table is the F-test or ANOVA. The F-Test is the test of significance of the multiple linear regressions. The F-test has the null theory that there is a direct relationship between the

variables in this show. (in other words $R^2=0$). The F-test of the Model is highly significant, thus we can assume that there is a linear relationship between the variables in this model.

Table 13: Linear multiple regression analysis: Coefficients

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.716	.072		-10.004	.000		
	Attitude	.445	.113	.204	3.924	.000	.187	5.351
	Perceived ease of use	.378	.070	.272	5.377	.000	.197	5.070
	Perceived usefulness	.104	.169	.081	.617	.000	.029	4.430
	Perceived risk	.718	.115	.381	6.242	.000	.136	7.380
	Reliability	.077	.169	.060	.457	.000	.029	4.631
a. Dependent Variable: intention to adopt								

The Coefficients table above appears the different straight regression coefficient estimates counting the caught and the significance levels. Hence, the regression equation would be:

I = .716+ .445 (A) + .378 (PEU) + .104 (PU) + .718(PR) + .077 (R) +. 37442 (avg. error in prediction)

Where: I = Intention

A = Attitude

PEU= perceived ease of use

PU =Perceived usefulness

PR= Perceived risk

R = Reliability

From the above model, for every increase in perceived risk, the Customer intention to adopt Amole will also increase by 0.718. Similarly, for every increase in any of the other variables: attitude, perceived ease of use, perceived usefulness, and reliability; the Customer intention to adopt Amole will increases by .445, .378, .104, and .077 respectively.

Since all independent variables are entered in the analysis the Beta weights compare the relative importance of each independent variable in standardized terms. Thus perceived risk has a higher impact than the other independent variables.

4.8 Hypothesis Testing

Since all the testes concerning the assumptions made to make use of regression and correlation analysis are warranted, that is the analysis test is qualified, that is, Significant at P < 0.05: Scale; Strong(r>.5), Moderate(r=5), Weak (r < 5). The table above shows a correlation, the relationship between determinant factors affecting Amole usage and Customers intention to adopt.

The coefficient of the correlation table indicates the strength and dimension of association between two variables if a relationship exists. To accept or reject a hypothesis the Standardized Coefficient β value shown in table 4.7.4 is important along with the significant value. Hence, the formulated hypothesis is either supported or not supported by taking the coefficient of correlation table, which signals strength and dimension, along with the coefficient of regression analysis β value. Thus:

- ✓ H_1, the alternate hypothesis - Attitude positively and significantly affects customer intention to adopt Amole is supported with the research finding because **β=.204; p < .000**. Similarly,
- ✓ H_2, the alternate hypothesis – Perceived usefulness positively and significantly affects customers' intention to adopt Amole is supported because **β = .272 and p < .000**.

- ✓ H_3, the alternate hypothesis – Perceived usefulness positively and significantly affect customers' intention to adopt Amole is supported as the **β = .081 and p < .000**.
- ✓ The fourth alternative hypothesis, H_4 –Perceived risk positively and significantly affects customers' intention to adopt Amole is also supported because the **β = .381 and the p < .000.**
- ✓ Finally, H_5, the alternate hypothesis –Reliability positively and significantly affects customers' intention to adopt Amole is supported as a result of its **β = .060 and p < .000** values**.**

4.9. Discussion

Most research findings, as indicated in the review of related literature section; chapter 2; this research also confirms the association between determinant factors affecting Amole usage and customers' intention to adopt Amole. Hence, the research finding is consistent with those studies.

Thus, the effect of the independent variables on customers' intention to adopt Amole in this research is modeled as:

I = .716+ .445 (A) + .378 (PEU) + .104 (PU) + .718(PR) + .077 (R) +. 37442 (avg. error in prediction)

In this particular research customers' intention to adopt Amole has been greatly dependent on perceived risk with the highest value of .718, followed by attitude .445. The contribution of perceived ease of use (.378), perceived usefulness (.104), and reliability (.077) though their effect on customer's intention to adopt Amole is significant but very minimal as compared to the other two independent variables.

From these it can be seen that perceived risk is the most significant factor among the independent variables of customer's intention to adopt Amole used in this research, then Attitude is the next most significant factor which is again followed by the other three variables.

4.10 Hypotheses Results

The results are summarized the below

Table 14: Source:

H1: There is a positive and significant relationship between attitude and intention to adopt Amole Mobile Banking**.**	Supported
H2: There is a positive and significant relationship between perceived ease of use and intention to adopt Amole Mobile Banking	Supported
H3: There is a positive and significant relationship between perceived usefulness and intention to adopt Amole Mobile Banking.	Supported
H4: There is a positive and significant relationship between perceived Risk and intention to adopt Amole Mobile Banking	Supported
H5: There is a positive and significant relationship between reliability and intention to adopt Amole Mobile Banking	Supported

Survey finding (2021)

Factors affecting the adoption of Amole Mobile banking

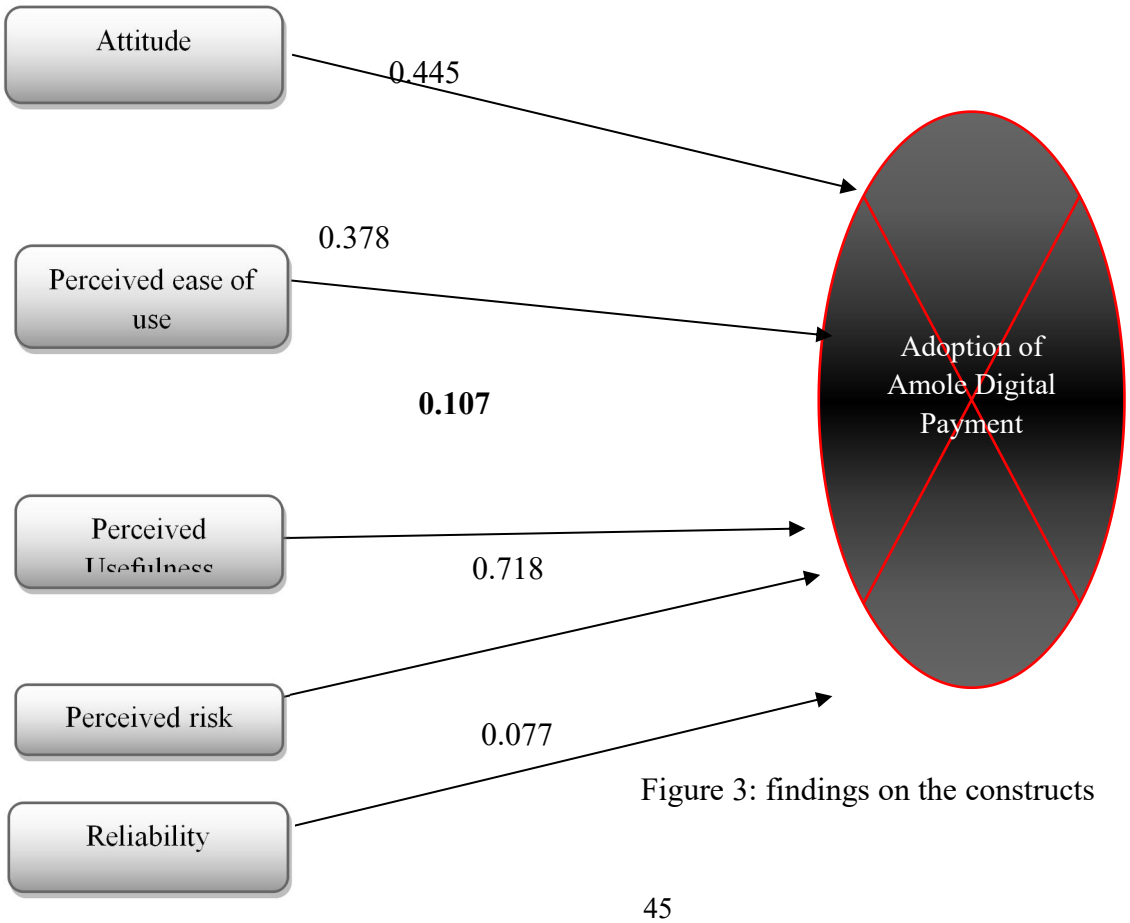

Figure 3: findings on the constructs

CHAPTER FIVE
SUMMARY, FINDING, CONCLUSION, AND RECOMMENDATION

As per the organization of the study, this is the last section of the research; thus, the research summary, findings, conclusion, recommendation, and further research directions are presented as follows:

5.1 Summary of the Major Findings

The purpose of this study was to examine the factors affecting the adoption of Amole Digital Payment platforms in Dashen Bank contet. It was also descriptive and explanatory which is quantitative, which was conducted from January 2021 to June 2020. The sample size was taken from the population of Amole users. From this platform a total of 384 customers were sample and the study was conducted in the city of Addis Ababa identified the constructs that are Attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability. The researcher had created and tried the taking after speculations

As is already mentioned in the analysis of this study, all developed hypotheses were supported. The previous chapter presented in details the extent of constructs or dimensions impact on customers' intention to adopt AMOLE in Dashen Bank as it perceived by sample respondents. In this section of the chapter, the findings of the respondents are presented in a summarized and informative manner.

The respondents were asked to answer the influence of the five independent variables on customers' intention to adopt AMOLE. The researcher has tested the questionnaires before she goes to the analysis by using the reliability test and the result showed that, the coefficient alpha for this study's instrument was found to be more than 70%. Since all the dimensions are greater than 70%, it is acceptable for further analysis.

The assessments made on the dimensions were made by analyzing the independent variables i.e. Attitude, perceived ease of use, perceived usefulness, perceived risk, reliability, and dependent variable i.e. Adoption by using correlation and regression analysis.

Accordingly, the following correlation and regression analysis results were found. As it is tabulated in the analysis part of this study and the correlation analysis results stated below, all the constructs have a strong relationship magnitude with the intention to Adoption.

Results of correlation analysis

Attitude and intention to adopt Amole service

Attitude and customers' intention to adopt Amole are related to a very strong relationship (**r = 0.853**).**

• **Perceived ease of use and intention to adopt Amole services**

The construct perceived ease of use and customers' intention to adopt have a very strong relationship (**r = 0.864**).**

• **Perceived usefulness and intention to adopt Amole services**

The independent variable, perceived usefulness has a strong relationship with the dependent variable, customers' intention to adopt Amole (**r = 0.763**).**

• **Perceived risk and intention to adopt Amole services.**

Perceived risk construct and customers' intention to Adopt Amole are connected with a very strong relationship (**r =0 .892**).**

• **Reliability and intention to Amole services**

The construct reliability and customers' intention to adopt Amole are connected with a strong relationship **(r =- 0.768**).**

Eventually, the five constructs were also examined their extent of explanation to Adoption jointly using multiple regression analysis, but before the researcher has made the regression analysis, the independent variables were tested Multicollinearity. As per the VIF results, all variable's correlation coefficients are less than 0.9. Hence, Multicollinearity does not exist in these data.

In this research factors affecting the adoption of Amole used by Dashen Bank is thoroughly analyzed. The relationship strength and dimensions between the factors of adoption were identified. These factors, which are considered as a major component of technology adoption in most literature, were: Attitude, perceived ease of use, perceived usefulness, perceived risk,

and reliability. Perceived risk and attitude have been found Central to customers' intention to use Amole services.

These two variables, Perceived Risk, and attitude appear in this research as the strongest association factors on Amole adoption. Perceived risk has been identified as a major constituent to predict customers' intention to adopt; that is; Adoption can be explained in terms of perceived risk as per this research finding, followed by attitude, and the other three variables used in the study.

Then after as the multiple regressions analysis shows below and depicted in the tables of the previous chapter all independent variables explain the dependent variable to a different extent. The Multiple regression analysis results showed that:

- ✓ All the five constructs jointly explain 85.8 % Adoption
- ✓ Adoption was explained by Attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability, individually with coefficients of .445, .378,.107, .718, and .077 respectively

5.2 Conclusion

The study examined factors affecting the adoption of Amole Digital Payment Platforms, which allows subscribers/customers to make online transactions by using Attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability as a determinant of Amole services Adoption. it can be concluded that customers' intention to adopt Amole is affected by the above-mentioned determinants. Attitude and perceived ease of use have the second and third highest alpha value of 0.875 with 4 items and 0.864 with 5 items, followed by reliability and perceived risk having the alpha value of.715 with a total of 5 items and an alpha value of 0.714 with 6 items respectively. Besides, the variable with 4 items is customer intention to adopt with alpha value 0.970.

Based on the result the hypothesis of those variables shows a significantly positive relationship on the adoption of amole digital payment.In this particular research customers' intention to adopt Amole has been greatly dependent on perceived risk with the highest value of .718, followed by attitude .445. The contribution of perceived ease of use (.378), perceived usefulness (.104), and reliability (.077) though their effect on customers' intention to adopt Amole is significant but very minimal as compared to the other two

independent variables. The relationship strength and dimensions between the factors of adoption were identified. These factors, which are considered as a major component of technology adoption in most literature, were: Attitude, perceived ease of use, perceived usefulness, perceived risk, and reliability. Perceived risk and attitude have been found Central to customers' intention to use Amole services

Therefore, as per this research finding, it can be concluded that:

- ✓ All the independent variables used in this study have a positive and significant association with Adoption. Perceived risk is the most influential factor in adoption.
- ✓ Attitude is the next most important factor which can predict Customers' intention to adopt Amole, followed by, and perceived ease of use, perceived usefulness, and reliability.
- ✓ all the constructs have a strong relationship magnitude with the intention to Adoption.

5.3 Recommendations

After a thorough analysis of the sample survey, which was considered a relatively large sample size, major regression and correlation analyses were computed. The developed hypothesis has been tested and all alternate hypotheses were supported by the research findings. The existence of multicollinearity and multiple linear regressions were checked but found none. The assumptions made to use statistics have also been tested, and those assumptions were evaluated and found valid to proceed.

All the factors used in this research are determined to have a positive and strong association with customer intention on Adoption. Although the data is collected only from Dashen Bank, the finding of this empirical study can be generalized to those Mobile banking service providers in the Ethiopian market as well. This is because the form of operation in the industry is the same and relatively large sample data is considered for this study; also data was collected from all parts of Addis Ababa city.

Hence, Dashen Bank and Ethiopian Commercial banks which are providing Mobile banking service to their customers are highly recommended to:

- ✓ Should announce the features of Digital/ Mobile Banking services to create a positive attitude among its customers toward Digital/ online services
- ✓ Should create a payment system that eases the life of customers while customers want to use it.
- ✓ Make Mobile banking services more useful and usable. They could achieve this by increasing the customers' awareness of the usefulness of using online services through advertising and long-term customer services. Moreover, banks should emphasize the full functionality of their systems to respond efficiently to the different banking needs of users. In addition, banks or mobile banking service providers should improve help and facilities in their services to enable customers to accomplish their operations effectively. Furthermore, customers' feedback about digital services should be elicited and analyzed
- ✓ Need to develop risk-reducing strategies that could reduce the customers' concerns about such services. These strategies include the development of the security of digital banking services, protecting personal information, giving unconditional loss guarantees, reducing the possibility of delays of payment and waiting time and By making customer service accessible, as well as educating clients, all of which may contribute to instilling high levels of confidence in potential customers.
- ✓ Need to ensure that their systems are working with a minimum downtime rate so that customers will have confidence and relied on the system
- ✓ Exert the maximum effort to show their determination toward providing reliable service to the customers. Accordingly, the company should keep its promise to meet its customers' needs. Banks/ mobile banking service providers should also need to have accurate records of transactions.

5.4 Future Research Directions

The study of this research took a sample only from one mobile banking service provider in the Geographic tertiary of Addis Ababa. Therefore, other researchers should include a broader range of geographical coverage and sample to collect a variety of perspectives. To have further improvement to examine the hypotheses accurately and specifically, increase and expanding the total sample size will result in the hypotheses without difficulty. Besides

that, it is recommended future research build results that are feasible to challenge the currently adopted practices. New research is encouraged to use more other analytical tools such as qualitative to be carried out in exhaustive finding

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APPENDIX 1

Addis Ababa University School of Commerce

Questionnaire on **"FACTORS AFFECTING ADOPTION OF AMOLE DIGITAL PAYMENT PLATFORM: IN CASE OF DASHEN BANK S.C."**

Dear Respondent, I would like to express my gratitude for your participation in this research. Its purpose is to gain knowledge on factors affecting the adoption of amole digital payment platform from subscribers of Amole as partial fulfillment of a Masters degree in Marketing Management from Addis Ababa University, School of Commerce. You may tick any of the boxes that appear how solid your sentiments are. Please be assured that the information is used only for this research and is strictly confidential. Thank you in advance, I kindly request you:

- To read each item carefully and record your genuine opinion based on your exposure:
- Not to consult others while responding to the items;
- To respond to all questions and try not to leave any item unfilled
- Not to write your name or include any other personal details; and
- To return the completed questionnaire to the assigned person.

With best regards,

SegenetAyele

Part I: Background information

1. Your age

(a) Below 30 years ( ) (c) 41- 50 years ( ) (b) 30 – 40 years ( ) (d) above 50 years ( )

2. What is your sex? (a) Male ( ) (b) Female ( )

3. What is your level of education?

(a) Below diploma ( ) (c) Degree ( ) (e) above Masters ( )

(b) Diploma ( ) (d) Masters ( )

4. Occupation (a) Gov't Employee ( ) (c) self-employed ( )

(b) Private Employee ( )

5. Please indicate your marital status.

(a)Married ( ) (b) Single ( ) (c) Divorced ( )

Part II: Please answer each statement below by putting a circle around the number or mark that best reflects your degree of agreement or disagreement with each statement using 5 points Likert Scale. Key:

1 = SD: Strongly Disagree

2 = D: Disagree

3 = N: Neutral

4 = A: Agree

5 = SA: Strongly Agree

Factors affecting the adoption of Amole

Please circle one number per line to indicate the extent to which you agreed or disagreed with the following statements.

1. Attitude	SA	A	N	D	SD
1.1 I intend to use Amole digital payment system because it is very convenient					
1.2 I intend to use Amole because it provides a wide range of products					
1.3 I am likely to use Amole digital payment because I think it is beneficial to me					
1.4 I intend to use Amole digital payment system because it is not complex					
2. Perceived ease of use	**SA**	**A**	**N**	**D**	**SD**
2.1 I do not get frustrated when I use Amole digital payment.					
2.2 Amole is easy to learn and use					
2.3 I feel flexible in performing a transaction through Amole					
2.4 Amole provides various payment channels that ease my payment process					
2.5 Less effort is needed when I perform a transaction through Amole.					
3. perceived usefulness	**SA**	**A**	**N**	**D**	**SD**
3.1 It saves my time and cost for using an Amole digital payment					
3.2 Amole digital payment system minimizes the time I usually spent on payment					
3.3 Amole helps me in terms of making better payment decisions					
3.4 Amole digital payment makes it easier for me to make products comparison among payment modes					
4. Perceived risk	**SA**	**A**	**N**	**D**	**SD**
4.1 Amole –payment system provides adequate payment security					
4.2 Amole payment system has minimum financial risk					
4.3 When a transaction error occurs, I don't worry that I					

cannot get compensation from the bank					
4.4 My account cannot be deducted without service is delivered.					
4.5 .I have the right to claim the bank when my account is wrongly debited					
4.6 Amole payment system services perform well and process payment correctly					
5. Reliability	**SA**	**A**	**N**	**D**	**SD**
5.1 Amole payment system meets its promised time – frame for response.					
5.2 The payment system is sympathetic and reassuring when getting problems					
5.3 They provide the service as they have promised					
5.4 The system keeps accurate records of transactions					
5.5 The payment system is dependable					

7 Intention to the adoption of amole digital payment platform

The following statements reflect a person's intention to the adoption of amole digital payment platform. Please rate how closely these statements reflect your intention of performing Amole digital payment shortly. Circle the number that best depicts your reaction to each explanation.

I have the intention of performing a transaction through the Amole Payment system in the near future

6.	**SD**	**D**	**N**	**A**	**SA**
6.1 . Because my friends and family are using Amole.					
6.2 Because I like the feeling of using Amole					
6.3 Because I don't want to be the only one who does not use Amole					
6.4 Because I feel proud of using the Amole payment system					
6.5 I have said positive things about the platform to others.					

Thank you,