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The Role of Customization, Security, and Flexibility in Enhancing Trust and Continuance Intentions of Digital Payment Services: Insights from Pakistan

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ABSTRACT

Nowadays e-banking via different platforms of bank is very common in European countries. In Pakistan, the intention of digital transactions services is very useful and common nowadays. However, some people's intention is that the transactions through mobile services is not trusted for that reason the adoption of digital transactions services is still in the initial stage. This study is based on the diffusion of the invention theory and inculcate the experiences of intention to use digital transactions services by a trust-facilitating role. The data is collected through the survey method from ordinary end users who are making the digital transactions via Jazz Cash and Easy paisa within a Pakistan and the current study's aim is to give guide lines to the administrators of digital transactions service providers to strengthen the customization, security features, flexibility, and which wins the trust of customers.

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1. Introduction

Now day's number of mobile phone user is rapidly growing and companies are delivering services through mobile phones. The digital transactions service is one of the most useful services provided by the Jazz Cash and Easypaisa and the digital transactions innovation progression has reformed the business across the world, including transactions platforms. The digital transactions strategies (m-transactions) have acquired a lot of prevalence in created nations. The buyer can utilize the m-transactions platform to execute a few kinds of deals without a general setting by utilizing on the web through web innovation and disconnected by using informing administration (Franque, Oliveira, & Tam, 2021). The m-transactions framework gives an option in contrast to neighborhood customers utilizing conventional money-based financial platform to complete their everyday monetary exchanges. As per the *State bank of Pakistan (SBP) yearly execution audit report* 2017), Pakistan is speedily adopting advanced transactions

methods as the number of electronic transactions grows by 17% annually. In 2017, there were a total of 625.8 million transactions through digital transactions platforms, amounting to a value of 37.1 trillion. This marked a significant growth in the use of digital transactions platforms. The World Bank reports that approximately 100 million adults in Pakistan lack access to traditional financial services because of far-off regions furthermore, absence of a framework, setting out tremendous freedom to give branchless financial platforms through digital transactions facilities. Easy paisa was initiated in 2009 by Telenor Pakistan Limited and Tameer Microfinance Bank which is a subsidiary of Telenor Pakistan, is a digital transactional platform that offers types of assistance across Pakistan. Jazz Cash is also a computerized digital transactions platform previously known as Mobi Cash. It was started in 2012 in collaboration with Mobilink Microfinance bank. Jazz Cash is additionally generally accessible across all over the Pakistan. The current concentrate on thought to be these best two m-transactions platforms to explore the variables influencing the goal to utilize the m-transactions platform in Pakistan. In spite of the expansion in computerized innovation and m-transactions platforms, customers' goal to utilize is normally low (Park, Jun, & Park, 2017).

Past examinations expressed trust as a huge predecessor of shopper acknowledgment toward innovations like m-transactions strategies. Foundations need to construct trust in clients to utilize m-transactions. Numerous clients avoid the m-transactions framework in view of trust issues, and they lean toward customary techniques. The greater part of the examinations inspected entrusted with the blend of different developments directed in western nations. There is a lack of concentration in creating nations like Pakistan.

The targets of the ongoing review are twofold. In the first place, this study plans to look at the determinants that construct clients' confidence in e-transactions stages in over the Pakistan. Secondly, this study also researches the intervening effect of trust between the most important predecessors and goals to utilize digital transactional stages. The research discoveries hypothetically add to the current literature by expansion of the dissemination of the advancement (DOI) hypothesis and giving insights to policymakers to enhance Digital transactions platforms for improved user interface and interaction (Baabdullah, Alalwan, Rana, Kizgin, & Patil, 2019).

2. Literature Review

2.1. Theoretical Background

Digital transactions is the exercise of the organizations or people who use computerized gadgets along with the portable web, to finish any exchanges of a monetary nature. As an essential help supporting digital business, digital transactions administrations have gigantic market potential in arising economies like India, China. It is assessed that the digital transactions exchange will arrive at INR2,205 trillion in 2022, from the ongoing worth of around INR 8.2m (ASSOCHAM, 2017). Given such colossus aspects, a few organizations have ventured into the digital transactions market offering various items and administrations. Digital transactions engages clients to lead more secure, quicker, and more advantageous managing, any place and whenever not at all like the spatial and worldly requirements in both disconnected and online transactions (Alghamdi & Basahel, 2021).

2.2. Trust and Mobility in the Digital Transaction Channels

Trust (Certainty) is a social attribute that refers to an individual's confidence in the reliability and integrity of another party's actions or behavior. With the expansion in electronic monetary exchanges, scientists ceaselessly research the factors that form clients trust towards a digital transactions banking channel. 'Dependability' and 'Specialized elements' are the main considerations to fabricate clients' trust towards e-transactions. Different investigations discovered that adaptability and comfort likewise altogether influence clients' advanced transactions necessities that upgrade their trust towards a computerized stage (Cao, Yu, Liu,

Gong, & Adeel, 2018). Mobility is to utilize e-transactions with next to no limitation of the overall setting. Mobility works with buyers to get to online monetary exchanges through digital devices, improving their trust in e-transactions platforms. The accompanying speculation can be proposed:

H1: Mobility impacts trust in the digital transactions channel

2.3. Trust and Customization in the Digital transaction Channels

Customization is a key aspect of digital transactions platforms that offers users the benefits of personalized experiences and greater control over their decisions regarding the adoption of a digital transactions system. In Digital transactions services, significant customization options are provided, allowing consumers to update their account settings and modify their security preferences. Customizing security settings is a strategy aimed at influencing users' security behavior in Digital transactions services. Therefore, this research aims to examine users' security behaviors by observing their personalized approaches to security settings. Platforms like Easypaisa and Jazz Cash enable their users to personalize their experience by selecting their preferred interface, creating a sense of trust among consumers (Shao, Zhang, Li, & Guo, 2019). This leads us to propose the following hypothesis: H2: Customization impacts the confidence in the digital transactions channel

H2: Customization impacts the confidence in the digital transactions channel

2.4. Trust and Technical Security in the Digital Transaction Channels

Security is of utmost importance to clients when it comes to conducting digital payment transactions. Clients feel dangers, for example, loss of individual information, data, cash, account subtleties, and Un-approved access to framework. Security is fundamental in the Digital payment platform with the goal that shoppers accept their resources and individuals' data is uncompromised and secured while executing Point of sale transactions. Online exchanges include sharing subtleties of the record and the other confidential purchaser information, making individuals exceptionally worry about utilizing the Digital payment platforms (Cao et al., 2018). Online digital payment requires top quality security. Clients trust in profoundly gotten Digital payment platforms. The above-expressions proposed the following speculation:

H3: Technical Security affects the confidence in digital transactions channel.

2.5. Trust and Intention to Use Digital Transactions Channel

Continuation expectation is client's tendency to constantly utilize or deny a framework. Trust is the client's trust in e-transactions services. Trust has a huge effect on continuation expectations for digital transaction clients. Trust impacts clients' duration goal towards m-installments. It is central to trust to fabricate the progress and raise the meaning of trust towards continuation. Clients' trust is decidedly connected with the duration aim. Shoppers with solid certainty and confidence in a specific framework are leaned to utilize that framework for a more extended period (Shao et al., 2019). As referenced before, proposed the accompanying speculation:

H4: Trust impacts the goal to utilize the digital transactions channel

2.6. The Conciliating Role of Trust

Trust is considered a secondary outcome influenced by the predecessor of adaptability, specialized security, and customization, which reflect the quality factors of digital transaction

channels impacting the long-term objective of utilizing e-transaction platforms (Merhi, Hone, & Tarhini, 2019). The Trust has been analyzed as an intermediary factor reflecting the indirect effect of precursor progress. The accompanying speculations can be described as:
H5: Trust plays a mediating role in the relationship between adaptability and the intention to use digital transaction channels.

H6: Trust plays a mediating role in the relationship between customization and the intention to use digital transaction channels.

H7: Trust interposes the relationship the between the intention to use digital transaction channels and specialized security.

2.7. Diffusion of Innovation (DOI) Theory

As per the Diffusion of Innovation (DOI) hypothesis, independent takes on innovation because of it's a scribe. Dissemination mirrors the infiltration of advancement over the long haul through various platforms of the corresponding interaction among cultural individuals. DOI has been seen in various examinations connected with data frameworks and innovation reception. Relative the advantage is viewed as an indicator in the DOI hypothesis that mirrors the client inclination towards the innovation over past techniques like e-transactions platforms versatility and personalization has a mental allure to the shoppers over the customary transactions channel. The specialized quality in ebb and flow research alludes to the security elements of m-installment stages that guarantee that clients' exchanges are in fact protected and solid (S. Singh & Srivastava, 2018). In view of examination holes in the writing referenced above and the supporting hypothesis of DOI following hypothetical system proposed and can be shown in Figure1.

3. Methodology

We have used the survey method for research setting and data collection. The closed-ended questionnaire was used to collect the primary data from consumer's experiences using two e-transaction channels which were Easypaisa and Jazz cash. Subsequently, Purposive sampling was employed for this study. An adequate sample size of 85 was determined using G*POWER software, considering an effect size of 0.15, 0.05 Type-I error, and 80% G power. Nevertheless, due to the very low response rate, 450 questionnaires were handed over to the respondents, of which 215 questionnaires were submitted with the required data. Out of them, fifteen responses were excluded from the final analysis due to the inaccurate information (Park et al., 2017). Table 1 illustrates the segment qualities of overall sample (Park et al., 2017).

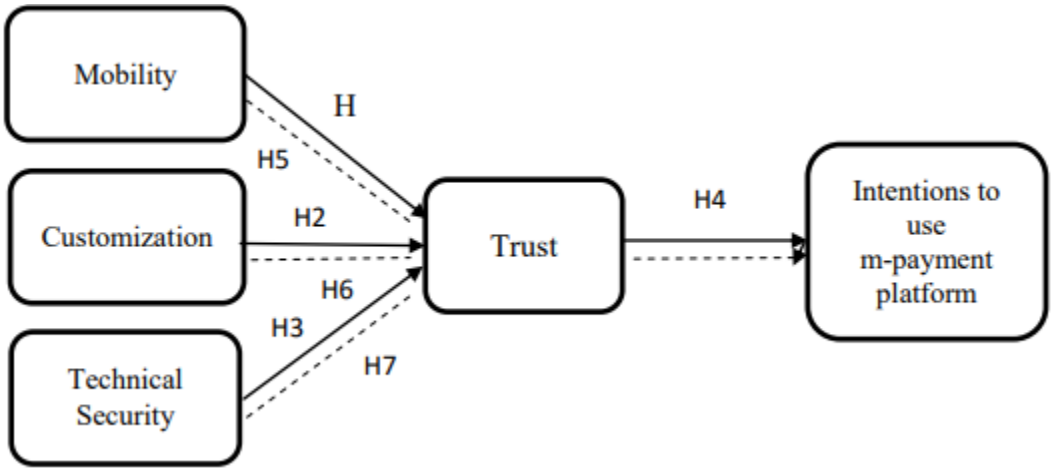

Figure 1: Methodology

3.1. Statistical Analysis Tools Used

The halfway least squares primary condition demonstrating (PLS-SEM) procedure was used to examine the respondent answers. The Smart PLS 3.0 programming was used to analyze the survey and the speculations. The ongoing review utilized the bootstrapping methodology to survey and the created speculations, and standardization of information is not a prerequisite in PLS-Structural equation model. It all depends on bootstrapping for really looking at the meaning of way coefficients and intercession examination (Gill, Ali, Aslam, & Amjad, 2021).

4. Data Analysis and Results

4.1. Demographic Data

Table 1
Demographic Data

Demographic Variable	Frequency	Percent (%)
Gender		
Female	90	45%
Male	110	55%
Age		
Less than 22 years	64	32%
22-30	70	35%
31-40	41	20.5%
More than 40 years	25	12.5%
Employment Status		
Students	59	29.5%
Salaried	97	48.5%
Others	44	22%
Monthly Usage Frequency		
1-09 times	73	36.5%
10-19 times	90	45%
20-29 times	23	11.5%
>30 times	16	8%

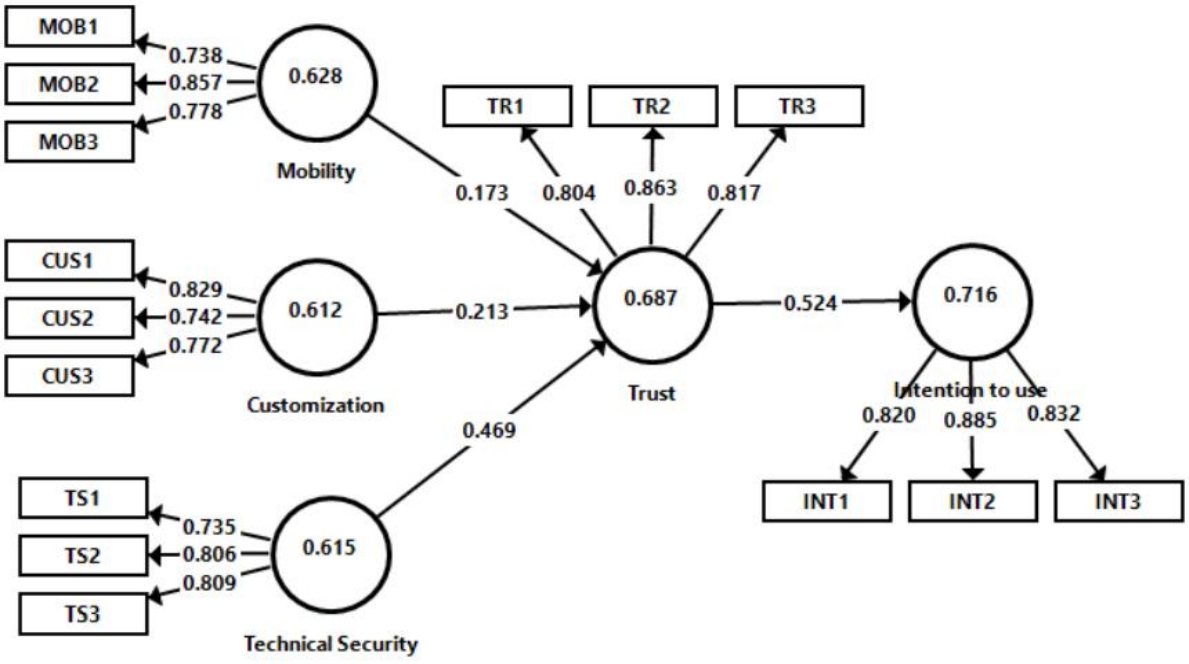

Figure 2: PLS Estimates

Respondent data resulted that male are 55% and females are 45% who participated in the study, the age variable shows that the 22-30 years is 35% of the population and the employment status variable shows that salaried are 48.5% with the monthly frequency of 45% and the use of m-transactions platforms is 10-19 times in a month.

4.2. Evaluation of Measurement Order

In the present study, the measurement model was employed to assess reliability and validity (Gill et al., 2021). The data is presented in Table 2, while the model assessment is depicted in Figure 2.

Table-2
Measurements Order

Constructs	Items	Loading	CR	AVE
Mobility	MOB1	0.736	0.834	0.629
	MOB2	0.858		
	MOB3	0.779		
Customization	CUS1	0.829	0.825	0.612
	CUS2	0.742		
	CUS3	0.772		
Technical	TS1	0.735	0.827	0.61
Security	TS2	0.806		
	TS3	0.809		
Trust	TR1	0.804	0.868	0.687
	TR2	0.863		
	TR3	0.817		
Intention to use	INT1	0.820	0.883	0.716
	INT2	0.885		
	INT3	0.832		

This table represents the results of a factor analysis, a statistical method used to identify underlying constructs (latent variables) that explain the patterns of correlations among observed variables (items). In this case, the table appears to represent the results of a factor analysis for a questionnaire or survey with multiple constructs or dimensions.

1. Constructs: These are the latent variables or underlying dimensions that the factor analysis aims to identify. Each construct represents a specific aspect or characteristic that the questionnaire is designed to measure.
2. Items: These are the observed variables or individual questions/items that were included in the questionnaire. Each item is related to one of the constructs and is used to assess the level of that construct in the respondents.
3. Loading: Loadings represent the strength of the relationship between each item and its corresponding construct. They indicate how well each item captures the underlying construct. Loadings range from -1 to 1, where values closer to 1 indicate a stronger relationship.
4. CR (Composite Reliability): This is a measure of the internal consistency or reliability of the construct. It assesses how well the items within each construct are correlated with each other. Higher CR values (closer to 1) indicate better reliability.
5. AVE (Average Variance Extracted): AVE represents the amount of variance that is captured by the construct relative to the measurement error. It assesses the amount of variance explained by the construct's items. Higher AVE values (closer to 1) indicate better convergent validity.

For each construct (Mobility, Customization, Technical Security, Trust, Intention to use), you have three items (e.g., MOB1, MOB2, MOB3 for Mobility). The loading values indicate that

the items are reasonably good at representing their corresponding constructs, as the loadings are relatively high (above 0.7) for most items.

The CR values are high for all constructs (above 0.8), indicating good internal consistency within each construct.

The AVE values are also relatively high (above 0.6), suggesting that the constructs explain a substantial amount of variance compared to the measurement error. In summary, the factor analysis suggests that the questionnaire items are reliable and valid for measuring the underlying constructs, and the constructs are distinct and explain a significant amount of variance in the data.

4.3. Discriminant Validity

This technique suggests that the diagonal values should be high, while the cross-correlational values should be low.

Table 3
Discriminant Validity

Construct	1	2	3	4	5
CUS(1)	0.785				
INT(2)	0.588	0.844			
MOB(3)	0.693	0.623	0.790		
TS(4)	0.640	0.547	0.641	0.745	
TR(5)	0.633	0.525	0.646	0.729	0.827

Note: CUS=Customization, INT= Intension of use, MOB= Mobility, TS= Technical Security, TR=Trust

Table 3 represents a correlation matrix, where each cell shows the correlation coefficient between two constructs (latent variables). The constructs are labeled as 1, 2, 3, 4, and 5, which are then associated with their corresponding names: CUS (Customization), INT (Intention of use), MOB (Mobility), TS (Technical Security), and TR (Trust).

The correlation coefficient measures the strength and direction of the linear relationship between two constructs. It ranges from -1 to 1, where 1 indicates a perfect positive correlation, -1 indicates a perfect negative correlation, and 0 indicates no correlation (the constructs are unrelated). The upper triangular cells (above the diagonal) contain the correlation coefficients between pairs of constructs. For example, the value 0.785 at the intersection of CUS (1) and INT (2) indicates a positive correlation of 0.785 between Customization (CUS) and Intention of use (INT).

The highest correlation coefficient in this table is 0.844, between INT (2) (Intention of use) and CUS (1) (Customization), indicating a strong positive relationship between these two constructs. Other relatively high correlations include 0.790 between MOB (3) (Mobility) and CUS (1) (Customization), 0.745 between TS (4) (Technical Security) and MOB (3) (Mobility), and 0.827 between TR (5) (Trust) and MOB (3) (Mobility). The lowest correlation is 0.525, between TR (5) (Trust) and TS (4) (Technical Security).

Overall, this correlation matrix gave insights into the interrelationships between the constructs in the study. For example, it suggests that Customization and Intention of use have a strong positive relationship, while Trust and Technical Security have a relatively weaker correlation.

4.4. Assessment of Structural Equation Model (SEM)

Thereafter Reliability and validity, the approach for bootstrapping through Smart PLS the structural equation model shows the significant relationship between constructs.

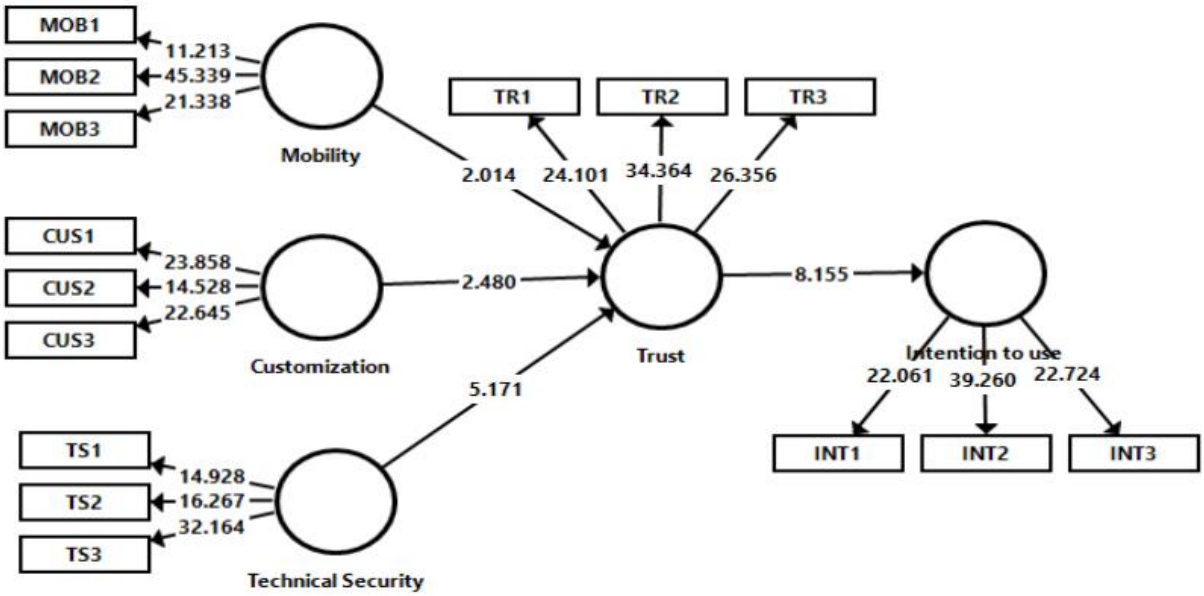

Figure 3: PLS Estimates

4.5. Direct Relationship Analysis

Table 4
Direct Relationship Analysis

Hypothesis	Relationships	Std. Beta	Std. Error	T-Value	P- Value	Decision	R^2	f^2
H1	MOB->TR	0.174	0.085	2.013	0.046	Supported	0.580	0.032
H2	CUS->TR	0.214	0.087	2.481	0.012	Supported		0.051
H3	TS->TR	0.470	0.093	5.173	0.000	Supported		0.247
H4	TR->INT	0.523	0.065	8.156	0.000	Supported	0.274	0.381

(Sarstedt, Ringle, & Hair, 2021)

The table presents the results of the regression analysis, showing the strength, significance, and direction of relationships between different constructs, along with the percentage of variance explained by each relationship. All four hypotheses (H1, H2, H3, and H4) are supported based on their respective p-values being less than the significance level (0.05).

4.6. Mediation Analysis

Table-5
Mediation Analysis

Hypothesis	Relationships	Std. Beta	Std. Error	T-Value	P- Value	2.50%	97.50%	Decision
H5	MOB>TR>INT	0.091	0.049	1.864	0.063	-0.013	0.198	Supported
H6	CUS>TR>INT	0.112	0.052	2.146	0.032	0.027	0.247	Supported
H7	TS>TR>INT	0.246	0.053	4.606	0.000	0.156	0.347	Supported

The regression analysis provides evidence to support the hierarchical relationships proposed in each hypothesis. Specifically, Mobility positively influences Trust, which in turn positively influences Intention to use (H5). Similarly, Customization positively influences Trust, which in turn positively influences Intention to use (H6). Finally, Technical Security positively influences Trust, which in turn positively influences Intention to use (H7). All these relationships are statistically significant based on the provided p-values.

5. Discussion

The ongoing review uses the dissemination of development (DOI) hypothesis to dissect the roundabout customization, impact of mobility, and specialized security expectation to utilize e-transaction channels through trust. There were seven theories in total and, out of which four were immediate. Three of them were backhanded speculations that action the intervening effect of trust among predecessors and aim to utilize the e-transaction platforms. The current review outcomes uncovered that e-transactions administrations' portability affects clients' trust who utilize the e-transactions entryway. Outcomes depicted that e-transactions administrations' security altogether affects clients' trust utilizing m-installment entrance, reliable with the past examinations. Customization was likewise uncovered as a critical indicator of the trust that prompted the goal to utilize the e-transactions entrance. The results of the current speculation is reliable to the past academic work. The intervention speculations uncovered that trust didn't intercede the connection among the mobility and aim to utilize the e-transaction platform that might be because of study led in non-industrial nation setting where mobility is more important to clients for the goals to utilize e-transaction platforms and trust has no weightage if there should arise an occurrence of mobility (Lee, Ryu, & Lee, 2019). Other interceptive speculations were upheld that trust intercedes emphatically among the specialized security, customization, and expectation to utilize e-transactions entryway upheld through compositions. The current review has a few ramifications. To begin with, the expansion of the DOI hypothesis through the intervention of trust also, giving key factors of trust prompts higher expectations to utilize the e-transactions channels. Second, the current review inspects the versatility and customization were given key positions to the family member advantage that form clients' trust, which works with the expectation to utilize the m-installment stage. The current review gives specific reasonable commitments to m-installment stage overseers, particularly from a non-industrial nation's point of view. To begin with, m-installment stages like Easypaisa and Jazz Cash ought to tweak their applications as per the client's necessities to perceive easy and user friendly to utilize. Secondly, specialized security needs to be improved by two factor implementation and start-to-end encryption which enhances clients trust and further develops their continuation expectation (Wu, Liu, & Huang, 2017).

6. Conclusion

In conclusion, the study finds that initial expectations for using e-transaction channels are positively influenced by the expansion of the DOI (Diffusion of Innovations) hypothesis, which is further strengthened by the intervention of trust and the provision of essential components related to trust. The study also explores the intention to use the mobile installment stage and highlights the significant roles of flexibility and customization in building customers' confidence and enhancing their perceived benefits. This research is particularly valuable for non-industrial nations, as it offers precise and practical insights for managers overseeing the mobile installment stage. To analyze the respondent data, the researchers employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, which is a statistical technique suitable for complex models with latent variables. The survey data and hypotheses were evaluated using Smart PLS 3.0 software, a popular tool for conducting PLS-SEM analysis. In summary, the study shows that the DOI hypothesis, along with trust-related factors and the inclusion of customization and flexibility, play crucial roles in shaping customers' expectations and intentions to use e-transaction channels, particularly in the context of mobile installment services in non-industrial nations. The findings provide valuable insights for managers and decision-makers in the mobile payment industry to enhance user adoption and satisfaction.

6.1. Future research Direction and limitation

In light of the diffusion of innovation, Current hypothesis review analyzes the key predecessor of the trust-building structure that lead towards the expectation to utilize the m-

installment stage. Observational outcomes portray that customization, portability, and specialized security are essential to upgrading clients' confidence, and getting to the next level of expectation to utilize the m-installment stage. Flow research has a few limits and future exploration headings. The main limitation is information gathered from shoppers utilizing Easypaisa and Jazz cash. Hereafter, more portable installment passages can be incorporated, as Upaisa, Nayapay and etc. Flow research inspects the Interceding effect of trust, later on directing impact of client orientation, age, and experience can be consolidated for more top to bottom discoveries of social contrasts. The ongoing review looks at the e-transactions clients in Pakistan, while future examinations might lead an alternate country or other different digital transactions channels to test the proposed hypothetical structure's generalizability (N. Singh, Sinha, & Liébana-Cabanillas, 2020).

Authors Contribution

Roshan Bashir: initiated the core idea of performed data analysis and drafting
Muhammad Ramzan Sheikh: provided guidance for data analysis, reviewed, supervised
Tabassum Arshad: reviewed and revised overall quality and writeup of the manuscript
Neelum Asghar: provided guidelines for empirical analysis

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest w.r.t the research, authorship and/or publication of this article.

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