

The Effects of Service Quality and Positive Recommendation on Trust Building in Mobile Banking Adoption Among the Customers of Private Banks in Myanmar

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Abstract

This study attempts to follow the research direction and fill the research gaps of previous studies, most notably mobile financial service landscape, specifically mobile banking (MB) services of private banks in Myanmar. The proposed research model in this study emphasizes service quality, positive recommendation, and different perspectives of trust in namely: trust in bank and trust in MB, evaluated their extent of influence on customers of private banks to adopt MB. The data was collected from 310 customers of private banks in Myanmar. Structural equation modeling (SEM) and confirmatory factor analysis (CFA) were employed to analyze the data and investigate the hypotheses. The analysis results indicate that customer intention to adopt MB is significantly influenced by trust in MB however trust in the bank was found to be statistically insignificant. The positive recommendation plays a critical role in the improvements of trust in the bank and MB according to the research results. Although service quality is a key factor to obtaining positive recommendations and acquiring trust in the bank, it is an insignificant factor for building trust in MB. Further, trust in the bank has a significant effect on trust in MB. These findings are highly beneficial for future research studies in a similar context and bank managers to develop appropriate strategies regarding MB services in the private banking sector in Myanmar.

Keywords: *Service Quality, Positive Recommendation, Trust, Mobile Banking.*

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INTRODUCTION

The private banks in Myanmar have been increasing initiatives that are aimed at enhancing customers' experience in order to embrace the competitive advantage. The customers would enjoy the convenient and prompt services, and the banks will acquire customer loyalty with the additional

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advantage of lower transaction costs (Aye & Kohsuwan, 2019). Financial firms such as banks are trying to establish a long-term relationship with their customers and putting their efforts to improve the processes (Markovic et al., 2018). Since 1992, several private banks have emerged, currently 27 banks so far in Myanmar according to the data of the Central Bank of Myanmar (CBM). On the other hand, mobile phones have certainly changed the traditional communication channels between businesses and customers. In Myanmar, several mobile operators entered the market following the country's economic transformation in 2011 (Turnell, 2011), and the price of mobile sim cards dropped rapidly. Since then, mobile operators are providing acceptable and affordable services to customers (Lwin & Thanabordeekij, 2019). As a result, the number of mobile phone subscribers reached 61 million according to the data of CEIC (2018).

Both impacts of digitalization and globalization create various demands on the services of banks. They become aware that traditional banking services are not any more effective and sufficient. In order to meet the needs of customers, private banks pay attention to provide a variety of financial services that are tailored to innovative technology such as mobile (Lwin, Ameen, & Nusari, 2019). In this situation, mobile technology becomes a certain technology for taking the initiative to provide banking services to customers. Mobile Banking (MB) is one of the major financial technologies (FinTech) of banks to provide financial services to their customers through a mobile device (Lin, 2011). MB provides pivotal features such as mobility, compatibility, customization, and flexibility to deliver greater financial services (Laukkanen, 2007). Although MB is enriched with enriching features, there are many other limitations such as internet connections, lower digital literacy, and lack of awareness in the strength of MB (Aye & Kohsuwan, 2019; Lwin & Thanabordeekij, 2019). Also, Lwin, Ameen, and Nusari (2019) pointed out that MB in Myanmar is still in its earliest phase, vacant for various improvements. Thus, understanding the customers' behavior of MB adoption is a vital matter for both literature and practice.

Aye and Kohsuwan (2019) explicitly stated that there is relatively a lack of study about the role of service quality in the banking context of Myanmar despite many previous researchers have studied it. Lwin, Ameen, and Nusari (2019) also suggested that private commercial banks in Myanmar should retain a higher standard of service to meet the needs of their customers. Therefore, service quality is a considerable factor in the banking industry. Lin and Theingi (2019) argued that the enhancement of service quality is a mandatory requirement to gain the confidence of customers in the mobile commerce context. Consequently, it can be asserted that when a bank is providing the service as customers expect, the possibility of generating positive recommendations from customers would be increased in an emerging market (Mukerjee, 2018). Thus, when a bank can raise the positive impression of their customers with the service quality, it may lead to positive recommendations.

MB undoubtedly requires a certain amount of trust, but the banks behind that financial technology will also need to develop trust. In the online banking context, strong trust in the bank is a prerequisite to building trust in the system, which then can increase the likelihood of the adoption of technology (Alhabash et al., 2015). Likewise, Tun (2020) recommended splitting the trust construct into two aspects namely: trust in bank and trust in MB technology, in the future study of mobile banking in Myanmar context. Turnell (2011) also posited that a severe banking crisis that hit the country in 2003 has emanated unavoidable circumstances such as a heavy decline

in a bank trust. However, prior empirical studies about mobile banking services in Myanmar context (Lwin et al., 2019; Myo & Hwang, 2017) neglected the trust construct. Further, prior studies examined trust in MB (Sujeet & Manisha, 2019; Ramos et al., 2018; Abdallah, Dwivedi, & Rana, 2017; Karma, Ibrahim, & Ali, 2014; Zhou, 2011) as an important construct in determining the adoption of MB but trust in the physical bank was rarely focused.

Therefore, this study attempts to follow the suggested research direction and fill the research gaps of previous studies by investigating the impacts of service quality, positive recommendation, trust in banks, and MB on MB adoption among the private banks' customers in Myanmar. In this regard, the following research questions arise:

RQ1: What are the roles of service quality and positive recommendation to develop trust in banks and MB?

RQ2: Which aspect of trust (Bank or MB) is more important than the other in MB adoption?

RQ3: What is the relationship between trust in bank and MB?

RQ4: What is the relationship between service quality and positive recommendation?

MB leads the digital transformation of banks and is considered as an emerging innovative FinTech in the banking industry (Guriting & Ndubisi, 2006). MB is an application of m-commerce enabling banking transactions carried out through a mobile phone device (Kim, Shin & Lee, 2009). It provides anytime and anywhere access to various banking services like checking account balance, remittance, fund transfers, bill payments, finding the location of ATM, and peer-to-peer (P2P) transfers via a mobile device (Shanmugam et al., 2014). Also, MB is referred to as an alternative digital channel whereby the customers who want to avoid using ATMs can interact with a bank by using a mobile app via a mobile phone. MB offers customers several benefits of using financial services conveniently, comfortably, promptly, and more cost-saving rather than accessing branches (Lee & Chung, 2009). The banks became aware of the social and economic benefits associated with MB then they extended their service through MB even to reach the customers in remote areas (Deventer et al., 2017). Because MB allows users to access location-free instant banking services and real-time information remotely (Kapuge, 2017). Moreover, MB facilitates businesses to interact with their customers for conducting financial activities effortlessly and effectively (Gu et al., 2009).

Service quality is a foremost aspect in the e-commerce context, and it is an overall service and support provided by the e-commerce service providers defined by DeLone and McLean (2003). The customers generally assess the overall quality of service depending on the reliability of service performance, the readiness of the service providers to support their customers, the competency of professional service, and personalized services (Parasuraman, Zeithaml, & Berry, 1988). Service quality is an effective measure to predict the user adoption of modern technology, but it is difficult to measure because there are a variety of support structures in the technology context (Almarashdeh, 2018). On the other hand, Angur, Natarajan, and Jahera (1999) suggested that the major components of service quality in the banking industry in developing countries are reliability and responsiveness.

In this study, positive recommendation catches a similar concept of positive word-of-mouth (WOM) and refers to oral communication between a communicator and a receiver regarding positive feedback on service. Keiningham et al. (2007) defined positive WOM as informal recommendations of satisfied customers regarding products or services. Positive recommendation has an obvious impact on service reliability because it is provided by customers who have actual experience, and more authentic. It was investigated and proved to an important role in MB context by Javabdeh and Ahmad (2014). Positive recommendation becomes a very crucial role since there is intense competition in the banking industry. Kinard and Capella (2006) advocated those customers heavily rely on the feedback and suggestions of others who have prior experience in the service of a particular bank.

Previous research (Buttle, 1998) stated the factor motivating WOM mainly from service performance in the service sector and suggested that higher quality of service can affect individuals' likelihood to spread positive recommendation. When the customers perceive the service quality as they expected, they always generate service-related recommendations (Mangold, Miller, & Brockway, 1999). Service quality is a widely used variable as an independent construct in the banking context (Aye & Kohsuwan, 2019), the underlying motivation for a positive recommendation. Service quality is a salient antecedent of positive recommendation (Fullerton & Taylor, 2002), and the study of Mukerjee (2018) has shown that service quality has a positive influence on positive recommendation. As a result, prior studies lead to the following hypothesis:
H1: Service quality has a positive and significant effect on positive recommendation.

When the customers believe that service providers implement the process of services for their customers with greater morality and honesty, trust in service providers will be rendered by customers (Ahmed et al., 2017). Customers want the service providers to pay attention to their interests and can provide the services as guaranteed (Luarn & Juo, 2010). If customers receive a better quality of service, they will have a greater extent of trust in the organization (Suariedewi & Suprapti, 2020). Trust is critical in the online environment due to a lack of tangible cues of the service provider, and trust in service providers incubates based on the customers' experience in interaction with the service (Urban, Sultan, & Qualls, 2000). In the study of Boonlertvanich (2019), an endogenous construct was accommodated in the research model by capturing the concept of trust in bank, and it is significantly influenced by service quality. Therefore, the following hypothesis can be stated:

H2: Service quality has a positive and significant effect on trust in bank.

Trust refers to a readiness to be vulnerable based on the positive beliefs towards forming future behavior (Mayer, Davis, & Schoorman, 1995). Kim, Shin, and Lee (2009) also concluded that lack of trust is one of the most frequently stated motivations of customers rejecting MB. It is in line with the study of Gefen, Karahanna, and Straub (2003) that the positive behavioral intentions in the online commerce context will be acquired from trust. Moreover, trust is the belief of individuals used to explain how customers can overcome the risks in online financial services (Pi, Liao, & Chen, 2012). According to the trust transfer theory proposed by Stewart (2003), the customers would trust to engage the online services if they previously experience reliable offline

services. It implies that customers' online trust will not be raised if they do not have enough trust in the physical channel.

Bock et al. (2012) similarly assured that trust can be conveyed from the physical to the virtual channel based on previous offline experiences. Also, McKnight et al. (1998) stated that institutional trust is a vital factor for the initial stage of trust development because it is related to risks, privacy, and security issues. Previous research studies also reported that a greater extent of trust is essential in the mobile banking environment due to a lack of physical presence such as branches (Lee & Chung, 2009; Zhou, 2012; Malaquias & Hwang, 2016; Khasawneh, Hujran, & Abdrabbo, 2018). Nonetheless, a trusting online environment is a mandatory requirement for processing financial transactions (Tan & Thoen, 2000). If customers think the physical bank is trustworthy, that will lead to trust in the online or mobile channel of that bank (Lee & Chung, 2009). Thus, in this study, two perspectives of trust are considered: trust in bank (TRB) and trust in MB (TRMB).

Behavioral intention to adopt is referred to as a degree of the potential or readiness that a person will utilize the technology frequently (Davis, 1989). The structure of the theory of reasoned action (TRA) was originally designed to understand human behavior based on the beliefs of individuals (Fishbein & Ajzen, 1975). In many studies, TRA has been used to explain and predict the behavioral intention to use or adopt across various information technologies context. The theory of planned behavior (TPB) and the technology acceptance model (TAM) are the extensions of TRA. TPB model can interpret human behavior in a wide variety of situations and individuals' intention to acceptance of different technologies (Ajzen, 1991). In TAM, the behavioral intention of the users to adopt an information system is determined by their attitude (Davis, 1989) however Venkatesh and Davis (1996) proposed to exclude attitude construct in TAM according to their new findings.

Yang (2016) posited that trust can be transferable from the mobile-based service experiences and reported that service quality is a significant factor to enhance trust in service from the mobile app. Further, Zhou (2012) underscored how service quality has a significant effect on initial trust in MB. The concept of trust in bank in this study is the reliance of customers in the banks of MB's operational mechanism, as well as confidence in the process structure for the financial transactions. If service providers will not provide reliable services and swift responses to their customers, customers will not build trust in them and service quality, therefore, affect trust (Gao & Waechter, 2017). Several empirical studies have examined the effect of service quality on outcome variables such as trust in MB (Geebren, 2020; Widiatmika & Subawa, 2017). Hence:

H3: Service quality has a positive and significant effect on trust in MB.

It is possible that banks can increase their MB adoption among their customers by first developing institutional trust, but then amalgamating trust in MB (Alhabash, et al., 2015). In this study, positive recommendation considers positive WOM as a willingness of customers to recommend the service to others. The customers will give a positive recommendation to other customers based on their prior experience (Hidayanto et al., 2017). Seo, Park, and Choi (2020) demonstrated that positive recommendation has a significant effect on trust in the service provider. They also suggested that a more positive recommendation is associated with greater trust in the service

provider. In the context of the private bank, the positive recommendation is expected to induce customers to trust in bank. Thus, an abundance of positive recommendations will enhance the degree of trust in bank.

H4: Positive recommendation has a positive and significant effect on trust in bank.

Individuals need information such as positive recommendations to establish trust and ensure that it is a good and safe choice to engage the service from a particular business (Fakharyan et al., 2014). Customers rely on the vividness of direct messages from their family members, friends, and colleagues rather than formal written information to make their decision regarding service (Doosti et al., 2016). In the banking industry, Tun (2020) also recommended that positive recommendations are needed to be emphasized to expose the trustworthiness of MB services. Positive recommendation arises from informal communication which is unlike media advertising or traditional promotion, and it plays an important role in building trust in mobile banking (Mehrad & Mohammadi, 2017). Therefore, positive recommendation is hypothesized as a critical determinant of trust in MB in this study.

H5: Positive recommendation has a positive and significant effect on trust in MB.

The institution with lower customers' trust will lead to distrust of customers. Conversely, higher institution-based trust motivates customers to trust in the service of the particular institution (Gefen, Karahanna, & Straub, 2003). According to the research study of McKnight et al., (2002), trust in mobile service providers is an inevitable antecedent and has a positive relationship with trusting in their service. The customers assume that a trusted bank that is offering dependable services through the physical channel would likely have the technological competence to provide a reliable and secure system when providing online services (Chaouali, Yahia, & Souiden, 2016). The development of trust in bank is the prerequisite to lead trust in MB (Alhabash et al., 2015) is consistent with the trust transfer theory (Stewart, 2003) that offline trust can be transferred online. Therefore:

H6: Trust in bank has a positive and significant effect on trust in MB.

Moorman, Zaltman, and Deshpande (1992) defined trust as the belief of customers that the service provider will fulfill the needs of customers and will not misuse which can lead to negative results. In this study, trust in bank reflects the trustworthiness of a particular bank and the bank can protect and prevent fraud and information misuse. Trust in bank enables users to develop confidence in using technological services like mobile banking (Asnakew, 2020). Customers may highly rely on trust in bank to use mobile banking as there is a huge intangible gap between the bank and the user. Previous research also showed that online banking adoption is the consequence of institutional trust (Alhabash et al., 2015). Trust has the efficacy to sustain the relationship between customer and bank (Ahmed et al., 2017), which leads to the following hypothesis:

H7: Trust in bank has a positive and significant effect on the behavioral intention to adopt MB.

In the mobile commerce ecosystem, financial information is stored on respective mobile devices, and users will be concerned about confidentiality and security for every monetary transaction through their mobile phones (Chong, 2013). Likewise, the users have similar emotions regarding MB which is a very customized and innovative service of banks (Sujeet & Manisha, 2019). The researcher further claimed that trust is a critical factor to boost the intention to adopt MB. Ramos et al. (2018) contended that if banks provide adequate and satisfactory services, developing trust in online transactions will follow thereby positively affects the intention to adopt MB. Trust is an essential factor in MB environment which is associated with uncertainty and risks. Moreover, Alalwan, Dwivedi, and Rana (2017) firmly stated that trust is an essential factor in MB environment which is associated with uncertainty and risks. Thus:

H8: Trust in MB has a positive and significant effect on the behavioral intention to adopt MB.

Table 1: The list of hypotheses with literature support

Hypothesis	Relationship	Effect	Literature Support
H1	SQ → PR	(+)	(Mukerjee, 2018)
H2	SQ → TRB	(+)	(Boonlertvanich, 2019)
H3	SQ → TRMB	(+)	(Zhou, 2012)
H4	PR → TRB	(+)	(Seo, Park, & Choi, 2020)
H5	PR → TRMB	(+)	(Tun, 2020)
H6	TRB → TRMB	(+)	(Chaouali, Yahia, & Souiden, 2016)
H7	TRB → BI	(+)	(Alhabash et al., 2015)
H8	TRMB → BI	(+)	(Sujeet & Manisha, 2019)

As a result, following the proposed research model (Figure 1) will be investigated and hypotheses (Table 1) will be tested. Research methodology, results, findings, implications, and conclusion will present in coming up sessions of the present study.

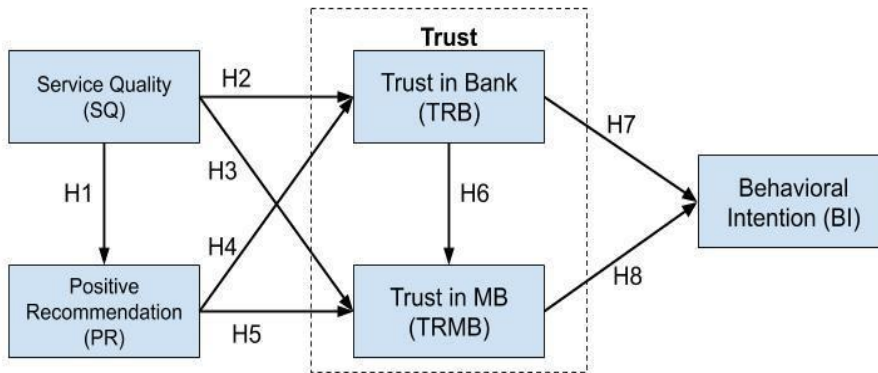


Figure 1: Proposed Research Model

RESEARCH METHOD

Structural equation modeling (SEM) and confirmatory factor analysis (CFA) techniques were chosen to investigate the research hypotheses of this study (Table 1). They are effective and flexible research techniques that have become an increasingly popular approach in areas of psychological research (Gallagher & Brown, 2013). The quantitative research approach was employed in this study. Neuman (2006) suggested that a survey is a suitable technique to learn the attitudes and gain understandings of relationships among the factors. Therefore, a self-administered questionnaire (Appendix A) was designed in Google Form with bilingual, Burmese, and English, based on the previous studies.

An online survey was the only option during the COVID-19 pandemic period and distributed to customers of private banks in Myanmar through popular social media such as Facebook, Instagram, and LinkedIn. In the questionnaire, there are 4 items to collect demographic data and 17 scale items to measure the constructs by using a five-point Likert scale which is widely utilized in quantitative methods with the survey research, and respondents can determine easily the scale values (Neuman, 2006). Additionally, a filter question was included in the questionnaire to ensure that the respondent had experience in using MB such as transferring funds, conducting payments, and seeking ATM or branch locations. All the indicators of respective factors are described in Table 2.

Table 2: The indicators of each factor

Factors	Indicators	Reference
Service Quality (SQ)	SQ1, SQ2, SQ3, SQ4	(Routray et al., 2019)
Positive Recommendation (PR)	PR1, PR2, PR3	(Mehrad & Mohammadi, 2017)
Trust in Bank (TRB)	TRB1, TRB2, TRB3	(Baganzi & Lau, 2017)
Trust in MB (TRMB)	TRMB1, TRMB2, TRMB3	(Shaw, 2014)
Behavioral Intention to Adopt (BI)	BI1, BI2, BI3, BI4	(Talukder et al., 2014)

RESULTS AND DISCUSSION

Results

Profile of Respondents

A total of 310 people responded to the questionnaires and 34 respondents answered that they do not have prior experience in using MB. Therefore, only 276 cases are usable for data analysis. 26 cases (9.4%) were eliminated after filtering outliers then the number of valid data set for further data analysis down to 250. This valid data set surpassed a minimum sample size of 200, considered adequate for SEM analysis according to the recommendation of Kline (2011). As shown in Table 3, there are more female (58.8%) than male (41.2%) participants in the data set. The majority of the respondents are older than 20 years and only less than 1% of respondents are age 18-20 years. 1.2% of them have a diploma, 35.2% have a bachelor's degree and 54.4% received a master's

degree. 9.2% of respondents are Ph.D. holders. More than half of respondents (51.6%) are civil servant. 24% are employee, 10.8% are self-employed, 8.8% are students and 4.8% are currently jobless.

Table 3: Demographic of respondents

	Demographic	Freq (N = 250)	Percentage
Gender	Male	103	41.2
	Female	147	58.8
Age	18-20 year	2	0.8
	21-25 year	46	18.4
	26-30 year	65	26.0
	31-35 year	75	30.0
	36-40 year	27	10.8
	>= 41 year	35	14.0
Education Status	Diploma	3	1.2
	Bachelor's degree	88	35.2
	Master's degree	136	54.4
	Ph. D	23	9.2
Occupation Status	Employee	60	24.0
	Self-Employed	27	10.8
	Civil Servant	129	51.6
	Student	22	8.8
	Unemployed	12	4.8

The Results of Factor Loading and Cronbach's Alpha

All the indicators of the measurement model were evaluated mainly by factor loading and Cronbach's Alpha. The factor loading estimates of each indicator exceeded the recommended 0.50 level, therefore assuming adequate convergent validity according to the suggestion of Hair et al. (2010). Furthermore, Cronbach's Alpha values of all variables were above 0.7, which exceeded the minimum criterion recommended by Nunnally (1967). Thus, the analysis results (Table 4) indicate that all of the indicators are significant and there is an appropriate internal consistency for further analysis.

The Results of CR, AVE, and Discriminant Validity

The measurement model was tested by composite reliability (CR), average variance extracted (AVE) and discriminant validity recommended by Fornell and Larcker (1981). In this study, all the CR values exceeded the minimum acceptable level of 0.70, and AVE values of each construct also surpassed the recommended level of 0.50. Moreover, the correlations between all variables are less than the square root of AVE of each variable. Therefore, CR, AVE and discriminant validity demonstrated that the measurement model has appropriate construct reliability and validity for further SEM analysis (Table 5).

Table 4: The results of factor loading and Cronbach's Alpha

Factors	Indicators	Factor Loading	Cronbach's Alpha
Service Quality (SQ)	SQ1	0.730	0.867
	SQ2	0.733	
	SQ3	0.853	
	SQ4	0.841	
Positive Recommendation (PR)	PR1	0.662	0.783
	PR2	0.768	
	PR3	0.821	
Behavioral Intention (BI)	BI1	0.822	0.903
	BI2	0.899	
	BI3	0.866	
	BI4	0.766	
Trust in MB (TRMB)	TRMB1	0.824	0.871
	TRMB2	0.864	
	TRMB3	0.811	
Trust in Bank (TRB)	TRB1	0.824	0.860
	TRB2	0.858	
	TRB3	0.782	

Table 5: The Results of CR, AVE, and Discriminant Validity

	CR	AVE	SQ	PR	BI	TRMB	TRB
Service Quality	0.870	0.626	0.791				
Positive Recommendation	0.796	0.567	0.533	0.753			
Behavioral Intention	0.905	0.705	0.348	0.694	0.840		
Trust in MB	0.872	0.694	0.558	0.683	0.496	0.833	
Trust in Bank	0.862	0.676	0.538	0.601	0.435	0.752	0.822

The Result of Model Fit Indices

Model fit indices of the measurement and structural (proposed research model) models were evaluated according to the procedure of SEM analysis. There is no consensus regarding an acceptable ratio for relative/normed chi-square (χ^2/df) but the commonly accepted value is less than 3.0 according to Kline (2011). According to the review of McDonald and Ho (2002), the most commonly reported model fit indices are the GFI, NFI, CFI, and IFI. Kline (2011) recommended a cut-off point of 0.90 for these statistics. AGFI, adjusted goodness-of-fit statistic, which is related to the GFI and the generally recommended value for AGFI is 0.80 or greater that indicates a well-fitting model (Kline, 2011). The RMSEA is another fit statistic that was first developed by Steiger (1990) and a cut-off value below 0.08 shows a good fit (Kline, 2011). In this study, all the model

fit statistics of both measurement and research models have exceeded their acceptable values (Table 6). Thus, the results show that the research model is considered to be a very well-fitting model for the collected data.

Table 6: The Results of Model Fit Indices

	χ^2/df	GFI	AGFI	NFI	CFI	IFI	RMSEA
Acceptable Value	< 3	> 0.9	> 0.8	> 0.9	> 0.9	> 0.9	< 0.080
Measurement Model	1.509	0.928	0.898	0.939	0.978	0.979	0.045
Structural Model	1.887	0.917	0.885	0.923	0.962	0.962	0.060

The Results of Hypotheses Testing

The hypotheses were analyzed according to the proposed research model (Figure 1) and the results of hypothesis testing are concluded in Table 7. Service quality positively affected positive recommendation ($\beta=0.499, p<0.001$) and trust in bank ($\beta=0.259, p<0.001$), which means that H1 and H2 are supported. Positive recommendation positively affected trust in bank ($\beta=0.373, p<0.001$) and MB ($\beta=0.342, p<0.001$). Thus, H4 and H5 are accepted. Further, trust in bank ($\beta=0.543, p<0.001$) evidenced a positive effect on trust in MB. Therefore, H6 is supported. Trust in MB ($\beta=0.509, p<0.001$) with regard to MB, indicates a positive relationship with the intention to adopt. Thus, H8 is accepted. Moreover, the analysis result showed that H3 and H7 are not supported. All the analysis results of hypothesis testing are presented in Figure 2.

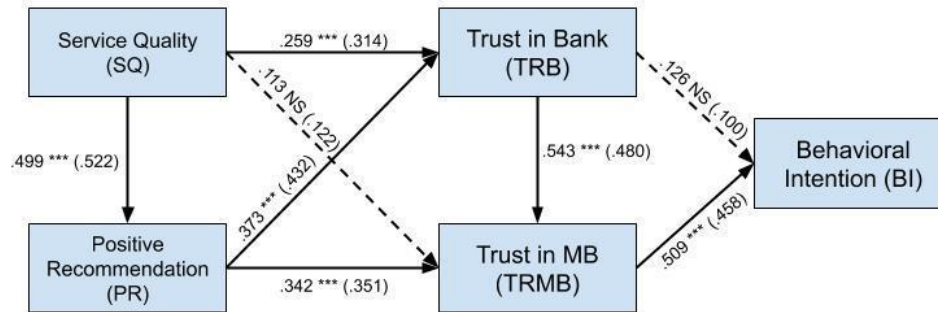


Figure 2: Research Model with Findings

Table 7: The Findings from Hypotheses Testing

Hypothesis	Relationship	Effect	Path Coefficient	Result
H1	SQ → PR	(+)	.499 *** (.522)	Supported
H2	SQ → TRB	(+)	.259 *** (.314)	Supported
H3	SQ → TRMB	(+)	.113 NS (.122)	Not Supported
H4	PR → TRB	(+)	.373 *** (.432)	Supported
H5	PR → TRMB	(+)	.342 *** (.351)	Supported
H6	TRB → TRMB	(+)	.543 *** (.480)	Supported
H7	TRB → BI	(+)	.126 NS (.100)	Not Supported
H8	TRMB → BI	(+)	.509 *** (.458)	Supported

Note: *** means $p < 0.001$, ** means $p < 0.01$, * means $p < 0.05$, NS means No Significant

Effects in the Research Model

The shaded cell in Table 8 indicates the result which is an additional finding of this study. An exogenous variable, service quality, has a stronger effect on positive recommendation than the effect on trust in bank. And service quality has only an indirect effect on trust in MB. Positive recommendation has a medium effect on trust in both bank and MB. Moreover, positive recommendation has an indirect effect on behavioral intention to adopt MB through trust in MB. Only trust in MB has a strong direct effect on behavioral intention to adopt MB. Further, trust in MB is influenced by trust in bank with a strong effect. The squared multiple correlations (R^2) for each endogenous variable in the research model are also presented in Table 8. The R^2 for the endogenous variables are TRMB = 0.676, TRB = 0.427, BI = 0.289 and PR = 0.272. Thus, the results indicate that TRMB is the highest accounted for by its predictor constructs rather than other endogenous variables.

Table 8: The Effects in Research Model

Variables			Endogenous			
			Intervening			Dependent
			PR ($R^2= 0.272$)	TRB ($R^2= 0.427$)	TRMB ($R^2= 0.676$)	BI ($R^2= 0.289$)
Exogenous	Independent	SQ	Direct	Mainly Direct	Indirect Only	-
	Intervening	PR	-	Direct	Mainly Direct	Indirect
		TRB	-	-	Direct	Indirect Only
		TRMB	-	-	-	Direct

Discussion

The path coefficients are presented in Table 7 as well as the direct and indirect effects are in Table 8. Consequently, this research study has answers for addressed research questions and five theoretical points of view for future research in the MB context. The finding of this research is in line with the previous study of Mukerjee (2018) that service quality is an indispensable antecedent in the banking industry. The improvement of service quality generates positive recommendations that will lead to trust in bank and MB, thereby answering RQ1. The results indicate that TRMB is a stronger predictor than TRB of the intention to adopt MB, thereby answering RQ2. Further, the positive correlation between trusting banks and MB is significant, thereby answering RQ3. And the result is consistent with the trust transfer theory (Stewart, 2003). This study also confirmed that service quality is an essential factor for the positive recommendation and there is a positive relationship between them, thereby answering RQ4. Additionally, this study reveals that trust in MB is a mediator between positive recommendation and behavioral intention to adopt MB.

Moreover, this study has several theoretical contributions to MB adoption literature by investigating the cardinal antecedents of different trust aspects in the banking context. First, the

findings of this study intended to be a theoretical bridge for filling the gaps of the prior research studies on customer behavior towards mobile banking of private banks. Second, this study has split trust into two aspects: trust in bank and trust in MB and confirmed that only trust in MB is significant in mobile banking adoption (Sujeet & Manisha, 2019). Third, the present study advocates that positive recommendation is necessary for both online and offline trust development (Tun, 2020; Seo, Park, & Choi, 2020). Fourth, service quality will not improve customers' trust in MB service, and most of the private banks' customers are likely to seek the reliability of offline service to trust online service. Nulhusna et al. (2017) also reported a similar result in their study conducted in the online service context. Finally, the present study has formulated deeper insight into two different trusts associated with their underlying factors such as service quality and positive recommendation to explain MB adoption in the case of the private banking sector.

According to the findings, several managerial implications can be summarized as follow. Banks managers should note that professional and prompt service procedures must be established. Moreover, bank managers need to develop and formulate satisfactory services suitable for individual behavioral patterns of customers. The findings can be assumed that improving service quality can spread positive recommendations with strong preference from customers. In the early stage of MB adoption, banks should focus on higher quality of service to ensure to drive the existing MB users to give positive recommendations to potential MB adopters. Therefore, positive recommendation is an effective approach to build customers' positive emotions towards the service despite formal media advertising being abundant.

Another interesting managerial insight can be obtained from the relevance of bank trust and MB trust. This implies that bank managers also need to realize that building up the strategy for developing bank trust will enlighten the customers to trust in MB. It is critical the customers need to be perceived that the banks are honest and trustworthy. However, the effect of MB trust on behavioral intention to adopt MB is much more significant and greater than bank trust. Thus, bank managers need to emphasize providing MB with clear regulations and comprehensive features to protect financial information by implementing a higher standard of privacy and security policy to acquire more MB users. On the other hand, bank managers should understand that service quality would not assist to enhance customers' trust in MB.

CONCLUSIONS

Mobile banking is being widely provided by many private banks to sustain business in a highly competitive market. Thus, private banks care to gain sufficient knowledge and accurate insight into customers' actual expectations and exact needs. When banks' service delivery meets customers' expectations would lead to prolonging the strong relationship between banks and customers. This study reveals that if there is an establishment of institutional trust, it would motivate them to trust in MB to adopt. Furthermore, the most significant contribution of this study to business research is the formulation of a theoretical framework with two aspects of trust and positive recommendation, which is well-suited for the private banking sector in Myanmar context. Service quality, one of the widely used variables in the banking context, is also used as an

independent factor in the research model and statistically validated in accordance with the prior studies. Positive recommendation also the authentic source for customers to gain verifiable information about service.

The major limitation of this research is data collecting during the COVID-19 pandemic and the online channel was the only way to reach respondents. Second, this research study targets only existing MB users of private banks of one country. The third limitation is the potentiality of bias due to the cross-sectional study to investigate customers' behavior. Another limitation is the findings may not reflect the young-adult group between 18 and 20 years of age. Finally, the variables used in this study were only to predict the intention to use, not actual usage, which can be considered one of the vivid limitations.

In future studies, a qualitative research approach such as individual interviews and focus group discussions is recommended to conduct along with quantitative research. The longitudinal study is also recommended for future studies due to the behavior of customers may be transformed over time. It is also recommended that moderating variables such as gender, education level, and usage frequency be considered in future research. Future researchers may endeavor to supplement more relevant factors in the present research model to conduct the study in other mobile financial services of private banks.

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Appendix

Indicators	Statements	Mean (N=250)	Std. Deviation
SQ1	The responsible service personnel of MB provide prompt services.	3.68	.924
SQ2	The responsible service personnel of MB provide professional services.	3.80	.786
SQ3	The responsible service personnel provide immediate attention when I experience problems with MB.	3.52	.936
SQ4	The responsible service personnel provide services related to MB at the promised time.	3.63	.865
PR1	If you ask me about MB, I will definitely recommend it.	4.14	.752
PR2	I only speak of the good sides of MB.	3.78	.777
PR3	I mostly tell people positive things about MB.	3.86	.757
BI1	I plan to use MB frequently in my daily life.	4.02	.852
BI2	I intend to use MB continuously.	4.05	.860
BI3	I intend to increase my use of MB.	4.05	.787
BI4	I intend to use MB when the opportunity arises.	4.18	.736
TRMB1	MB keeps my financial information secure and personal data safe.	3.84	.768
TRMB2	MB has adequate features to protect my security.	3.76	.747
TRMB3	Overall, MB is trustworthy.	3.83	.731
TRB1	Based on my experience in the past, I know Private Banks are not opportunistic.	3.64	.760
TRB2	Based on my experience in the past, I know Private Banks are honest.	3.58	.753
TRB3	Overall, I trust Private Banks.	3.73	.710