

ABSTRACT

Debit card is one of the methods used by consumers to make payment in Malaysia. However, compared to the number of debit cards issued by the banks; the usage of debit card for payment is relatively low. Banks or debit card issuers are finding ways to increase the level of awareness and usage among the consumers. Due to the rising cost of cash handling, as well as high investment made in enabling the electronic payment acceptance at their acquired retail outlets; banks are looking seriously into strategies to increase the debit card usage as a means of payment among general consumers.

This research is conducted with a prime objective to find out the behavioral intention of Malaysian consumers in using debit card as a means of making payments or purchases. The questionnaires survey was conducted in Klang Valley area with 300 respondents in total. The results of this research show; rewards program, the performance expected from debit card usage and the effort required to use debit card are among the main factors that contribute to the behavioral intention of consumers towards using debit card as a means of payment. From the results, a recommendation is made on the strategies for Malaysian debit card issuers to increase the debit card usage as a means of payment among consumers.