

## LIST OF FIGURES

Figure 1: Share of non cash retail payments in Malaysia	Page 13
Figure 2: Simplified processes of MEPS e-Debit acceptance	Page 21
Figure 3: Key value propositions of MEPS E-Debit	Page 22
Figure 4: Benefits of using MEPS e-Debit transactions	Page 23
Figure 5: International debit cards	Page 25
Figure 6: Simplified processes of international debit card acceptance and transaction	Page 26
Figure 7: Technology Adoption Life Cycle	Page 46
Figure 8: Technology Acceptance Model	Page 49
Figure 9: The UTAUT	Page 50
Figure 10: Theoretical framework	Page 57
Figure 11: Standardized coefficient of independent variables	Page 81

## LIST OF TABLES

Table 1: Retail payment instruments practiced in Malaysia	Page 11
Table 2: Major retail payment systems in Malaysia	Page 12
Table 3: Debit card issuers in Malaysia from 2006 – 2010	Page 17
Table 4: Current debit card issuers in Malaysia	Page 18
Table 5: Differences between MEPS e-Debit card and international debit card	Page 25
Table 6: Number of debit cards and its users in Malaysia	Page 27
Table 7: Percentage of debit cards and its users in Malaysia	Page 27
Table 8: Number of debit cards transactions in Malaysia	Page 28
Table 9: Number of EFTPOS terminals in Malaysia	Page 29
Table 10: Number of merchants accepting payment cards in Malaysia	Page 29
Table 11: Value of debit card transactions in Malaysia	Page 30
Table 12: International Debit Card purchase transactions in Malaysia	Page 31
Table 13: The research variables	Page 60
Table 14: Seven interval Likert scale	Page 60
Table 15: The research questionnaires	Page 64
Table 16: Respondents profile	Page 69
Table 17: Mean and standard deviation of variables	Page 71
Table 18: The variables' reliability	Page 74

Table 19: The Pearson's Correlation of research variables	Page 75
Table 20: The regression analysis of variance	Page 76
Table 21: The multiple regression analysis on independent variables	Page 76
Table 22: Summary of hypotheses results	Page 79

## **LIST OF ABBREVIATIONS**

BNM	- Bank Negara Malaysia
PIN	- Personal Identification Numbers
EFTPOS	- Electronic Funds Transfer at Point of Sale
E-money	- Electronic money
ATM	- Automated Teller Machine
MEPS	- Malaysian Electronic Payment System Sdn Bhd
E-Debit	- Electronic Debit
MyClear	- Malaysian Electronic Clearing Corporation Sdn. Bhd.
SAM	- Secured Access Module
EFTS	- Electronic Fund Transfer Systems
MDR	- Merchant Discount Rate
UTAUT	- Unified Theory of Acceptance and Use of Technology
US	- United States
TRA	- Theory of Reason Action
TAM	- Technology Acceptance Model
TPB	- Theory of Planned Behavior
DOI	- Diffusion of Innovation

## TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	1
ABSTRACT.....	2
LIST OF FIGURES.....	3
LIST OF TABLES.....	4
LIST OF ABBREVIATIONS.....	6
CHAPTER 1: INTRODUCTION.....	10
DEBIT CARDS IN MALAYSIA.....	10
Concept of Debit Card as a means of payments in Malaysia.....	10
Retail payment systems.....	11
Trends of debit card usage for retail payments in Malaysia.....	12
History of Debit Card in Malaysia.....	16
Debit Card issuers in Malaysia.....	16
Debit Card system in Malaysia.....	19
Research Purpose and Significance of the Study.....	32
Research Objectives.....	35
Research Questions.....	35
Research Scope.....	36
Organization of Research.....	37
CHAPTER 2: LITERATURE REVIEW.....	38
Introduction.....	38
The acceptance of credit versus debit cards.....	38
Continuous usage on selected payment method.....	41

The technology adoption.....	43
Technology adoption lifecycle .....	46
Individual adoption models .....	47
Technology Acceptance Model (TAM).....	48
Unified Theory of Acceptance and Use of Technology (UTAUT) .....	50
Phases of adoption .....	52
<b>CHAPTER 3: RESEARCH METHODOLOGY .....</b>	<b>56</b>
Theoretical Framework.....	57
Development of Hypotheses .....	59
Selections of Measures .....	59
Sampling Design .....	61
Data Collection Procedure .....	61
Data Analysis Techniques .....	61
Descriptive Analysis.....	62
Reliability Analysis .....	62
Pearson’s Correlation Analysis .....	62
Multiple Regression .....	63
Questionnaire Design .....	63
<b>CHAPTER 4: RESEARCH RESULTS AND FINDINGS .....</b>	<b>68</b>
Introduction.....	68
Descriptive Analysis.....	68
Respondents Profile .....	68
Analysis of Measures.....	70
Reliability and Validity.....	74

Pearson's Correlation .....	75
Multiple Regression .....	76
Testing of Hypotheses.....	77
Discussion of Research Results .....	80
CHAPTER 5: CONCLUSION & RECOMMENDATIONS.....	82
Summary and Conclusion.....	82
Limitations of the Research .....	85
Suggestions for Future Research.....	85
Research Implications .....	86
REFERENCES .....	87
RESEARCH QUESTIONNAIRES .....	94