

Motivating Factors for Users' Behavioral Intention to Continue Using Mobile Wallets After COVID, Coup, Cash Crisis in Myanmar

Phyo Min Tun

Abstract: *The current study investigates the factors motivating users to continue using mobile wallets after 3Cs circumstance (COVID, Coup, Cash Crisis) in Myanmar. It adopts the DeLone and McLean information system success model also known as D&M's ISS model, extended with a trust factor. The total of 342 mobile wallet active users participated in this research. Primary data were collected by employing convenience sampling method and analyzed by using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) for validity and reliability, and structural equation modeling (SEM) for hypothesis testing. The results demonstrate that system quality and service quality have significant impact on trust and user satisfaction, whereas no significant effect was found for information quality. Furthermore, trust and user satisfaction significantly influence users' behavioral intention to continue using mobile wallets. These findings extend the original ISS model, especially in the context of continuous usage, and deliver insights for mobile wallet providers into users' psychological tendencies toward continued mobile wallets usage under the noteworthy conditions.*

Keywords: Continue Using, Information System Success, Mobile Wallet, 3Cs.

Introduction

Mobile phones are widely used not only for communication but also for various activities such as making payments, navigation, internet browsing, learning, and social interaction. Accordingly, a wide range of mobile applications has been developed to serve different purposes and meet users' needs. The application of mobile phones has become a focal point of modern technology and an indispensable part of people's daily lives. In 2013, the telecommunications market in Myanmar changed rapidly following the release of the Telecommunications Law. Thereby, telecom infrastructure improved, and internet accessibility increased under the civilian regime (Khine, 2023). MPT and MyTel (military-owned), along with ATOM (rebranded from Telenor) and U9 (rebranded from Ooredoo), which are privately owned, are currently operating as mobile service providers in Myanmar. In early 2025, Myanmar had 63.3 million mobile cellular users, while 33.4 million individuals used the internet (Kemp, 2025).

On the other hand, Myanmar's financial services sector was relatively small and underdeveloped compared to other neighboring countries. There has been a lack of a properly functioning financial system since 1962, when the military government introduced the "Burmese Way to Socialism" (Soe, Panthamit, & Chaiboonsri, 2025). In 2011, the newly formed civilian government granted formal autonomy to the Central Bank of Myanmar (CBM) to make significant changes to financial policy as part of efforts to strengthen the financial sector. As a result, formal financial institutions, including private commercial banks and mobile financial service providers, became key players in the financial landscape (Turnell, 2014). The quickly rising number of mobile phone users and the emergence of modern financial services have paved the way for users to adopt mobile wallets.

In Myanmar, CBM serves as a key monetary policymaker and is responsible for managing and regulating formal financial institutions. There are twenty-seven private banks currently operating, among which Kanbawza (KBZ) Bank is the largest in terms of asset size, with 430 branches nationwide and representing 41 percent of the whole market (Tun & Hoang, 2023). In 2013, only one-third of Myanmar's adult population used formal financial services, while the remainder relied on informal services or remained excluded from the financial system (Htun & Siriwato, 2025).

By 2019, mobile financial services could bring over 10 million new customers into the formal financial system and 80% of the total population were engaged with mobile payments in some form (Turnell, 2025). As in many other countries, people in Myanmar also expect a cashless society due to the usefulness of mobile wallets. According to a consumer payment attitudes survey in Myanmar conducted by Visa (2020), two-thirds of respondents expected a cashless nation within the next decade. In Myanmar, mobile wallets are mainly offered by non-banks, such as Wave Money and MytelPay (Tun, 2020a), as well as private banks, including KBZPay, AYAPay, and CBPay (Tun & Hoang, 2023) while state-owned bank do not offer such services.

Despite experiencing an economic downturn due to the COVID-19 outbreak in early 2020, the country quickly entered a recovery stage by the end of the same year (Soe, Panthamit, & Chaiboonsri, 2025). However, the military coup in February 2021 marked another turning point (Htun & Siriwato, 2025), ending the promising period of financial services as a result of cash withdrawal restrictions (Tun et al., 2024) and increased surveillance of mobile wallet transactions by the military government (Khine, 2023). But the people had no other choice except to accept mobile wallets due to the cash shortage following the coup. Since the military

completely dominates financial policy (Turnell, 2025), maintaining the success of financial services and retaining existing customers remain highly challenging in Myanmar.

Literature Review

Mobile wallet (MW)

The rapid growth of mobile phone utilization has created a vast mobile application environment. Improvements in mobile applications have transformed payment practices in the business landscape (Ertz et al., 2022). Thereby, many financial institutions have recognized new business opportunities by integrating smartphones and data services, and developing payment platforms for online transactions. The latest innovation technology in the financial sector is mobile wallet. Mobile wallet is an emerging FinTech innovation in many countries and a requirement for economic growth, as they are primarily designed to enable instant peer-to-peer (P2P) payment transactions involving payer and payee (Shin & Lee, 2021; Tee & Ong, 2016).

Mobile wallets or e-wallets, which function as digital equivalents of regular physical wallets (Belmonte et al., 2024), can be used for making payments at online or physical stores, transferring money, paying bills, and performing other financial transactions (Persadha et al., 2024). Users can also use mobile wallets to transact with bank accounts and monitor their transaction history to manage expenses effectively (Qi et al., 2025). Mobile wallets enable cashless payment using a mobile device and enhance the ease, speed, and transparency of financial transactions (Hashim, Chan, & Li, 2023; Meepien & Chaivisuttangkun, 2023). Moreover, a mobile wallet can be defined as a payment method that conducts financial transactions electronically and enables users to perform online transactions as needed (Alm, Chotiyaputta, & Bejrakashem, 2022).

Mobile payments can contribute to reducing or eliminating issues such as cash shortages, financial fraud, and counterfeiting notes. Therefore, businesses can achieve higher service standards by adopting mobile wallets, which leads to savings in cost, time, and energy (Khasawneh et al., 2024). Also, mobile wallets can be used without a formal bank account, requiring only a phone number and identification (Phan, Ho, & Le-Hoang, 2020). Furthermore, the COVID-19 pandemic has boosted awareness of the convenience and necessity of mobile wallets for reducing physical contact (Oraini et al., 2024). Mobile wallets facilitate cashless transactions and support social distancing between payers and payees, thereby helping to reduce the spread of COVID-19 (George & Sunny, 2023).

Objectives and questions of the research

In the prior studies (Table 1), it was found that continuous use of mobile wallets and e-wallet has been studied for India (Xavier & Zakkariya, 2021; Kumar, Haldar, & Chaturvedi, 2025) and Vietnam (Ly, Khuong, & Son, 2022) territory but not in Myanmar. Although mobile wallet users in Myanmar perceive the benefits of mobile wallets, existing users may discontinue or reduce usage due to the government's digital authoritarianism (Khine, 2023; Turnell, 2025). Therefore, the objectives of this research are to deliver insights into factors that improve customer satisfaction, investigate factors that enhance customers' trust, explore factors that motivate users to continue using mobile wallets, and identify which quality factors are essential for customer satisfaction and trust in the Myanmar context. Meanwhile, the following research questions are aimed to answer in the current research.

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RQ1: What quality factors enhance user satisfaction and trust?

RQ2: What factors motivate users to continue using mobile wallet?

Table 1. The list of relevant previous studies

Authors and Year	Context	Employed Theories	Sampling Size	Territory
Alswaigh and Aloud (2021)	Adoption of e-payment services	TAM, UTAUT	394	Saudi Arabia
Ghani and Khalil (2021)	Adoption intention of e-wallet services	IDT	175	Malaysia
Mew and Millan (2021)	Intention to adopt mobile wallets	TAM, UTAUT	193	United Kingdom
Mater et al. (2021)	Mobile wallet adoption	UTAUT	389	Jordan
Shin and Lee (2021)	User acceptance for NFC mobile wallets	UTAUT2	701	Korea and United States
Xavier and Zakkariya (2021)	Continuance Intention to Use Mobile Wallets	TAM, UTAUT, UTAUT2	134	India
Alm, Chotiyaputta, and Bejrakashem (2022)	Mobile payment adoption	UTAUT	303	Thailand and Sweden
Ly, Khuong, and Son (2022)	Mobile Wallet Continuous Usage	UTAUT2	180	Vietnam
Hashim, Chan, and Li (2023)	Adoption of e-wallets	UTAUT2	253	Malaysia
Tun and Hoang (2023)	Mobile wallet adoption	Comprehensive	250	Myanmar
Meepien and Chaivisuttangkun (2023)	Behavioral intention to use mobile fin-tech payment channel	TAM	506	Thailand
Belmonte et al. (2024)	Intention to use e-wallet	ETAM	500	Philippines
Khasawneh et al. (2024)	Behavioral intentions to use and adopt digital wallets	TAM	401	Jordan
Karki, Shrestha, and Pokharel (2024)	Adoption of mobile wallets	TAM	417	Nepal
Oraini et al. (2024)	Intention to Adopt Mobile Wallet Technology	TAM, TPB, UTAUT	384	Saudi Arabia
Persadha et al. (2024)	E-wallet adoption	ETAM	650	Indonesia
Razak and Salim (2024)	Intention to adopt e-wallet	UTAUT	153	Malaysia
Ruhani, et al. (2024)	E-wallet adoption	Comprehensive	186	Malaysia
Qi et al. (2025)	Intention towards adoption of E-wallet	TAM, UTAUT	155	Malaysia
Kumar, Haldar, and Chaturvedi (2025)	Intention to continue use of e-wallet	TAM	246	India

Theoretical foundation

Among the previous studies (Table 1), Unified Theory of Acceptance and Use of Technology (UTAUT), and Technology Acceptance Model (TAM), Extended Technology Acceptance Model (ETAM) are evidently prominent theoretical models to study the adoption and usage

intention in related contexts such as mobile wallets, mobile payments, e-wallets, and e-payments, and offering a limited understanding on continue using. However, DeLone and McLean's information system success (ISS) model is a rarely employed theoretical model in the prior studies, particularly in mobile wallet context.

The ISS is a theoretical model comprising key quality dimensions—system quality and information quality—each of which contributes to information system success and influences users' satisfaction (DeLone & McLean, 1992). Bhattacharjee (2001) introduced the Expectation Confirmation Model (ECM) extended by the Expectancy-Disconfirmation Theory of Oliver (1981) to suggest individuals' satisfaction and predict the future use of information systems. The theoretical foundation of the ISS model is further strengthened through its integration with the ECM to examine users' continuance behavior. And the ISS model was updated by integrating the service quality factor into its existing dimensions to enhance its ability to anticipate information system success (DeLone & McLean, 2003).

Also, the distinction between 'use' and 'intention to use' represents another notable modification in the updated ISS model (2003). Franque, Oliveira, and Tam (2021) explicitly stated that ISS model has the powerful predictors for continuous intention and provides extensive knowledge of IS success. Despite the merits of previous studies applying the ISS model to explain behavioral intention (Arini, Lestari, & Hanani, 2024; Okonkwo et al., 2023; Pelegrin, 2021), the trust factor has been neglected. In addition, Huang, Wang, and Huang (2024) examined mobile payment using an ISS model extended with a trust factor; however, user satisfaction was not included in their model.

Therefore, major factors such as system quality, information quality, service quality, and user satisfaction from the ISS model, extended by incorporating the trust factor, are adopted in this study to study customers' intention to continue using mobile financial technologies such as mobile wallets. Further, this study can be considered as the first attempt to amplify the ISS model by incorporating trust to investigate users' continuance intention in the context of mobile wallets in Myanmar.

Hypotheses and structural model development

System quality

According to DeLone and McLean (2003), system quality refers to users' perceptions of an application's availability, functionality, and usability. In the context of mobile payment, system quality reflects transaction speed, reliable connectivity, effective navigation, and ease of interaction (Pelegrin, 2021). System quality also refers to the performance appraisal of an information system, encompassing the evaluation of its specifications, including response time, processing time, the user interface, and available functionalities (Franque, Oliveira, & Tam, 2021). Thuy et al. (2024) have reported that when users have a positive experience with system quality, it can increase user satisfaction. Further, Tun et al. (2024) confirmed that higher mobile application quality leads to a greater degree of user trust. Thus, following hypotheses are developed.

H1 and H2: System quality has a positive impact on user satisfaction and trust.

Information quality

Information quality refers to the timeliness of delivering accurate, reliable, and sufficient information. It is an important predictor influencing user satisfaction, and high information

quality can positively affect it (Gao, Waechter, & Bai, 2015). Mahendra, Winarno, and Kustono (2021) advocated that information quality plays a vital role in influencing user satisfaction with mobile financial services. Gao and Waechter (2017) disclosed that receiving inaccurate or irrelevance or outdated information from mobile payment services leads customers to perceive the service as untrustworthy. In mobile environments, low-quality information can negatively affect customer experience, increase functional complexity, complicate processes, and reduce customer trust (Geebren, Jabbar, & Luo, 2021). Therefore, the following hypotheses will be examined in the current research.

H3 and H4: Information quality has a positive impact on user satisfaction and trust.

Service quality

Parasuraman, Zeithaml, and Berry (1985) explained that service quality is evaluated based on the difference between customers' expectations and the actual service perceived to be provided by service providers. It is challenging for service vendors to fully recognize how customers evaluate their services, while the success of online businesses depends predominantly on service quality (George & Kumar, 2014). Ajina et al. (2023) argued that customers will be satisfied if the benefits of using the services surpass their expectations. Furthermore, George and Sunny (2023) endorsed that users place confidence in mobile payment service providers that offer professional customer support; however, a lack of responsiveness, personalization, and dependability in service quality makes it difficult to establish customer trust. Therefore, it is posited that:

H5 and H6: Service quality has a positive impact on user satisfaction and trust.

Trust

Especially in an unstable state like Myanmar, trust in financial services still remains a major issue to address (Tun et al., 2024). Shaw (2014) defined trust as the confidence that a service provider will fulfill its responsibilities toward customers, even under uncertainty situations and limited control. In this study, trust refers to an individual's confidence that a mobile wallet can ensure security and privacy, including secure transactions and the protection of personal and financial information (Mew & Millan, 2021). Building trust with users in emerging financial technologies, such as mobile wallets, is critical for their adoption and use, basically in contexts where online payments and transaction transparency are perceived as high risk (Oraini et al., 2024). Previous studies demonstrated that trust plays a significant role in users' satisfaction (Rouf, Begum, & Babu, 2024) and intention to continue using mobile payment applications (Ansori, 2024). Thus:

H7 and H8: Trust has a positive impact on user satisfaction and behavioral intention to continue using.

User satisfaction

In general, user satisfaction refers to users' evaluation and emotional response to the perceived performance of products or services (George & Sunny, 2023). And user Satisfaction arises from individuals' experiences with mobile payment services and is compulsory for building long-term robust relationships with users (Cao et al., 2018). According to the research of Kohli, Devaraj, and Mahmood (2004), the level of satisfaction is determined by the variation between expected and actual benefits derived from adoption a technology. The prior studies (Franque, Oliveira, & Tam, 2021; Tun, 2020b) demonstrated that user satisfaction is a notable

determinant of users' continuance intention to use mobile financial services. Therefore, user satisfaction is one of the most vital factors that can drive users to use mobile wallets in the long term. As a result, the following hypothesis is formulated.

H9: User satisfaction has a positive impact on behavioral intention to continue using.

Fishbein and Ajzen (1975) proposed the Theory of Reasoned Action (TRA) to explain how a user's intention transforms into actual behavior in the future. The information technology success depends on users' intention to continue using it, and a decline or discontinuance in usage may indicate system failure (Thong, Hong, & Tam, 2006). Humbani and Wiese (2019) stated that intention to embrace and intention to continue using are not the same. Intention to adopt explains why users choose to embrace or reject a technology upon initial interaction, whereas continuance using explains their intention to keep using a specific technology over the long term. Based on the above theoretical foundation and hypotheses (Table 2), following structural model (Figure 1) is proposed to examine.

Table 2. The list of proposed hypotheses

Hypotheses	Relationship	Literature Support
H1	SYSQ → SAT	(Thuy et al., 2024)
H2	SYSQ → TR	(Tun et al., 2024)
H3	INFQ → SAT	(Mahendra, Winarno, & Kustono, 2021)
H4	INFQ → TR	(Geebren, Jabbar, & Luo, 2021)
H5	SVRQ → SAT	(Ajina et al., 2023)
H6	SVRQ → TR	(George & Sunny, 2023)
H7	TR → SAT	(Rouf, Begum, & Babu, 2024)
H8	TR → BI	(Ansori, 2024)
H9	SAT → BI	(Franque, Oliveira, & Tam, 2021)

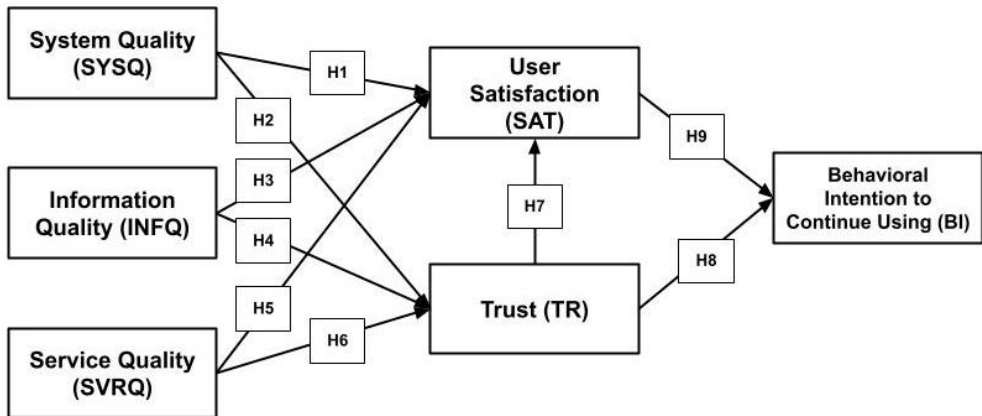


Figure 1: Proposed structural model

Research design

In this study, a deductive quantitative research approach was adopted, as such methods typically involve large sample sizes and allow for more accurate estimation of relationships between constructs (Neuman, 2006). Non-probability convenience sampling method was chosen for the

current study. A self-administrated questionnaire (Appendix-A) was developed based of previous literature support to collect the primary data on using mobile wallet in Myanmar. An online survey was developed using Google Forms due to its cost-effectiveness and ability to generate faster responses, and it was distributed via popular social media platforms in Myanmar, including Facebook and LinkedIn. Respondents were required to log in using their email address to prevent duplicate submissions and all collected data were treated as anonymous. All the respondents participated voluntarily, and there were no incentives for participation.

The survey form has two sections: the first section included the respondents' demographic information using multiple-choice questions, and the second section contained indicators for the constructs using a five-point Likert scale (Table 3). In addition, a Boolean question was incorporated in the questionnaire to verify that the respondent is an active mobile wallet user in Myanmar. Kline (2011) suggested that the minimum typical sample size should be 200 for structural equation modeling (SEM) analysis. 349 responses were received, and only 342 respondents are currently mobile wallet users; thus, 7 responses were excluded from further data analysis. The collected data were examined for validity and reliability before testing the proposed hypotheses (Table 2).

Table 3. The list of indicators for the constructs

Constructs	Indicators	Literature Support
System Quality (SYSQ)	SYSQ1, SYSQ2, SYSQ3	(Tun, 2020b)
Information Quality (INFQ)	INFQ1, INFQ2, INFQ3	(Kim, Xu, & Koh, 2004)
Service Quality (SVRQ)	SVQ1, SVQ2, SVQ3	(Routray et al., 2019)
User Satisfaction (SAT)	SAT1, SAT2, SAT3	(Kohli, Devaraj, & Mahmood, 2004)
Behavioral Intention (BI)	BI1, BI2, BI3	(Talukder, Quazi, & Sathye, 2014)
Trust (TR)	TR1, TR2, TR3	(Shaw, 2014)

Data analysis and findings

Summary of demographic profiles

The demographic portfolio of participants is summarised in Table 4. For the gender distribution among 342 respondents, there are 224 females (65.5%) and 118 males (34.5%). More than half of the respondents (57%) are under 36 years old, while the rest (43%) are aged 36 years and above; the 18–20 age group (1.1%) represents only a very small proportion. Most respondents hold a Master's degree (54.7%), followed by Bachelor's degree holders (31.3%). A smaller proportion of respondents pursued Doctorate degrees (9.1%), followed by those with Diploma qualifications (3.8%) and High School education (1.2%). The largest group of respondents are Civil Servants (38.9%), followed by Employees in the private sector (26.9%). Self-employed individuals account for 17.8%, students 12.6%, and unemployed respondents 3.8%. Android mobile platform (69.9%) is more popular than apple's iOS (30.1%).

Table 4. Analysis result of demographic profile

Demographic Profile		Frequency	Percent
Gender	Male	118	34.5
	Female	224	65.5
Age	18-20 years	4	1.1

	21-25 years	32	9.4
	26-30 years	65	19.0
	31-35 years	94	27.5
	36-40 years	58	17.0
	41 years and above	89	26.0
Education Level	High School	4	1.2
	Diploma	13	3.8
	Bachelor Degree	107	31.3
	Master Degree	187	54.7
	Doctorate	31	9.1
Occupation	Self-Employed	61	17.8
	Employee	92	26.9
	Civil Servant	133	38.9
	Student	43	12.6
	Unemployed	13	3.8
Mobile Platform	iOS(Apple)	103	30.1
	Android	239	69.9

Validity with exploratory factor analysis

All indicators of the constructs in the proposed structural model were analyzed using Principal Component Analysis (PCA) with Varimax rotation in SPSS as part of the exploratory factor analysis (EFA). In the PCA, sampling adequacy was assessed using the Kaiser–Meyer–Olkin (KMO) measure, which yielded a value of 0.934, indicating excellent sampling adequacy for EFA. The factor cross-loading values for the indicators ranged between a minimum of 0.641 and a maximum of 0.874. All indicators were strongly correlated with their intended constructs, confirming the validity of the indicators for each construct (Table 5).

Table 5. Analysis result cross-loading

Indicator s	Constructs					
	Information Quality (INFQ)	Trust (TR)	Service Quality (SVRQ)	Behavioral Intention (BI)	System Quality (SYSQ)	User Satisfaction (SAT)
INFQ2	.874	.142	.133	.164	.140	.188
INFQ3	.846	.150	.247	.109	.170	.165
INFQ1	.792	.170	.224	.122	.229	.143
TR2	.170	.857	.228	.225	.162	.137
TR1	.119	.839	.298	.191	.091	.200
TR3	.239	.757	.298	.237	.091	.197
SVRQ2	.225	.253	.832	.165	.080	.198
SVRQ3	.196	.256	.778	.169	.170	.259
SVRQ1	.263	.384	.744	.196	.082	.125

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BI3	.241	.272	.167	.796	.237	.160
BI2	.141	.313	.227	.777	.260	.184
BI1	.102	.162	.186	.699	.308	.412
SYSQ2	.093	.095	.037	.211	.855	.173
SYSQ1	.223	.044	.186	.240	.748	.198
SYSQ3	.427	.240	.094	.174	.641	.163
SAT1	.210	.223	.359	.228	.329	.690
SAT2	.330	.218	.287	.294	.262	.688
SAT3	.291	.316	.194	.316	.241	.683

Correlation analysis

Pearson correlation analysis was performed to examine the relationships among the constructs using SPSS. The highlighted cells in Table 6 represent the proposed hypotheses in the structural model (Table 2). The analysis results showed that all constructs have a significant positive correlation at the 0.01 level. Among them, user satisfaction (SAT) and behavioral intention (BI) have the strongest positive correlation, with a coefficient value of 0.731. System quality, information quality, and service quality have moderate positive correlations with user satisfaction and trust. In addition, trust and user satisfaction have moderate positive correlations with behavioral intention.

Table 6. Analysis result of Pearson correlation

Constructs	SYSQ	INFQ	SVRQ	SAT	BI	TR
System Quality (SYSQ)	1					
Information Quality (INFQ)	.551**	1				
Service Quality (SVRQ)	.424**	.554**	1			
User Satisfaction (SAT)	.659**	.616**	.674**	1		
Behavioral Intention (BI)	.633**	.479**	.566**	.731**	1	
Trust (TR)	.422**	.478**	.680**	.632**	.618**	1

Note: ** means correlation is significant at the 0.01 level (2-tailed).

Convergent validity and reliability

As shown in Table 7, Cronbach's alpha coefficients for all constructs exceed 0.70, which is the recommended minimum value. Trust shows excellent reliability with a value of 0.927, followed by user satisfaction (0.913), information quality (0.911), service quality (0.906), behavioral intention (0.901), and system quality (0.812). As part of the confirmatory factor analysis (CFA), the standardized regression weights for each indicator were analyzed using AMOS, and all values were greater than 0.50. Average variance extracted (AVE) and composite reliability (CR) were further calculated, and the AVE for each construct exceeded 0.5 while the CR for each construct exceeded 0.7, indicating that convergent validity was established (Hair et al., 2010).

Table 7. Analysis result of AVE, CR and Cronbach's Alpha

Constructs	Indicators	Standardized	AVE	CR	Cronbach's Alpha
		Regression Weight			
System Quality	SYSQ1	0.781	0.59	0.812	0.812
	SYSQ2	0.745			
	SYSQ3	0.777			
Information Quality	INFQ1	0.825	0.781	0.914	0.911
	INFQ2	0.908			
	INFQ3	0.915			
Service Quality	SVRQ1	0.867	0.765	0.907	0.906
	SVRQ3	0.860			
	SVRQ2	0.896			
User Satisfaction	SAT1	0.877	0.779	0.914	0.913
	SAT2	0.906			
	SAT3	0.865			
Behavioral Intention	BI1	0.840	0.757	0.903	0.901
	BI2	0.896			
	BI3	0.874			
Trust	TR3	0.852	0.814	0.929	0.927
	TR2	0.929			
	TR1	0.923			

Verifying discriminant

Discriminant validity analysis is a statistical method used to analyze data in which the dependent variable is categorical, while the independent variables are measured on an interval scale. It is assessed by ensuring that the square root of each construct's AVE is higher than its correlations with all other constructs. The square roots of the AVE values are presented in bold and highlighted in Table 8, and they are greater than the correlation coefficients of other constructs in the structural model. The results confirmed that the constructs are distinct, and discriminant validity in this study was established in accordance with the guidelines of Fornell and Larcker (1981).

Table 8. Analysis result of discriminant validity

Constructs	SYSQ	INFQ	SVRQ	SAT	BI	TR
System Quality (SYSQ)	0.768					
Information Quality (INFQ)	0.634	0.884				
Service Quality (SVRQ)	0.495	0.596	0.875			
User Satisfaction (SAT)	0.767	0.667	0.737	0.883		
Behavioral Intention (BI)	0.734	0.516	0.622	0.794	0.870	
Trust (TR)	0.484	0.491	0.721	0.666	0.668	0.902

Hypotheses testing

The proposed hypotheses from Table 2 are examined and the results are shown in Table 9. System quality has positive significant effect on both user satisfaction ($\beta=0.500$, $t=8.150$, $p<0.001$) and trust ($\beta=0.174$, $t=2.636$, $p<0.01$), which means that H1 and H2 were accepted.

Similarly, service quality has positive significant effect on both user satisfaction ($\beta=0.341$, $t=5.557$, $p<0.001$) and trust ($\beta=0.631$, $t=9.940$, $p<0.001$), indicating that H5 and H6 were supported. Also, trust ($\beta=0.142$, $t=2.560$, $p<0.01$) exerted a significant positive effect on user satisfaction, therefore, H7 was validated as well. Furthermore, trust ($\beta=0.231$, $t=4.169$, $p<0.001$) and user satisfaction ($\beta=0.651$, $t=10.541$, $p<0.001$) with regard to mobile wallet services, all evidenced a positive effect on intention to continue using. Thus, H8 and H9 were supported. In addition, the results revealed that information quality does not have a statistically significant effect on user satisfaction and trust, which leads to the rejection of H3 and H4. All hypothesis testing results are displayed in Figure 2.

Table 9. Analysis result of hypotheses testing

Hypotheses	Relationship	β	t-Value	p-Value	Result
H1	SYSQ \rightarrow SAT	0.500	8.150	***	Accepted
H2	SYSQ \rightarrow TR	0.174	2.636	**	Accepted
H3	INFQ \rightarrow SAT	0.073	1.348	NS	Rejected
H4	INFQ \rightarrow TR	0.004	0.053	NS	Rejected
H5	SVRQ \rightarrow SAT	0.341	5.557	***	Accepted
H6	SVRQ \rightarrow TR	0.631	9.940	***	Accepted
H7	TR \rightarrow SAT	0.142	2.560	**	Accepted
H8	TR \rightarrow BI	0.231	4.169	***	Accepted
H9	SAT \rightarrow BI	0.651	10.541	***	Accepted

NS means No Significant, ** means p-Value < 0.01, *** means p-Value < 0.001

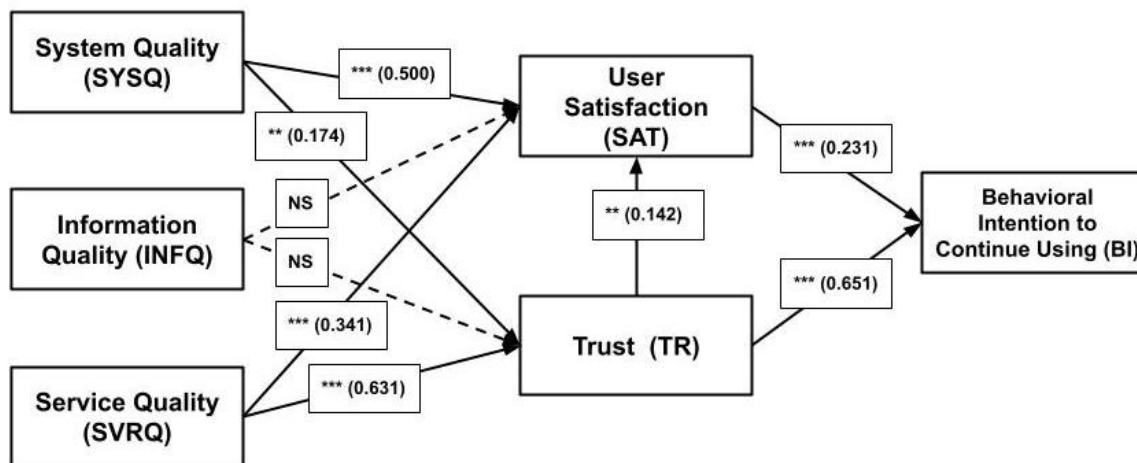


Figure 2: Structural model with analysis results

Testing model's goodness-of-fit

The fit of the measurement and structural models (Table 10) was assessed using six commonly used indices, namely CMIN/DF (χ^2/DF), the goodness-of-fit index (GFI), the adjusted goodness-of-fit index (AGFI), the normed fit index (NFI), the comparative fit index (CFI), and the root mean square error of approximation (RMSEA). The measurement model demonstrated a good fit to the data, with $\chi^2/DF = 2.425$, GFI = 0.914, AGFI = 0.877, NFI = 0.946, CFI = 0.967, and RMSEA = 0.065. Similarly, the structural model also showed acceptable fit indices, including $\chi^2/DF = 2.547$, GFI = 0.907, AGFI = 0.871, NFI = 0.942, CFI = 0.964, and RMSEA

= 0.067. Overall, the model fit results indicate that both the measurement and structural models provide a good fit to the observed data.

Table 10. Analysis result of model's goodness-of-fit

Goodness-of-Fit	CMIN/DF	GFI	AGFI	NFI	CFI	RMSEA
Threshold	< 3.0	> 0.9	> 0.85	> 0.9	> 0.9	< 0.08
Measurement Model	2.425	0.914	0.877	0.946	0.967	0.065
Structural Model	2.547	0.907	0.871	0.942	0.964	0.067

Discussion

The main objective of the current study was to identify the factors that motivate users' behavioral intention to continue using mobile wallets in Myanmar under the 3Cs (COVID, Coup, Cash Crisis) condition. This study also extends the theoretical understanding of the role of the ISS model, notably in the context of continued use. System quality, a major variable of ISS model, has a significantly greater positive effect on user satisfaction than on trust. Users demand technological advancements in mobile wallets, such as an abundance of functions and features, as well as fast transactions and quick processing. Although users have prior experience with other mobile applications, mobile wallet usage is still in its nascent stage in Myanmar (Tun & Hoang, 2023); thus, system quality still plays an indispensable role in user satisfaction (Thuy et al., 2024). Also, mobile wallet providers should note that a system with adequate functions, error-free performance, and uninterrupted interaction can gain the users' trust (Tun et al., 2024).

Surprisingly, information quality was found to have an insignificant effect on user satisfaction and trust. Lisa and Ardianto (2023) asserted that high-quality information presentation does not necessarily improve user satisfaction. Also, information quality plays a different role in building trust during continuous usage compared to the initial adoption stage (Che, et al., 2023). Generally, most respondents are middle-aged and highly educated, and are more likely to seek and rely on information rather than formal channels, such as mobile wallets, due to increased information control and surveillance following the coup (Khine, 2023). Information manipulation and restrictions imposed by the authorities lead users to ignore the information quality of financial institutions such as banks (Soe, Panthamit, & Chaiboonsri, 2025).

Another key finding of this study is the significant effect of service quality on user satisfaction and trust, particularly in the context of mobile wallets. Prasad et al. (2025) claimed that mobile wallet services with low quality are difficult to maintain users' loyalty. The finding is aligned with the study of Ajina et al. (2023) and indicate that it is necessary for mobile wallet providers to consistently offer reliable, prompt, and professional services to enhance user satisfaction. Since mobile wallets reduce physical contact among stakeholders, the requirement for higher service quality has become mandatory for building trust. The study by George and Sunny (2023) provided evidence that service quality significantly affects trust, which in turn motivates users to continue using mobile wallets.

The analysis results advise that trust, along with system quality and service quality, contributes to improving user satisfaction. Trust is also one of the strongest motivators of users' likelihood to continue using the service. Previous studies (Ansori, 2024; Rouf, Begum, & Babu, 2024) reported similar findings and suggested that trust is a fundamental component of every successful service industry for ensuring user retention. This implies that mobile wallet providers should pay more attention on trust to enhance user satisfaction and behavioral intention. Further, user satisfaction was found to be another crucial factor influencing users' behavioral intention to continue using mobile wallets. The finding is consistent with the finding

of Franque, Oliveira, and Tam (2021). Thus, the extent of trust and user satisfaction are imperative factors to accomplish the long-term success of mobile wallet businesses.

Limitations and recommendations

One of the considerable limitations of the study is that it focuses only on active mobile wallet users, while users of other mobile financial services, such as mobile banking, are excluded. The focus on quality factors alone, with the exclusion of social aspects, can be considered another limitation of this research. Moreover, female users' opinions are dominant in the current study, and the results may differ for male users due to differences in motivation for online transactions between females and males (Sangwan, Siguaw, & Guan, 2009). These findings are based on a cross-sectional approach; therefore, future study is recommended to use a longitudinal design combined with qualitative methods, as the technology landscape is continuously and quickly evolving over time. According to the implications of the present study, future research can exclude information quality in ISS model, particularly when studying the post-adoption stage. Also, it is recommended that the structural model of this study be validated in different mobile services, such as mobile banking, mobile learning, and mobile commerce, under different circumstances. Future researchers are also encouraged to conduct a comparative study of different mobile wallet services in Myanmar.

Conclusion

This empirical study fills the previous research gaps by integrating the trust factor into the ISS model and delivering comprehensive insights into how to motivate users to continue using mobile wallets during exceptional events such as the 3Cs. Based on the analysis results, seven hypotheses were approved and two were rejected, out of nine proposed hypotheses (Table 9). In summary, system quality and service quality are antecedents of user satisfaction and trust, while information quality is not significant in the post-adoption phase of mobile wallet use, thereby answering RQ1. Trust and user satisfaction are crucial factors influencing users' decisions to continue using mobile wallets, which leads to deliver the answer for RQ2. Moreover, the direct effects of service quality on trust and of trust on continuance intention are stronger than the other relationships examined in the structural model.

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Appendix-A

Indicators	Statements	Mean	Std. Deviation
SYSQ1	MW provides a quick transactions processing and response.	4.08	.925
SYSQ2	MW is easy to use.	4.32	.844
SYSQ3	MW offers proper functionalities.	3.83	.831
INFQ1	MW provides related information to my needs.	3.23	1.041
INFQ2	MW provides ample information.	3.25	.998

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INFQ3	MW provides valid information.	3.27	1.010
SVRQ1	MW provide dependable services.	3.18	1.030
SVRQ2	MW provide prompt services.	3.15	1.066
SVRQ3	MW provide professional services.	3.28	1.008
SAT1	I am satisfied with the financial services of MW.	3.63	.908
SAT2	The services of MW have met my expectations.	3.52	.918
SAT3	I am satisfied with using MW for financial transactions.	3.62	.949
BI1	I will continue to use MW for conducting financial transactions.	3.94	.909
BI2	I intend to increase my use of MW.	3.57	.998
BI3	I intend to use MW continuously.	3.57	1.044
TR1	MW has sufficient features to protect my security.	3.12	1.097
TR2	MW has enough functions to protect my privacy.	3.08	1.083
TR3	MW keeps my financial information safe and personal data secure.	3.04	1.115