

**AN EXAMINATION ON THE FACTORS  
INFLUENCING CUSTOMERS' ADOPTION OF  
MOBILE MONEY TRANSFER IN SOMALIA**

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## ABSTRACT

Technology, in general, and mobile phones, in particular, has seen some huge developments and changes for the last two decades. As a result, many new service platforms have been introduced. Mobile Money transfer service is an aspect of electronic payment which represent a financial revolution in countries like Somalia where a cashless society is emerging. This research aims to examine factors that influence the adoption of mobile money transfer service in Somalia. This research has adopted a quantitative approach methodology and data were collected from 140 respondents among the users of mobile money transfer service in Mogadishu. Structured questionnaires, adopted from the existing researches in the area of adoption, were issued and distributed to the respondents. The current study applied diffusion of innovation theory to investigate the influence of these four independent variables: relative advantage, compatibility, complexity and perceived risk on the adoption of mobile money transfer service as the dependent variable of the study. Statistical Package for Social Science (SPSS) Software was employed to analyze the collected data and to test the hypothesis.

Findings of the study revealed that relative advantage, compatibility and perceived risk have a significant influence on the adoption. Complexity was found to have a negative effect on the adoption. However, this was not significant. Thus, the hypothesized negative, significant influence of complexity on the adoption was not supported. The findings of this study were consistent with the existing literature discussed in the literature review.

Keywords: Mobile money transfer service, Diffusion of Innovation Theory, Adoption, relative advantage, compatibility, complexity, perceived risk.

## ABSTRAK

Teknologi, secara amnya, dan telefon bimbit, khususnya, telah melihat perkembangan dan perubahan besar selama dua dekad yang lalu. Akibatnya, banyak platform perkhidmatan baru telah diperkenalkan. Perkhidmatan pemindahan wang mudah alih adalah aspek pembayaran elektronik yang mewakili revolusi kewangan di negara-negara seperti Somalia di mana masyarakat tanpa tunai (Cashless society) muncul. Penyelidikan ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi penggunaan perkhidmatan pemindahan wang melalui telefon bimbit di Somalia. Kajian ini telah menggunakan pendekatan kuantitatif dan data dikumpulkan dari 140 responden di kalangan pengguna perkhidmatan pemindahan wang mudah alih telefon bimbit di Mogadishu. Soal selidik berstruktur, di adaptasi dari penyelidikan sedia ada di dalam bidang, dikeluarkan dan diedarkan kepada responden. Kajian semasa menggunakan teori difusi inovasi untuk menyiasat pengaruh empat pemboleh ubah bebas iaitu: kelebihan relatif, keserasian, kerumitan dan risiko persepsian terdapat pada penggunaan perkhidmatan pemindahan wang mudah alih sebagai pemboleh ubah bergantung kepada kajian. Perisian *Statistical Package for Social Science* (SPSS) digunakan untuk menganalisis data yang dikumpul dan untuk menguji hipotesis.

Penemuan kajian mendedahkan bahawa kelebihan relatif, keserasian dan risiko persepsian mempunyai pengaruh yang signifikan terhadap penggunaan perkhidmatan tersebut. Manakala kompleksiti didapati mempunyai kesan yang negatif. Oleh yang demikian, pengaruh hipotesis yang negatif dan signifikan terhadap kerumitan pada penerimaan tidak disokong. Penemuan kajian ini selaras dengan literatur sedia ada yang dibincangkan dalam kajian literatur.

Kata kunci: Perkhidmatan pemindahan wang mudah alih, Penyebaran Teori Inovasi, Adopsi, kelebihan relatif, keserasian, kerumitan, risiko persepsian.

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