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Factors influencing young consumers' intention to use mobile banking services

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Abstract

This study aims to identify and evaluate the factors influencing young consumers' intention to use mobile banking services in Vietnam. The proposed research model includes four independent variables: perceived trust, perceived ease of use, perceived usefulness, and subjective norm. Data were collected from 195 survey responses and analyzed using PLS software. The results indicate that 74.9% of the variance in the intention to use mobile banking services can be explained by the independent variables. Among them, subjective norm has the strongest impact (coefficient = 0.452), followed by perceived trust (coefficient = 0.212), perceived usefulness (coefficient = 0.184), and perceived ease of use, which has the weakest influence (coefficient = 0.103). The research team also analyzed the mean values of each measurement scale to discuss young consumers' intention to use mobile banking. Based on the findings, several recommendations are proposed for banks in Vietnam to promote mobile banking useion among young users.

Keywords: *Intention, mobile banking services, factors influencing, young consumers*

1. Introduction

In recent years, digital banking has emerged as an inevitable trend in the modern financial services industry. Mobile banking services not only help users save time and costs but also enhance flexibility and personalize the financial experience. According to a report by Statista (2023), more than 2.5 billion people worldwide have used mobile banking services. This number is expected to grow significantly in the coming years, driven by increasing demand for fast and convenient financial transactions. In Vietnam, along with the expansion of digital infrastructure and the proactive digital transformation efforts of commercial banks, mobile banking services are gradually becoming a preferred choice among consumers - particularly the younger generation.

Young consumers (defined in this study as individuals aged 18 to 35) are considered the most promising target segment for mobile banking services. This group typically includes students and early-career professionals who are highly tech-savvy and have a strong demand for flexible financial services to support their studies, work, and daily consumption. However, they are also known for having high expectations regarding user experience and data security. Therefore, investigating and identifying the factors influencing young users' intention to use digital banking is not only theoretically significant but also highly practical. The findings can help banks optimize their product and service development strategies to be more user-friendly and better aligned with the needs of this digitally native generation.

Building upon the aforementioned rationale, this study was conducted with the aim of exploring and analyzing the factors influencing young consumers' intention to use mobile banking services in Vietnam. The research is grounded in the theoretical framework of the Technology Acceptance Model (TAM) developed by Davis (1989). According to this model, the acceptance and use of technology are primarily influenced by two key factors: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). However, to better reflect the modern context and the specific characteristics of the digital banking sector, this study extends the original TAM by incorporating additional constructs such as Trust in Technology and Subjective Norm, which have been empirically validated as significant predictors of technology acceptance in recent studies (Venkatesh et al., 2003; Gefen et al., 2003).

Within the research context outlined above, the objectives of this study are as follows: (1) to identify the key factors influencing young consumers' intention to use mobile banking services; and (2) to assess the extent to which these factors affect user intention, thereby providing practical implications for financial institutions in designing and implementing digital banking strategies that align with future

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technology consumption trends. Through this research, the authors aim to clarify the underlying mechanisms that shape young users' intention to use mobile banking in Vietnam, while also contributing to the broader theoretical discourse on consumer behavior in the digital era.

2. Theoretical Framework

2.1. Overview of Mobile Banking

Digital banking is not merely the digitization of user-facing services, but rather the integration of technology across all aspects of banking operations, including risk management, capital management, product development, and more (Dat, N.V., 2025). While digital banking represents a comprehensive model encompassing various digital channels (such as mobile, internet, ATM, and call center), mobile banking refers specifically to the provision of banking services through mobile devices. Mobile banking plays a crucial role in the digital transformation of financial services, acting as a key bridge between banks and customers in the mobile era. Mobile banking applications (MBAs) utilize technology to deliver traditional banking services (Safeena et al., 2012), while also integrating value-added services such as personal expense management, fraud alerts, and AI-based investment advisory services (Deloitte, 2021). These applications enable users to conduct financial transactions and manage accounts anytime and anywhere via mobile devices. With the rapid advancement of technology, mobile banking has become one of the primary communication channels between banks and their customers, gradually replacing the traditional roles of physical branches and PC-based e-banking platforms. In a modern banking system, mobile banking is a result of financial technology innovation, reflecting the industry's adaptation and competition with fintech companies (Tien, P.P., et al., 2023). For consumers, mobile banking offers numerous benefits including convenience, high service quality, speed, time-independence, and extensive accessibility—contributing to the overarching goal of financial inclusion (Linh, N.T.T., 2023).

In Vietnam, mobile banking has experienced significant growth over the past decade, largely driven by the widespread useion of smartphones and mobile networks. According to the State Bank of Vietnam, in the first 11 months of 2024, non-cash payment transactions via mobile devices reached 11.01 billion transactions with a total value of VND 66.48 million billion - an increase of 54.62% in volume and 34.47% in value compared to the same period the previous year. Transactions via QR codes totaled 271.58 million with a transaction value of VND 152.55 trillion, representing a growth of 106.68% in volume and 84.77% in value (SBV, 2025). Major banks such as Vietcombank, BIDV, Agribank, MB Bank, and Techcombank have developed mobile banking applications with optimized user interfaces and a wide range of modern features, including electronic know-your-customer (eKYC) processes, online account opening, online loan application, and biometric transaction authentication (such as fingerprint and facial recognition).

The widespread preference for mobile banking largely stems from the distinct advantages it offers to users, including:

- ***Convenience:*** Customers can perform transactions 24/7 without having to visit physical branches or transaction offices, which is particularly well-suited to the dynamic lifestyles of today's youth.
- ***Time and cost efficiency:*** Instead of conducting transactions at bank counters, users can complete fund transfers, bill payments, or service registrations within minutes through mobile applications. This not only enhances customer service efficiency but also reduces operational pressure on banks.
- ***High transaction accuracy and speed:*** Transactions are processed instantly and accurately, minimizing manual errors. In addition, users receive real-time notifications, enabling them to promptly detect and resolve any issues.
- ***Advanced security systems:*** Modern banks implement three-layer security mechanisms, including Multi-Factor Authentication, End-to-End Data Encryption, and AI-driven fraud detection systems. These technologies help safeguard user accounts from cyberattacks and financial loss (KPMG, 2022).

2.2. Literature Review

2.2.1. Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB)

Two prominent and widely applied theoretical models in the study of user behavior towards new technologies are Davis's Technology Acceptance Model (TAM, 1989) and Ajzen's Theory of Planned Behavior (TPB, 1991). Both models provide a solid theoretical framework for analyzing intentions and behaviors related to mobile banking usage and have been empirically validated across various national contexts and industries.

(1) Technology Acceptance Model (TAM)

Developed by Davis (1989), the Technology Acceptance Model (TAM) is among the most popular models used to explain users' motivations and behaviors towards technology useion. According to TAM, two key factors influence technology acceptance: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

- Perceived Usefulness (PU): The degree to which an individual believes that using a particular system will enhance their job performance.
- Perceived Ease of Use (PEOU): The degree to which an individual believes that using a particular system will be free of effort.

(2) Theory of Planned Behavior (TPB)

The origin of the Theory of Planned Behavior (TPB) is the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen in 1975 (Fishbein, M. and Ajzen, I., 1975). This theory explains the relationship between attitudes and behavior in human actions, and the factor of subjective norm influences the prediction of user behavior. Building on the TRA theory, TPB develops the relationship between attitudes and behavior

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in human actions by introducing a new factor: perceived behavioral control, which can be used to predict behavior. Perceived behavioral control is explained as behavior influencing intention.

Another theory that can be used to explain users' useion and use of new technologies is the decomposed TPB by Taylor, S. and Todd, P.A. (1995). This theory includes three main factors that can be used to explain the factors affecting intention and actual behavioral useion. These factors are: attitude, subjective norm, and perceived behavioral control. The meanings of the factors are as follows:

- *Attitude:* defined as an individual's evaluation of an object; belief is the relationship between an object and some attributes, while behavior is considered the outcome or intention. The theory states that attitude is an affective response based on a set of beliefs about the behavior's object.
- *Perceived Behavioral Control:* An individual's assessment of their ability to control and perform the behavior.
- *Subjective Norms:* The opinions and social pressures regarding online purchasing behavior.

Ajzen (1991) defines attitude toward a behavior as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question." Combined with the TAM model, attitude toward behavior is expressed through perceived usefulness and perceived ease of use. The integration of these two models has been proven to effectively explain technology acceptance behavior, especially in the financial and fintech sectors (Davis, 1989; Venkatesh, V. et al., 2003).

2.2.2. Overview of research on factors influencing the intention to use mobile banking services among young people

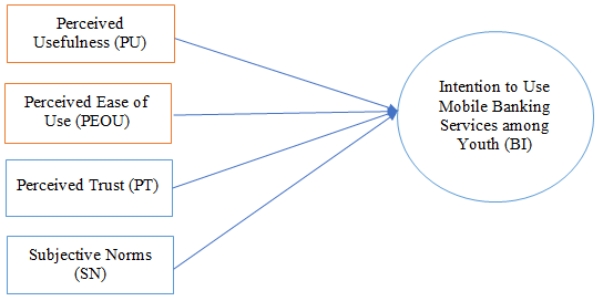
Both domestic and international studies, conducted in various contexts, commonly identify the factors influencing young people's intention to use mobile banking services as including:

- ***Perceived Usefulness (PU):*** PU is a core factor in Davis's (1989) Technology Acceptance Model (TAM), representing the extent to which users believe that using mobile banking will enhance the efficiency of their financial transactions. The study by Alalwan, A.A., et al. (2016) showed that PU is a strong influencing factor on the intention to use mobile banking in Jordan, while the research by Martins, C.O., et al. (2014) confirmed that PU is one of the strong predictors in the acceptance of financial technology in Europe.
- ***Perceived Ease of Use (PEOU):*** Reflects the ease of interaction with the mobile banking application. Davis (1989) argued that this is one of the two important factors driving technology acceptance behavior. Shaikh, A.A. and Karjaluoto, H. (2015) assessed PEOU as a foundational factor helping users access digital financial services. However, for the research subject of young people, as user experience is increasingly improved, the role of PEOU may diminish in its impact on the intention of the youth.
- ***Perceived Trust (PT):*** Trust is an important factor in online financial transactions. It relates to users believing that the bank and the application will protect personal information, fulfill commitments, and not cause risks. Gefen et al. (2003) argued that trust is an indispensable factor when users cannot directly observe the seller as in traditional transactions. Zhou, T. (2011) found that trust has a direct and strong impact on the intention to use mobile banking in China. Although familiar with technology, young people still care about the security of personal information and financial accounts when using digital banking services. The increasing number of online frauds and bank account attacks, widely spread on social networks, makes young people prioritize trust when using mobile banking services.
- ***Subjective Norms (SN):*** Subjective norm reflects the influence of individuals around (friends, family, influencers) on the behavior of using mobile banking. This is a central factor in Ajzen's (1991) Theory of Planned Behavior (TPB) and is extended in the UTAUT model. Venkatesh, V., et al. (2003) confirmed that social influence is a significant factor in promoting technology use behavior. Tan, M. and Teo, T.S.H. (2000) argued that subjective norm is especially strong among young people in developing countries, where consumption behavior is still heavily influenced by friends and the community. Vietnamese youth are strongly influenced by social networks, celebrities (KOLs), and reviews from friends and relatives before deciding to use digital financial services.

2.3. Proposed Research Model

The research model of factors affecting the Intention to Use Mobile Banking Services among Youth (BI) is described in Figure 1:

Figure 1. Proposed Research Model



Source: Proposed Research Team

The research model illustrated in the above figure is explained with the following research hypotheses:

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Hypothesis H1: Perceived Usefulness (PU) has a positive correlation effect on the Intention to Use Mobile Banking Services (BI)

Hypothesis H2: Perceived Ease of Use (PEOU) has a positive correlation effect on the Intention to Use Mobile Banking Services (BI)

Hypothesis H3: Perceived Trust (PT) has a positive correlation effect on the Intention to Use Mobile Banking Services (BI)

Hypothesis H4: Subjective Norms (SN) have a positive correlation effect on the Intention to Use Mobile Banking Services (BI)

Table 1: Proposed Measurement Scales

Variable name	Measurement scale	Source
***1. Perceived Usefulness* - (PU)**: This is the extent to which an individual believes that using mobile banking services will provide benefits and help achieve personal goals.		
PU1	The mobile banking application helps me conduct financial transactions faster.	Alalwan., A.A., et al. (2016)
PU2	The mobile banking application helps me manage my personal finances better.	
PU3	The mobile banking application helps meet my financial service needs.	
2. Perceived Ease of Use - (PEOU): This is the extent to which an individual believes that using a particular technology will not require much effort.		
PEOU 1	I find using the mobile banking application easy.	Davis (1989) Shaikh, A.A. and Karjaluoto, H. (2015)
PEOU 2	The mobile banking application interface is user-friendly and easy to operate.	
PEOU 3	I have sufficient skills to use mobile banking services for my personal financial needs.	
3. Perceived Trust - (PT)		
PT1	I trust that my personal information is protected when using the mobile banking application.	Zhou, T. (2011)
PT2	I trust that my transactions will be carried out accurately.	
PT3	I feel safe when using the mobile banking application for financial transactions.	
PT4	The bank providing mobile banking services is a trustworthy organization.	
4. Subjective Norms - (SN)		
SN1	My family encourage my to use the mobile banking application.	Venkatesh., V. et al. (2003)
SN2	My friends encourage me to use the mobile banking application.	
SN3	I am influenced by the surrounding community/society in using mobile banking.	
5. Intention to use mobile banking services - (BI)		
BI1	I intend to continue using the mobile banking application in the future.	Ajzen (1991)
BI 2	I am willing to recommend others to use the mobile banking application.	
BI3	I intend to use additional advanced features (online loans, investment, online shopping, etc.) of the mobile banking application.	

Source: Proposed Research Team

3. Research Methodology

- ***Data collection method:*** *The survey questionnaire was designed with a 5-point Likert scale, with*:

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

After developing the survey questionnaire, the research team conducted a pilot survey randomly with 10 young participants, then adjusted the measurement scale and proceeded with a large-scale survey. The data collection method was carried out based on convenience sampling and the "snowball" method (snowball – a method of finding the next participants based on suggestions or referrals from the previously surveyed individuals) to ensure a sufficient sample size as required. The survey link received 195 valid responses, which were then used for data processing in the model.

- ***Data processing method***

The quantitative research method was conducted to process the collected research data.

The structural regression equation has the general form

BI = a*PU + b*PEOU+c*PT+d*SN

The SMARTPLS software was used to test hypotheses and assess the impact levels of the factors.

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Step 1: Measurement Model Evaluation

The measurement model evaluation is based on examining the values of the quality of observed variables (outer loadings), reliability of the scale (Cronbach's Alpha), convergence, and discriminant validity.

Step 2: Structural Model Evaluation

After the measurement model meets the requirements, the structural model is evaluated through the impact relationships, path coefficients, overall determination coefficient R squared, and effect size f squared.

Additionally, when evaluating factors, the collected data will be aggregated, calculated, and presented in charts, tables, and diagrams using Excel software. For factors designed on a 5-point Likert scale, the level of influence of each factor is assessed by calculating the average score of the scale; identifying which response range the average score falls into, and then determining the influence level of each factor based on the obtained average value.

Distance value = (Maximum - Minimum) / n = (5-1)/5 = 0.8

Evaluation thresholds based on the average score are determined as follows:

+ 1.00 - 1.80: Strongly disagree
+ 1.81 - 2.60: Disagree
+ 2.61 - 3.40: Neutral
+ 3.41 - 4.20: Agree
+ 4.21 - 5.00: Strongly agree

4. Research Results

4.1. Descriptive statistics of the sample

The survey received 195 valid responses, with detailed information on gender, occupation, age, and monthly income as follows:

Table 2. Descriptive Statistics of Survey Participants

Income	Number of People	Percentage (%)	Occupation	Number of People	Percentage (%)
No income	38	19,4	High school student	5	2,8
< 5 million VND	87	44,4	University student	162	83,3
From 5 to 10 million VND	16	8,3	Worker	27	13,9
From 10 to 50 million VND	33	16,7	Other	0	0
> 50 million VND	22	11,1%			
Age	**Number of People**	**Percentage (%)**	**Gender**	**Number of People**	**Percentage (%)**
From 18 to 24	168	86,1	Male	108	55,6
From 25 to 30	11	5,6	Female	87	44,4
From 31 to 35	16	8,3	Prefer not to specify	0	0

Source: Survey results

The gender of the survey participants is mainly male, with 108 people accounting for 55.6%, and 87 people (44.4%) are female.

Since the survey participants are young people, the majority belong to the age group from 18 to 24 years old (168 responses, equivalent to 86.1%); 11 responses (5.6%) are from 25 to 30 years old; 16 responses (8.3%) are from 31 to 35 years old.

Because most participants are university students (162 responses, equivalent to 83.3%), their monthly income is mostly under 5 million VND (87 responses, 44.4%) or no income yet (38 responses, 19.4%). Income from 5 to under 10 million VND accounts for 8.3%; from 10 to under 50 million VND, there are 49 responses; and income over 50 million VND accounts for 22 responses (11.1%).

4.2. Model Testing and Hypotheses Verification

Testing the Quality of Observed Variables

The quality of the observed variables is assessed through the outer loading coefficients. The quality of the observed variables affecting the model is presented in Table 3.

Table 3. Outer Loadings of Factors Affecting the Intention to Use Mobile Banking Services (BI)

	BI	PEOU	PT	PU	SN
BI1	**0,919**				
BI2	**0,928**				
BI3	**0,898**				
PEOU1		**0,911**			
PEOU2		**0,933**			
PEOU3		**0,895**			
PT1			**0,850**		
PT2			**0,840**		
PT3			**0,881**		

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PT4			**0,897**		
PU2				**0,932**	
PU3				**0,899**	
SN1					**0,886**
SN2					**0,910**
SN3					**0,871**
PU1				**0,917**	

Source: Research team's validation results

The results from Table 3 show that the outer loadings of all indicators for the factors affecting the Intention to Use Mobile Banking Services (BI) are all greater than 0.7 (Hair et al., 2016), indicating that the observed variables are significant.

Reliability testing of the measurement scales

The reliability of the measurement scales for the factors affecting the Intention to Use Mobile Banking Services (BI) was evaluated using PLS-SEM based on two main indices: Cronbach's Alpha and Composite Reliability (CR).

Table 4. Cronbach's Alpha and Composite Reliability of the factors influencing the Intention to Use Mobile Banking Services (BI)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BI	**0,903**	**0,904**	**0,939**	**0,837**
PEOU	**0,900**	**0,903**	**0,938**	**0,833**
PT	**0,890**	**0,899**	**0,924**	**0,752**
PU	**0,904**	**0,905**	**0,940**	**0,839**
SN	**0,867**	**0,871**	**0,919**	**0,790**

Source: Research team's validation results

According to Table 4, after analyzing the reliability test using Cronbach's Alpha, the results for each factor are as follows: Perceived Usefulness (PU) achieved 0.904; Perceived Ease of Use (PEOU) achieved 0.900; Perceived Trust (PT) achieved 0.890; Subjective Norm (SN) achieved 0.867; and Intention to Use Mobile Banking Services (BI) achieved 0.903. All scales satisfy the condition > 0.7 (DeVellis, 2012) and no variables need to be excluded, meaning none were removed and all are acceptable in terms of reliability.

The Composite Reliability (CR) of all observed variables is also > 0.7 (Bagozzi & Yi, 1988) (Table 4). Therefore, the scales are reliable, meaningful for analysis, and will be used in subsequent factor analyses.

Convergence

According to the data analysis results in Table 4, the Average Variance Extracted (AVE) values for the factors are as follows: Perceived Usefulness (PU) reached 0.940; Perceived Ease of Use (PEOU) reached 0.938; Perceived Trust (PT) reached 0.924; Subjective Norm (SN) reached 0.919; and Intention to Use Mobile Banking Services (BI) reached 0.939. Thus, the AVE values for all variables are greater than 0.5 (Hock & Ringle, 2010), indicating that the model satisfies the conditions for convergent validity.

Discriminant Validity

The results in Table 5 regarding the Fornell-Larcker criterion of the research model on factors affecting Intention to Use Mobile Banking Services (BI) — including Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Trust (PT), and Subjective Norm (SN) — all ensure discriminant validity. This is because all the square root values of the AVE on the diagonal are higher than their corresponding off-diagonal values. Therefore, in terms of discriminant validity, both the cross-loading coefficients and the Fornell-Larcker criterion satisfy the required conditions (Fornell & Larcker, 1981).

Table 5. Fornell-Larcker index of the research model of factors affecting the intention to use mobile banking services (BI)

	BI	PEOU	PT	PU_	SN
BI	0,958				
PEOU	0,729	0,933			
PT	0,798	0,613	0,920		
PU	0,726	0,784	0,737	0,920	
SN	0,820	0,708	0,739	0,720	0,906

Source: Research team's validation results

The f^2 value

The f^2 value represents the effect size of a construct (factor) when it is removed from the model. The f^2 values of 0.02, 0.15, and 0.35 correspond to small, medium, and large effect sizes (Cohen, 1988) of the exogenous variable. If the effect size is less than 0.02, it is considered to have no effect.

Table 6. Summary of f^2 values

	BI	PEOU	PT	PU	SN
BI					
PEOU	0,022				
PT	0,042				
PU	0,039				
SN	**0,243**				

Source: Research team's validation results

In this model, as shown in Table 6, the factors Subjective Norm (SN) have a strong influence on the Intention to Use Mobile Banking Services (BI); Perceived Trust (PT), Perceived Ease of Use (PEOU), and Perceived Usefulness (PU) have a moderate influence on the Intention to Use Mobile Banking Services (BI).

Results of Influence Assessment Using Structural Model

Evaluation of Impact Relationships

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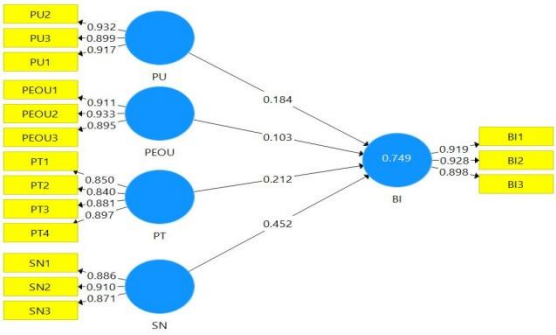
The relationships and influence levels of factors affecting the Intention to Use Mobile Banking Services (BI) on SMARTPLS are illustrated in Figure 2.

Figure 2. Factors Affecting the Intention to Use Mobile Banking Services (BI)



Source: Results of SMARTPLS validation by the research team

The results of the Bootstrap analysis evaluating the influence relationships are presented in Table 7. Accordingly, the variables: Perceived Usefulness (PU); Perceived Ease of Use (PEOU); Perceived Trust (PT); Subjective Norm (SN); Intention to Use Mobile Banking Services (BI) all have P-values < 0.1. (Hypotheses H1, H2, H3, and H4 are accepted at the 10% significance level).

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
PEOU -> BI	0,103	0,101	0,062	1,667	**0,096**
PT -> BI	0,212	0,216	0,109	1,948	**0,052**
PU -> BI	0,184	0,182	0,100	1,847	**0,065**
SN -> BI	0,452	0,452	0,081	5,568	**0,000**

Source: Results of SMARTPLS validation by the research team

The validation results presented in Table 7 indicate that, at a 90% confidence level, the factor *Perceived Ease of Use (PEOU)* has an effect size of **0.103**; *Perceived Trust (PT)* has an effect size of **0.212**; *Subjective Norms (SN)* exhibit the strongest influence with an effect size of **0.452**; and *Perceived Usefulness (PU)* has an effect size of **0.184** on the *Intention to Use Mobile Banking Services (BI)*. Accordingly, the following regression equation is derived:

BI = 0.184*PU + 0.103*PEOU+0.212*PT+0.452*SN

Assessment of the Overall Coefficient of Determination (R^2)

The results from the PLS analysis provide the R^2 value, which reflects the extent to which independent variables explain the variance of the dependent variable. The R^2 coefficient (R-square value) serves as an indicator of the model's goodness-of-fit, representing its explanatory power. According to Hair et al. (2010), R^2 values of 0.75, 0.50, and 0.25 are considered as substantial, moderate, and weak, respectively.

Table 8. Coefficient of Determination (R^2) for the Relationship Between Independent and Dependent Variables (R Square)

	R Square	R Square Adjusted
BI	0,749	0,744

Source: Research team's validation results

The results from Table 8 indicate that the R^2 value for the construct "Intention to Use Mobile Banking Services (BI)" is 0.749, with an adjusted R^2 of 0.744, which is considered appropriate for this study. Accordingly, the independent variables in the model explain 74.9% of the variance in the dependent variable.

5. Discussion of Results

Among the four factors included in the model, at a statistical significance level of 10% (90% confidence level), all four factors have an impact on the intention to use mobile banking services among the youth. Specifically, the results are as follows:

(1) Subjective Norms (SN)

The coefficient of 0.452 indicates that subjective norms are the most influential factor affecting the intention to use mobile banking services. Social agents such as friends, family, and online communities have a direct impact on shaping users' trust and behavior. The component measurement items include:

Table 9. Mean Value of the Variable "Subjective Norm"

Scale	Code	Mean	Level of Agreement
My family encourage my to use the mobile banking application.	SN1	3,785	Agree
My friends encourage me to use the mobile banking application.	SN2	3,636	Agree
I am influenced by the surrounding community/society in using mobile banking.	SN3	3,554	Agree

Source: Survey Results

The survey results indicate that all three measurement scales—corresponding to the three key social influence groups: family, friends, and community/society—achieved average scores falling within the "agree" level of response. This finding highlights that young people are significantly influenced by their surrounding social relationships. These results are consistent with the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), which posits

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that subjective norm is a powerful social factor influencing intentional behavior.

(2) Perceived Trust (PT)

Perceived Trust has a moderate influence and serves as a foundational factor for usage behavior, with a path coefficient of 0.212. In the context of mobile banking services, trust in security, accuracy, and technological stability is crucial in maintaining long-term usage intention and behavior. This finding aligns with previous studies such as Gefen, D., Karahanna, E., & Straub, D. W. (2003). The component measurement items clearly reflect the elements that constitute "perceived trust":

Table 10. Mean Scores of the Variable "Perceived Trust"

Scale	Code	Mean	Level of Agreement
I trust that my personal information is protected when using the mobile banking application.	PT1	4,169	Agree
I trust that my transactions will be carried out accurately.	PT2	3,39	Neutral
I feel safe when using the mobile banking application for financial transactions.	PT3	4,046	Agree
The bank providing mobile banking services is a trustworthy organization.	PT4	3,795	Agree

Source: Survey Results

Table 10 indicates that the measurement items for the variable *Perceived Trust* clearly reflect the key aspects that constitute user trust. The item *"I trust that my personal information is protected when using the mobile banking application." (PT1)* received the highest mean score of 4.169 (Agree level), suggesting that customers place a high value on the bank's ability to safeguard their personal data. This is a critical factor in building user trust in financial technology applications. The item *"I feel safe when using the mobile banking application for financial transactions." (PT3)* also scored highly at 4.046, while "*The bank providing mobile banking services is a trustworthy organization." (PT4)* scored 3.795. Meanwhile, the item *"I trust that my transactions will be carried out accurately." (PT2)* received a mean score of 3.39 (Neutral level), indicating that a portion of surveyed customers do not yet fully trust the accuracy of the banking system's transactions. This insight highlights the need for banks to further improve their operational systems and communicate more effectively about their technological reliability and capabilities.

(3) Perceived Usefulness (PU)

According to the Technology Acceptance Model (TAM) proposed by Davis (1989), perceived usefulness is a central factor influencing intention to use mobile banking services (BI). However, the results of this study indicate that the factor *Perceived Usefulness* has a moderate influence, with a coefficient of 0.184. This can be explained by the widespread availability of mobile banking applications and the characteristics of the survey sample - primarily young people who are already familiar with mobile apps. Nevertheless, in terms of influence direction, the youth segment tends to consider using mobile banking services if they perceive that the application brings tangible and practical benefits. The measurement items for this factor reflect different aspects of perceived usefulness, including:

Table 11. Mean Values of the Variable "Perceived Usefulness"

Scale	Code	Mean	Level of Agreement
The mobile banking application helps me conduct financial transactions faster.	PU1	4,087	Agree
The mobile banking application helps me manage my personal finances better.	PU2	3,918	Agree
The mobile banking application helps meet my financial service needs.	PU3	3,677	Agree

Source: Survey Results

Various aspects of "Perceived Usefulness" were all rated at the "Agree" level, including faster transactions, more efficient financial management, and the fulfillment of personal financial service needs.

(4) Perceived Ease of Use (PEOU)

The analysis results indicate that "Perceived Ease of Use" has the lowest impact on the intention to use mobile banking services, with an effect coefficient of 0.103.

Table 12. Mean Values of the Variable "Perceived Ease of Use"

Scale	Code	Mean	Level of Agreement
I find using the mobile banking application easy.	PEOU1	3,395	Neutral
The mobile banking application interface is user-friendly and easy to operate.	PEOU2	3,169	Neutral
I have sufficient skills to use mobile banking services for my personal financial needs.	PEOU3	3,39	Neutral

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Source: Survey Results

As a generation born and raised in the digital era, Perceived Ease of Use is no longer considered a barrier or a key motivational driver in influencing usage behavior. However, Table 12 provides detailed insights into the measurement items, showing that all three items scored at a neutral level on average. This indicates that banks need to continue improving their user interface design, enhancing intuitiveness and user-friendliness of mobile banking applications to better meet users' expectations.

(5) *Intention to Use Mobile Banking Services (BI)*

The R^2 value of 0.749 suggests that 74.9% of the variance in Intention to use mobile banking services (BI) is explained by the four independent variables. This demonstrates that the proposed model has a strong explanatory power and is well-suited for studying consumer behavior in the context of financial technolog.

Table 13. Mean Scores of the Variable "Intention to Use Mobile Banking"

Scale	Code	Mean	Level of Agreement
I intend to continue using the mobile banking application in the future.	BI1	3,754	Agree
I am willing to recommend others to use the mobile banking application.	BI2	3,621	Agree
I intend to use additional advanced features (online loans, investment, online shopping, etc.) of the mobile banking application.	BI3	3,744	Neutral

Source: Survey Results

The survey results presented in Table 13 indicate a relatively high level of user agreement with various statements regarding their intention to use mobile banking services. Specifically, the statement *"I intend to continue using the mobile banking application in the future"* (BI1) received a mean score of 3.754, corresponding to the "Agree" level. This reflects a positive tendency among users to maintain their use of mobile banking services in the future.

Statement BI2, *"I am willing to recommend others to use the mobile banking application,"* scored a mean of 3.621, also at the "Agree" level. This indicates that users are not only satisfied but also tend to engage in positive word-of-mouth. This is a crucial signal for banks' marketing strategies, as referral behavior is a clear indicator of customer loyalty and trust.

However, the mean score for statement BI3, *"I intend to use additional advanced features (online loans, investment, online shopping, etc.) of the mobile banking application,"* was only 3.744, reflecting a Neutral level. This suggests that although users are willing to continue using the application, they remain hesitant to engage with the expanded financial functions.

Based on the analysis results, commercial banks should focus on the following strategies to increase the usage rate of mobile banking among the younger generation:

- **Leverage the social contagion effect**

Overall, users show a strong intention to continue using and recommend the service, with the most influential factor on intention being subjective norm. Since social influence (friends, family) is a key driver, banks need to develop communication campaigns such as referral programs, group promotions, and reward points when friends register together. Collaborating with influential KOLs, TikTokers, and YouTubers within the youth community can further spread the habit of using the mobile banking application.

- **Enhance communication about security and trustworthiness**

Security, accuracy, and trust in the bank are crucial. Young users are less concerned about the difficulty of operation since they are tech-savvy and perceive fast transactions and effective financial management as standard benefits rather than differentiators. Therefore, banks should actively implement and strongly communicate policies on data protection, biometric authentication technologies, OTP codes, and 24/7 risk monitoring systems. Transparency about cybersecurity measures and the bank's responsibility in safeguarding customer accounts will significantly increase customers' trust when using mobile banking services.

- **Continue to enhance user experience and service features**

While the intention to maintain and recommend the service is clear, the willingness to expand the use of advanced features (such as online loans, investments, online shopping, etc.) within mobile banking applications remains limited. Therefore, banks should focus on improving user experience, providing transparent information, and offering financial literacy education to boost users' confidence and encourage them to explore these advanced functionalities. This approach will help transform usage intentions into sustainable and comprehensive actual behaviors. For both basic and advanced features, banks need to prioritize simplifying the interface and enhancing the app's user-friendliness. Additionally, personalizing the interface and user experience based on usage behavior—such as smart financial management tools, bill reminders, spending reports, and consumption habit analysis—will further engage users and improve satisfaction.

6. Conclusion

The research results indicate that social influence, perceived trust, and perceived usefulness are key factors affecting the intention to use mobile banking services among young people.

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Although perceived ease of use is not the strongest influencing factor in the context where young users are already somewhat familiar with technology, it remains an aspect that needs improvement to ensure the wider useion of mobile banking services. The study suggests that banks should focus on investing in enhancing trust and user experience, while also promoting communication and financial education to raise awareness and readiness to use advanced features. This will help increase not only the frequency of usage but also expand the scope of digital banking services utilized by young customers in the future. The limitation of this study is that it only focuses on young people, so the results may not represent other age groups. The sample size is also limited, and there is no specific evaluation of impacts based on gender, income, or occupation. Therefore, future research should expand to include other age groups and incorporate additional factors such as User Experience (UX).

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