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From Cash to Clicks: The Impact of Touch'n Go on Student Financial Behaviors

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ABSTRACT

This study investigates the impact of transitioning from cash transactions to digital payment methods, specifically focusing on the Touch'n Go system, on the student's financial behaviors. With the proliferation of digital payment technologies, understanding how such transitions affect financial habits is essential for both academic and industry. Through a mixed-methods approach involving surveys and interviews, this research explores various dimensions of student financial behaviors, including spending patterns, budgeting practices, saving habits, and financial literacy. The findings contribute to the existing literature on digital finance and provide insights for policymakers, educators, and financial institutions aiming to support the financial well-being of young adults in an increasingly digital economy. With the advancement of technology and implementation of the fourth industrial revolution, digital wallet payment methods have appeared as the latest wave in the market. People can now enjoy cashless payments with a simple tap of a button. Due to the Covid-19 pandemic, digital wallet use among consumers significantly increased. The study was conducted to analyze the impact of using digital payment influenced students behaviour. To explore, the collection of both primary and secondary data is done through several sources, and a digital questionnaire was produced to collect data and information from respondents. The result indicated that perceived usefulness, perceived product features, perceived convenience, perceived security and customer satisfaction of the Touch 'n Go E-wallet application significantly influence Student behavioral intention using the e-wallet payment method.

Keywords: Transactions. Payment, Touch 'n Go, Student, Financial, Behaviour.

INTRODUCTION

In recent years, the landscape of financial transactions has undergone a significant transformation with the widespread adoption of digital payment systems. Among these systems, Touch'n Go has emerged as a popular choice, offering convenience and efficiency in financial transactions. This transition from cash to clicks has profound implications for individuals' financial behaviors, particularly among students who represent a demographic highly engaged in digital technologies. Understanding how the adoption of Touch'n Go and similar digital payment methods influences student financial behaviors is crucial for several reasons. Firstly, students are at a formative stage of their financial lives, and the habits they develop during this period can have long-term consequences. Secondly, the digitalization of financial transactions presents both opportunities and challenges in managing personal finances. Finally, as digital finance continues to evolve, policymakers, educators, and financial institutions need evidencebased insights to design effective strategies and interventions that promote financial well-being among young adults.

This study aims to address these issues by examining the impact of Touch'n Go on student financial behaviors. By exploring spending patterns, budgeting practices, saving habits, and financial literacy among college students, we seek to uncover the implications of the cash-to-clicks transition on their financial decision-making processes. Through a combination of surveys and interviews, we aim to provide a comprehensive understanding of how digital payment systems shape the financial lives of young adults and offer recommendations for fostering healthy financial behaviors in an increasingly digitized world. The digital revolution has irreversibly altered the way we conduct financial transactions. With the advent of digital payment systems, such as Touch'n Go, the traditional exchange of cash has gradually been supplanted by the convenience of electronic transactions. This transition from cash to clicks not only signifies a technological advancement but also heralds a profound shift in consumer behavior, particularly among college students, who are both early adopters of technology and a demographic prone to financial exploration and experimentation.

The Touch'n Go system, a ubiquitous presence in the digital payment landscape, offers users a seamless and efficient means of conducting transactions across a myriad of contexts, from public transportation to retail purchases. Its ease of use, coupled with widespread acceptance, has made it a preferred choice for many, including college students who value convenience and speed in their daily transactions. However, while the benefits of digital payment systems like Touch'n Go are evident, their impact on individual financial behaviors remains a topic of inquiry and debate. Understanding how the adoption of Touch'n Go influences the financial habits and decision-making processes of college students is essential for several reasons.

Firstly, college represents a critical juncture in an individual's financial journey, where habits formed can have lasting implications for future financial well-being. As students navigate the complexities of managing their finances, the introduction of digital payment systems introduces new dynamics that may shape their attitudes and behaviors towards money. Secondly, the transition from cash to digital payments brings about changes in the way individuals perceive and interact with money. The tangibility of cash is replaced by the abstraction of digital currency, potentially altering the psychological mechanisms underlying spending and saving behaviors. Moreover, as digital payment systems become increasingly integrated into everyday life, there is a need to ensure that individuals, particularly young adults, possess the necessary financial literacy skills to navigate this digital landscape effectively. Understanding how college students engage with and understand digital finance is crucial for developing targeted interventions and educational initiatives that promote financial well-being.

Against this backdrop, this study seeks to explore the impact of Touch'n Go on student financial behaviors. Through a mixed-methods approach incorporating surveys and interviews, we aim to delve into various dimensions of student financial habits, including spending patterns, budgeting practices, saving behaviors, and financial literacy. By uncovering the nuances of the cash-to-clicks transition, we hope to provide valuable insights for policymakers, educators, and financial institutions seeking to support the financial health and resilience of college students in an increasingly digital world.

LITERATURE REVIEW

Adoption and Usage of Cashless Transaction (Touch'n Go e-Wallet)

These days, cashless transactions are becoming common, particularly among younger consumers and has led to the widespread adoption of digital wallets globally. Touch'n Go has grown their company and is now having Touch'n Go Digital which is a cashless transaction introduced under TnG eWallet. The success of the new adoption is because people loved to use convenient payments like cashless transactions that Touch'n Go offers since nowadays everyone was having smartphones and living in technological advancements era. Since then, Touch'n Go eWallet, cashless transactions have grown rapidly and have been used by many people. The features that were introduced to consumers were very easy to use without any complicated steps, so all people can use them, including older people. The use of Touch'n Go eWallet is increasing drastically after the pandemic Covid-19. This is because people can buy anything with mobile wallets rather than cash. People are being encouraged to utilize an e-Wallet, particularly during the COVID-19 epidemic, to reduce their risk to the virus (Lee, H. S. (2022). During that time people were avoiding physical touch due to personal safety and to avoid the spreading of diseases. From that we can see that,a lot of small enterprises started to use Touch'n Go eWallet as their medium of exchange as a replacement for paper money. Other than convenience to use and reduced physical contact, Touch'n Go eWallet provided many other advantages such as reduced theft risk, quick transactions, financial tracking and many more.

Product Features

Product features are unique characteristics that are present in a product and help it stand out. It gives customers the "why" to make a purchase decision [Izaidin, M. D. B. A. (2022)] Product features are attributes of a product that make it stand out from competitors, provide value to customers, and influence the user's decision about choosing the product. One of the things that customers compare between platforms to determine which is better to use or purchase is product features. Based on our findings, Touch'n Go has made periodic improvements to its product features. As a result, their users can now take use of excellent and engaging features, with the majority of tasks being accomplished through the applications. For instance, we can now do a lot of things using only those applications, such as sending and receiving money, reloading money, and making payments. Modifications to the product's features offer numerous advantages and optimise the user experience. The most attractive characteristics are those that allow you to pay for parking, buy movies, pay for utilities and top up your smartphone on your own. You can even use your smartphone to pay using QR codes scan. Those attractive features will encourage consumers to use the platform frequently, this can be measured by the satisfaction of the consumers. Thus, we believe that the greater the quality and functionality of Touch'n go e-Wallet, such as the ability to reload mobile prepaid, pay utilities, and even make QR code payments in Touch'n go e-Wallet, the more probable customers are to use the platform frequently. This could be interpreted as a reflection of their satisfaction with the platform.

Convenience

The purpose of this study is to explore the elements that influence the selection criteria for digital payment administrations. The report used the Innovation Resistance hypothesis to investigate the practical and psychological barriers. Customers are largely influenced by convenience when selecting digital payments over alternative payment options. Consumers' perceptions of convenience have a major role in determining whether or not they would use digital payments. The term "convenience" describes the comfort people feel when utilising digital payments, mostly as a result of these payments'

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user-friendly features, ease of use, and benefits from its portability and easily accessible capabilities. The study found that traditional money usage, security, cash value, and usability are key factors in accepting digital payments [Kee, D. M. H. (2022)]. Technology-enabled convenience plays a vital role in shaping consumer happiness, which is directly linked to client retention. In the context of digital payments, convenience is one of the primary factors that determine whether users will continue using a particular platform or service. The seamless experience that digital payments offer—enabling quick, efficient, and accessible transactions—can greatly enhance consumer satisfaction. However, while users often perceive digital payments as a practical tool that improves performance and productivity, this does not always translate into sustained use of these platforms. This gap between perception and long-term adoption is an interesting phenomenon explored in this study.

The concept of convenience is central to understanding consumer behavior, particularly when it comes to adopting new technologies such as digital payments. The ease with which users can perform transactions—whether it's making purchases, transferring money, or managing accounts—plays a crucial role in influencing their decision to continue using a service. If a digital payment platform is seen as too complicated, time-consuming, or difficult to navigate, users are less likely to remain loyal to it, regardless of its potential benefits. On the other hand, when digital payment platforms are designed with user-friendly interfaces and offer fast, hassle-free transactions, they are more likely to retain users, as these features align with consumer expectations for convenience.

In this study, perceived convenience was examined to understand its effect on consumers' intentions to start using digital payment systems. Drawing on recommendations from previous research, the study highlights how convenience affects not just initial adoption but also the continued use of digital payment platforms. Many consumers express the desire to use digital payment methods because they perceive these platforms as more efficient than traditional payment methods. Digital payment services offer features like 24/7 accessibility, the ability to track transactions in real time, and the removal of geographical barriers. These aspects of convenience directly contribute to enhancing the user experience and creating a sense of satisfaction among consumers.

However, perceived convenience alone is not always sufficient to ensure that consumers will maintain long-term usage of a digital payment system. There are several other factors, such as trust, security, and the reliability of the platform, that contribute to whether users continue engaging with a service. Even if a system is highly convenient, any concerns about data privacy, transaction security, or technical glitches can deter users from relying on it regularly. This is why convenience needs to be paired with other key features—such as robust security protocols and consistent reliability—to sustain consumer satisfaction and retention.

Customer satisfaction is one of the most influential factors in determining the long-term success of digital payment platforms. The more satisfied customers are with a platform, the more likely they are to continue using it, building a sense of loyalty to the service. This loyalty can manifest in several ways, such as higher engagement with the platform, a willingness to try new features, and the likelihood of recommending the service to others. In the increasingly competitive digital payments industry, where consumers have many options, retaining satisfied customers can provide a significant advantage.

The relationship between customer satisfaction and loyalty is not a new concept, but it has become even more critical in the context of digital financial services. With the rapid evolution of financial technology (fintech), customers expect more than just functional products—they want convenience, security, and an overall positive user experience. Satisfaction in the digital payment space is influenced by several factors, but convenience stands out as a key driver. The ease with which customers can perform transactions—whether it's making a purchase, transferring funds, or checking balances—plays a vital role in shaping their perception of the platform. When users find a system that makes their financial tasks simpler and faster, it adds significant value to their overall experience.

Convenience, however, is not a one-dimensional concept in digital payments. It encompasses several layers, including the simplicity of the platform's interface, the speed of transactions, and the ability to access services across multiple devices and channels. A seamless user experience, where the customer can perform tasks quickly and without confusion, often translates into higher levels of satisfaction. For example, if a user can complete a transaction in seconds, without having to navigate through complicated steps, they are more likely to use the platform again. Additionally, digital payment platforms that offer 24/7 availability, instant transaction confirmations, and user-friendly apps further enhance the feeling of convenience.

Yet, while convenience is a critical factor for user satisfaction, it must be coupled with other essential features to ensure long-term customer retention. Trust is one such feature. In the world of digital finance, trust is paramount, particularly when sensitive financial data is involved. Users need to feel confident that their personal and financial information is safe and that transactions are secure. Even if a platform is highly convenient, if it lacks strong security measures, users may hesitate to fully engage with the service. Digital payment providers must invest in encryption, fraud detection, and transparent data handling practices to build and maintain trust.

Moreover, trust and security often go hand in hand with reliability. A platform that crashes frequently, experiences delays in transactions, or fails to provide real-time updates can quickly lose the confidence of its users. Reliability is not just about technical performance—it is about ensuring that the platform works consistently and efficiently every time a user engages with it. This consistency is key to customer satisfaction. When users can rely on a platform to function smoothly, their experience improves, which strengthens both trust and satisfaction.

Beyond convenience, trust, and security, there is also the factor of personalization. Consumers today expect digital services to cater to their individual needs. In the realm of digital payments, this could mean offering tailored financial advice, personalized notifications, or customized transaction settings. Platforms that leverage data analytics to understand their users better and provide personalized experiences are more likely to stand out in the market. Personalization not only enhances satisfaction but also deepens the user's connection with the platform, fostering loyalty and repeat use.

Furthermore, a positive user experience extends to customer support. In the event that users encounter issues or need assistance, a platform's ability to offer timely and effective customer service becomes crucial. Whether it is through chatbots, help centers, or live support, customers need to feel that they can easily resolve any problems. Quick and effective customer support can turn a potentially negative experience into a positive one, further boosting customer satisfaction.

In the digital payments industry, where new technologies and competitors are constantly emerging, customer retention is essential. Satisfaction is not just about keeping users happy in the short term—it is about fostering long-term relationships that benefit both the consumer and the platform. Satisfied customers are more likely to stay with a service,

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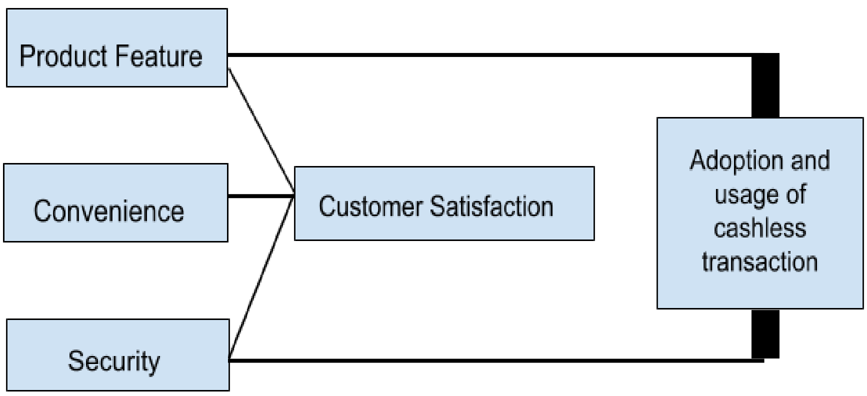
use it more frequently, and recommend it to others, creating a cycle of growth and trust. Word-of-mouth referrals, in particular, can be a powerful driver of new user acquisition, as people tend to trust recommendations from friends and family more than traditional advertising.

In conclusion, convenience is a fundamental driver of customer satisfaction in digital payments, but it must be consistently delivered alongside trust, security, reliability, and personalization to ensure sustained use. Digital payment providers that focus on optimizing these aspects can significantly increase client happiness and loyalty. In an industry where consumer expectations are rapidly evolving, platforms that offer seamless, secure, and personalized experiences will likely stand out and retain their competitive edge. Trust and satisfaction are interdependent; one reinforces the other, creating a cycle of positive user experiences that drive long-term success. Ultimately, digital payment providers must strive for a holistic approach that not only meets users' immediate needs for convenience but also builds lasting relationships founded on trust and reliability.

Security
Security refers as a set of programs and procedures to verify information's sources and make sure the privacy and integrity to avoid network and data problems. Digital transactions are generally safer and can be tracked more reliably, which reduces potential instances of fraud (Hartyni binti Mastor,2020). The e-wallet transaction security has become the primary influencer in the consumers' behavioral intention (Seetharam et al., 2017). Security is something that customers are very concerned about when selecting digital payments. Most researchers also agreed that security is a positive significant component to influence the use of e-Wallet (Kabir et al., 2017; Batra and Kalra, 2016). This means that when assured security on the ewallet, many people will definitely use it. To guarantee that your eWallet and money remain safe and secure, the Touch 'n Go eWallet application was created with security in mind. Digital wallet security must be advanced to deal with emerging hackers and frauds (Dewan Ahmed Muhtasim, 2022). There are some ways to enhance the eWallet safeness which are by verifying your account, verifying your email address and setting a strong pin.

Customer Satisfaction
Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. In any service, what matters the most is actually the customer satisfaction in using the service. It is the degree to which a product or service provider has fulfilled the demands and expectations of their customers. It has been reported that satisfaction positively affects the attitude toward different technological applications (Foroughi et al. 2019). According to ECM, the researcher argues that satisfaction may easily influence the purpose of e-wallet continuance use (Cheng et al. 2019). This shows that satisfaction really plays a big role towards the use of e-wallet. Hence, Touch 'n Go eWallet should consider customer



satisfaction in every aspect when doing any improvement to their application. In this research paper, we specifically focus on student satisfaction in using Touch 'n Go eWallet.

RESEARCH METHOD

The research methodology used in this study seeks to thoroughly evaluate the impact of Touch'n Go on student financial behaviors. First, a population of undergraduate students from the selected region or nation's numerous universities will be determined. The study will employ a combination of purposive and stratified random sampling procedures to guarantee variety and representation. In this method, universities will be chosen according to how easily they can access Touch'n Go facilities. Students from various departments or faculties within each chosen university will then be randomly sampled.

Data will be gathered using both quantitative techniques. Targeted audiences were surveyed online using Google Form. Structured questionnaires, either online or in person, will be used to collect quantitative data on topics including financial habits, Touch'n Go usage trends, and demographic data.

Following data collection, statistical software will be used to examine quantitative data in order to identify any connections between Touch'n Go usage and financial practices. While inferential statistics, such as regression analysis, look at the direction and strength of these correlations, descriptive statistics highlight demographic traits and usage patterns.

Throughout the research process, ethical concerns will be of utmost importance, and precautions will be taken to guarantee informed consent, confidentiality, and voluntary involvement. The goal of the study, the participants' rights, and the protection of their anonymity will all be properly disclosed to them. It is imperative to recognize the limits of the study, such as the possibility of biases in self-reported data and the difficulty of extrapolating results to larger groups. However, this methodology provides a methodical and thorough way to comprehend the intricate relationships between Touch'n Go usage and student financial practices.

RESULT

Table 1 provides an insightful overview of the demographic characteristics of the 105 respondents involved in this study. These demographic details are crucial in understanding the composition of the sample and the diversity within the group, which ultimately helps interpret the research findings more effectively.

The gender distribution among the respondents shows a higher percentage of female participants, with 60% being women compared to 40% being men. This imbalance in gender representation is noteworthy and may reflect certain societal trends or sampling characteristics, such as greater participation of women in studies of this nature. Understanding the gender makeup is essential, especially when considering how different demographic groups might respond to the variables being studied.

Age is another key demographic variable in this study. The majority of the respondents, 67.6%, fall within the 18-25 age group, which is likely a reflection of the focus on younger individuals in this research. This age group, often representing college students or young professionals, is typically more open to new experiences and technologies, making them a vital demographic for studies on contemporary issues. The next largest age group is the 26-35 cohort, which constitutes 16.2% of the respondents. This age group often represents early-career professionals who may have more stable financial and life circumstances than those in the younger category. The 36-45 age group makes up 10.5% of the respondents, followed by those aged 46-55 years, who represent the smallest portion at 5.7%. This indicates that while the research focuses predominantly on younger individuals, there is still a reasonable spread across different age groups, adding depth to the findings.

The ethnic breakdown of the respondents reveals that Malays form the largest ethnic group, making up 50.5% of the participants. This is followed by Chinese and Indian respondents, each comprising 23.8% of the sample. Additionally, the Iban ethnic group represents a smaller portion of the sample at 1.9%. This diversity of ethnic backgrounds is significant, as it can provide insight into how different cultural groups may respond to the variables under study. The predominance of Malay respondents is likely reflective of the demographic composition of Malaysia, where Malays form the majority ethnic group. However, the inclusion of Chinese, Indian, and Iban participants adds to the study's richness by allowing for the exploration of potential cultural influences on the findings.

Regarding nationality, 83.8% of the respondents are Malaysian, while the remaining 16.2% are Indian nationals. This mix of nationalities introduces an international dimension to the study, enabling comparisons between domestic and foreign participants, particularly in terms of how cultural and social backgrounds may influence responses to the research questions.
Finally, the occupation of respondents indicates that 68.6% are students, which aligns with the research’s focus on this group. The remaining 31.4% are employed individuals, which provides a contrast to the student group and allows for the exploration of how employment status might impact attitudes or behaviors in the study.
Overall, the demographic characteristics presented in Table 1 highlight a diverse sample in terms of gender, age, ethnicity, nationality, and occupation, which offers a broad perspective for the analysis. This diversity is crucial in ensuring that the findings of the study are representative and applicable to a wide range of individuals, providing richer insights into the topic of research.

Table 1. Summary of Respondents' Demographic Characteristics

		Count	Column N %
Gender	Female	63	60%
	Male	42	40%
Age	18 - 25 years old	71	67.6%
	26 - 35 years old	17	16.2%
	36 - 45 years old	11	10.5%
	46 - 55 years old	6	5.7%
Ethnicity	Chinese	25	23.8%
	Iban	2	1.9%
	Indian	25	23.8%
	Malay	53	50.5%
Nationality	Indian	17	16.2%
	Malaysian	88	83.8%
Occupation	Employed	33	31.4%
	Student	72	68.6%

Table 2. Cronbach's Coefficients Alpha of Variables

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.889	5

Table 2 reveals that the Cronbach's alpha value for the scale used in this study is 0.880, which signifies a high level of internal consistency among the variables. Cronbach's alpha is a measure of reliability, specifically assessing how closely related a set of items are as a group. In general, a Cronbach's alpha value above 0.7 is considered acceptable, indicating that the variables are consistent and reliable for measuring the intended constructs. In this case, the value of 0.880 significantly exceeds the 0.7 benchmark, further confirming the reliability of the scale used in this research.

According to Kennedy (2022), well-developed standardized achievement tests typically report test-retest reliability estimates ranging between 0.70 and 0.90. This means that the results from such tests are likely to be stable and consistent over time. The fact that the Cronbach's alpha in this study falls within this range suggests that the variables are sufficiently reliable and consistent to produce trustworthy results.
In summary, the high Cronbach's alpha value of 0.880 demonstrates that the scale used in this study is robust and dependable. This high level of internal consistency strengthens

the credibility of the research findings, as it indicates that the items within the scale are reliably measuring the constructs of interest.

Table 3: Pearson's Correlation

Correlations

		B1	B2	B3	C1	C2
B1	Pearson Correlation	1	.592**	.646**	.636**	.434**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	105	105	105	105	105
B2	Pearson Correlation	.592**	1	.842**	.642**	.497**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	105	105	105	105	105
B3	Pearson Correlation	.646**	.842**	1	.696**	.502**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	105	105	105	105	105
C1	Pearson Correlation	.636**	.642**	.696**	1	.682**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	105	105	105	105	105
C2	Pearson Correlation	.434**	.497**	.502**	.682**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	105	105	105	105	105

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3 presents the results of a Pearson correlation analysis designed to measure the degree of similarity between evolutionary trends and to create adaptive variable groupings based on the correlation coefficients of the variables involved (Zhang et al., 2023). Pearson's correlation coefficient, denoted as r, quantifies the linear relationship between two quantitative variables, with values ranging between -1 and +1. A coefficient near +1 indicates a strong positive relationship, while a value near -1 signals a strong negative relationship. Values closer to 0 imply no or very weak correlation.

In this study, the Pearson correlation coefficient r is 0.434, suggesting a moderate positive correlation between the variables under investigation. This means that as one variable increases, the other variable tends to increase as well, but the relationship is not perfectly linear. The p-value of 0.05 indicates that this correlation is statistically significant, meaning that the observed relationship is unlikely to be due to chance.

Pearson's correlation is one of the most commonly used methods for assessing the strength and direction of a linear relationship between two variables. In this case, the moderate positive correlation (r = 0.434) shows that there is a meaningful association between the two variables, although it is not extremely strong. This provides valuable insight into how the variables interact and supports the idea that they are related in a measurable and significant way.

In conclusion, the data in Table 3 reveals a moderate, statistically significant positive relationship between two variables, highlighting their connectedness and reinforcing the relevance of Pearson's correlation in assessing variable interrelations.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698[a]	.488	.467	.557

a. Predictors: (Constant), B2, C2, C1, B3

An Adjusted R Square value of 0.467 in the model indicates that 46.7% of the variation in the outcome variable is explained by the predictors included in the model. This means that nearly half of the changes or differences in the dependent variable can be attributed to the independent variables being analyzed, which is a reasonably strong indication of the model's explanatory power.

Adjusted R Square is particularly important because it adjusts for the number of predictors in the model, providing a more accurate measure of how well the independent variables explain the variation in the dependent variable. It accounts for the potential overfitting that can occur when too many predictors are included in the model, which may artificially inflate the R-squared value.

A significant discrepancy between the R-squared value and the Adjusted R Square value, as highlighted by Dhakal (2018), suggests a poor fit. This discrepancy often indicates that some of the predictors are not contributing meaningfully to the model and that their inclusion may lead to overfitting or unnecessary complexity. However, in this case, the Adjusted R Square value of 0.467 shows a relatively stable model, implying that the predictors in the model are relevant and that the fit of the model is reasonably good, though not perfect.

DISCUSSION

Convenience and Practicality

The Touch'n Go e-wallet has transformed financial transactions by providing unparalleled convenience and practicality. With the capacity to make fast payments, students may easily buy books, supplies, and meal delivery services online. The e-wallet's connection with multiple payment methods, such as QR code scanning and direct transfers, streamlines the transaction procedure. On campus, the Touch'n Go e-wallet simplifies payments for meals, print services, and library fees, as well as event ticket sales, making it an invaluable tool for managing both academic and daily requirements.

Aside from convenience, the Touch'n Go e-wallet provides solid security measures that are critical for gaining students' trust. Advanced authentication and encryption procedures protect users' financial data, while real-time notifications assist monitor expenditure and detect unauthorized activity. Compliance with strong data protection standards assures the confidentiality of financial and personal data. Furthermore, user restrictions such as limits on spending and biometric verification give added protection, providing students peace of mind.

The Touch'n Go brand's reputation and reliability contribute to its popularity among students. Touch'n Go, a well-known and reputable company in Malaysia, encourages students to use its e-wallets for daily purchases. The e-wallet's broad adoption in public transit and retail outlets contributes to its usefulness, allowing students to utilize a single payment method for a variety of purposes. Furthermore, strong customer service ensures rapid help and solving issues, making the Touch'n Go e-wallet an indispensable element of students' academic and personal life.

Saving and Investment

Although the Touch'n Go e-wallet is extremely convenient for students, regular use for minor payments may not encourage saving and investing. The convenience of conducting rapid, low-value transactions might lead to increased expenditure on non-essential things, thereby diverting monies that could have been saved or invested. This implies that, while digital wallets improve transactional speed, they may not always promote more effective financial practice among students.

Since digital wallets prioritize quick and easy transactions, users may unintentionally develop a spending habit. Because of the simplicity of the e-wallet, students may make impulsive purchases, reducing their probability of saving or investing money. The permanent availability of monies in digital form minimizes the friction typically associated with purchasing, such as the actual act of giving over cash, which frequently acts as a psychological curb on spending.

To enhance their money-management practices, students should be conscious of their purchasing habits and consider using digital tools developed expressly for saving and making investments with their e-wallet usage. Budgeting tools, automated savings features, and investing platforms can supplement the Touch N Go e-wallet's simplicity, allowing students to adopt a more balanced financial attitude. Students may get the advantages of online transactions while also cultivating healthy saving and investing habits by deliberately monitoring their e-wallet expenses and using other financial tools.

Peer Influence

Peer pressure has a substantial influence on students' financial behavior, particularly their saving habits and general financial management. The need to fit in with friends sometimes causes students to spend money on unnecessary expenses such as dining out, entertainment, and fashion, imitating the financial routines of their social circles. This inclination could affect their capacity to save because the instant satisfaction of social approbation frequently trumps long-term financial planning. As a result, students may struggle to prioritize savings when they are continually affected by their friends' spending habits.

Increasing young people's knowledge of the significance of saving is critical in combating the harmful impacts of peer pressure. Educational efforts and financial literacy programmes can assist students comprehend the long-term advantages of saving and good money management. These programmes can assist students to make better educated financial decisions by emphasizing the value of saving as a responsible behavior. Furthermore, fostering an environment of saving among peers might change the standard towards more cautious financial habits, assisting students in developing positive perspectives on money and long term financial stability.

CONCLUSION

Our research and study are critical in determining the impact of Touch'n Go on student financial behaviors, specifically the transition from cash to cashless. After studying the present article and speaking with an expert, we developed the measuring variable or key elements that influence consumer adoption and usage, perceived product features, perceived convenience, perceived security, and customer satisfaction.

LIMITATION

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N/A

DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest regarding the publication of this paper. They confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

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