FACTORS AFFECTING STUDENT'S INTENTIONS TO USE MOBILE BANKING IN HANOI

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Abstract: This study considers Vietnam's mobile banking context, where Vietnamese customers have switched from traditional to online behaviors due to the pandemic (Deloitte, 2020 & 2021). It was conducted to identify the factors and determine their influence on students' intention to use mobile banking in Hanoi from February to April 2023. The results show that seven independent variables positively impact Vietnamese youth's intention to use mobile banking: performance expectancy, price value, social influence, hedonic motivation, habit and facilitating conditions, and perceived risk. Three of these significantly impact students' intention to use mobile banking in Hanoi: performance expectancy, price value, and social influence. The following are three factors, including hedonic motivation, habit, and facilitating conditions, in which facilitating conditions have the most negligible impact.

Keywords: *Hanoi; intention to use mobile banking; student.*

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1. The necessity of the research

Through their smartphones and tablets, clients can access banks nearly anywhere and anytime, thanks to mobile banking (Kiesnoski, 2000). Global mobile banking usage is expected to surpass 1 billion users in 2017 and double to 2 billion users by 2022, according to forecasts from Juniper Research (Morris, 2013; Danny, 2017). Since 2010, banks in Vietnam have begun to run their mobile banking services. Since then, there has been a dramatic rise in the number of mobile banking users in Vietnam. The fast expansion of mobile banking presents possibilities and difficulties for service providers. In reality, many mobile banking customers have reverted to using desktop-based banking services (Yang et al., 2015). In addition, modern financial transactions like Fintech have developed to rival traditional banks (Lee, 2015). These and other problems arise as mobile banking expands. Banks must thus formulate effective strategies to attract and keep many consumers.

A notable gap is that there are few studies on the intention of customers to use or continue using mobile banking, particularly the students (18-22) in Hanoi. This problem is especially common in countries where researchers mostly approach the subject from a technological perspective, which means concentrating more on the effects of design and usability on consumer intentions and behavior (Zhou et al., 2007).

2. Literature review and hypothesis

2.1. Mobile banking overview

Shaikh and Karjaluoto (2016) said Mobile banking is a paperless banking system that operates 24/7. With only supporting devices: smartphones, personal computers, laptops, tablets, etc., customers can easily use the bank's services anytime, anywhere, without going to the bank branch to perform the transaction. In addition, customers may check account balances, generate statements, invest, get checkbooks, and pay bills. (Tam and Oliveira, 2016; Shankar and Kumari, 2016; Singh and Srivastava, 2018)). Because of these features, mobile banking has attracted many clients and has grown into a key asset for gaining a competitive advantage, meeting customer requests, and reducing costs (Tam and Oliveira, 2016).

Mobile banking is a concept that offers significant benefits to both banks and consumers; hence, several works of literature have studied adoption intention behavior in terms of mobile banking (Safeena et al., 2012; Giovanis et al., 2019; Shankar et al., 2020). The majority of research discovered a mix of support (perceived utility, perceived ease of use, compatibility, convenience, subjective norm, perceived behavioral control, perceived advantage), beliefs, social influences, and attitudes) and confounding variables (privacy concerns, security risks, financial risks, uncertainty, factors influencing intention to accept and behavior) using mobile banking (Shaikh and Karjaluoto, 2015). Banks strive to understand their customers' intentions to utilize mobile banking better, particularly young people. The factors that influence customers' willingness to use mobile banking are critical.

2.2. Mobile banking and consumer intentions

Several studies have found that psychological and personal aspects impact customer intention (Grebitus et al., 2017). In terms of mobile banking, perceptions of control, perceived utility, perceived danger, comfort, and trust were the most significant and strong predictors of users' intention to utilize mobile banking (Diep et al., 2019). Currently, the younger age group has easy access to the Internet and are skillful users of tools and utilities like mobile banking, which is also a popular model among young people. The relative benefit of utilizing 3G mobile banking services is that it promotes one's reputation, which youthful consumers value. Another research indicates that "perception" and "attitude" affect mobile banking acceptance. Previous experience with other mobile phone networks, for example, might generalize ideas about the viability of adopting 3G technology for banking reasons. (Lee et al., 2003)

2.3. The Extended Unified Theory of Acceptance and Use of Technology (UTAUT2)

Venkatesh et al. introduced the UTAUT, or Unified Theory of Acceptance and Use of Technology, for the first time in 2003. (Venkatesh et al., 2003) The UTAUT model seeks to describe users' behavioral objectives and IT usage habits. The extended Dissemination of Innovation Theory (IDT) by Moore and Benbasat (1991), the Motivational Model (MM), the Theory of Intentional Behavior (TPB) by Ajzen (1985; 1991; 2002), the Technology Acceptance Model (TAM) by Davis et al (1989; 1993), the Integration of the Theory of Intentional Behavior (TPB) and the Technology Acceptance Model (TAM) by Taylor and Todd (1995), and the Theory of Intentional Behavior (TPB).

In 2012, Venkatesh et al. continued to develop the Extended Unified Theory of Acceptance and Use of Technology 2 based on the theoretical underpinnings of UTAUT. The Consumer's Trust and Continuous Usage Intention of Food Delivery Mobile Apps (Thao and Long, 2020), User Acceptance of Lifestyle and Therapy Mobile Health Apps (Schomakers et al., 2022), Assessing the Effects of the COVID-19 Pandemic on M-Commerce Adoption (Vinerean et al., 2022), Determinants of Digestive Health App Adoption, and others have all used UTAUT2 as an approach and the original model.

To construct an appropriate model for investigating the influence of decision-making that will use the customer's m-banking, the research team decided to use the UTAUT2 model as the base for the group's research model. There will also be an expansion and modification in the model.

2.4. Proposal research model and hypothesis

The degree to which a person expects that utilizing the system would allow them to improve their performance is known as performance expectation (Venkatesh et al., 2003). Expectations for performance are based on the TAM's Perceived Usefulness of Technology Acceptance Model (Davis, 1989). Usability, time savings, and productivity

improvements are things that consumers anticipate. Researchers in the field of mobile banking have significantly demonstrated how performance expectancy and usage intention have been positively correlated over the past few years. To identify the elements that influence a person's decision to use mobile banking, Baabdullah et al. (2019b) conducted a research study among 343 bank clients in the Jordanian environment and highlighted that performance expectations determine users' intentions to use mobile banking.

H1: Performance expectancy (PE) has a positive impact on the student's intentions to use mobile banking

Venkatesh et al. (2003) claim that effort expectancy measures how simple a system is to use. Zhou (2012) asserts that simplicity of use is a factor in developing confidence in mobile technologies. Acceptance of an app is higher when a person is aware of how simple it is to use. Customers who find m-banking user-friendly often decide to employ them when purchasing online.

H2: Effort expectancy (EE) has a positive impact on student's intentions to use mobile banking.

The degree to which a person believes others think they should utilize the new method is known as social influence (Venkatesh et al., 2003). According to a study by Verkijika (2018), social influence plays a big part in determining whether or not customers would utilize commercial mobile applications. Customers will prioritize trusting goods and services used and recommended by family and friends and the individuals whose advice they value due to the enormous volume of information from many different sources for consumers to evaluate throughout the purchase process. The media and celebrities also influence the intent of customers' behavior. As a result, customers who are urged to utilize m-banking by friends, family, and other close ties are more likely to use them when they purchase online.

H3: Social influence (SI) has a positive impact on student's intentions to use mobile banking.

The degree to which a person thinks a technological infrastructure or an organization supports a system is known as a facilitating condition (Venkatesh et al., 2003). If there is a technological infrastructure, such as the Internet and the availability of Internet-connected gadgets, consumers will likely trust a mobile banking system (Singh et al., 2017). A computer program is technically made to mimic communication with human users, especially online. Without the Internet, a device linked to the Internet, and other resources, the chatbot cannot function properly. The high power distance in Lebanon, as determined by Hofstede's cultural index, suggests that Lebanese citizens tend to accept hierarchy and follow orders.

H4: Facilitating Condition (FC) has a positive impact on student's intentions to use mobile banking

Hedonic motivation, which has been demonstrated to significantly influence the adoption and usage of technology, is the joy, pleasure, or satisfaction derived through the use of new technology (Brown & Venkatesh, 2005). Alalwan (2019) asserts that if applications provide a sense of pleasure, comfort, or satisfaction, users will be enthusiastic about the experience and willing to continue using it in the future.

H5: Hedonic motivation (HM) has a positive impact on student's intentions to use mobile banking

Habit is described by Venkatesh et al. (2012) as inclinations that are carried out automatically through acts that have been repeated frequently in the past. Technology habits need prior experience, which is crucial to the future acceptance of such technology (Venkatesh et al., 2012). Mobile devices have also been shown to form habits by facilitating quick access to dynamic content and encouraging brief, repetitive usage sessions known as "checking behaviors." According to studies, the habit was a key mediator of technology adoption in England, with consumers more inclined to use e-learning services if they had grown accustomed to using them.

H6: Habit (HB) has a positive impact on student's intentions to use mobile banking

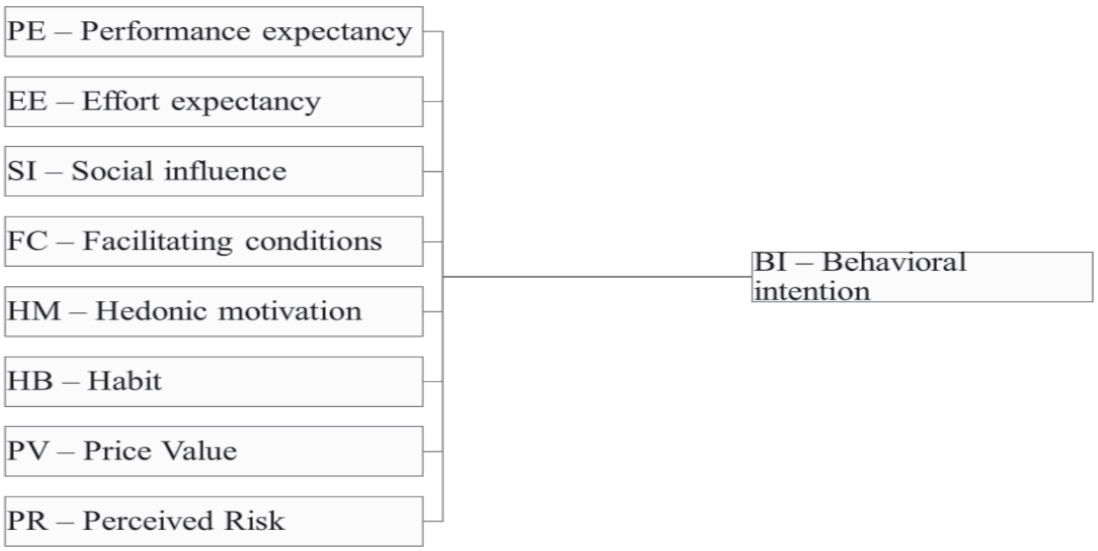
Price value is defined as consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost of using them (Dodds et al., 1991; Venkatesh et al., 2012). According to David J. Reibstein (2014), "Customers still tend to use the price of the product/service as a key factor in finding and purchasing a product/service at that price point, even though there are many other factors that can reduce the potential impact of price." In other words, a customer's attitude toward and decision to utilize a product or service are directly influenced by the price of that good or service.

H7: Price value (PV) has a positive impact on student's intentions to use mobile banking

Perceived risk is the customer's expectation of unattainable results and possible losses when making online shopping decisions (Forsythe and Shi, 2003). Lim (2003) proposes three sources of perceived risk, including technology, suppliers, and products in baking. Mobile banking is a part of the division of technology. According to Yang et al. (2015), the perceived risk of privacy is a part of the perceived risk from users when making online purchases and payments, which has a negative impact on the intention to use. The inherent risks that characterize the majority of new financial technologies (such as electronic commerce, e-payments, and e-banking) have decreased their appeal to users. As a result, the current paper views perceived risk as a novel aspect of the adoption of mobile banking.

H8: Perceived risk (PR) has a negative impact on the student's intentions to use mobile banking

Figure 1. Proposal research model



Source: The authors

3. Methodology

After reviewing prior studies and the research objectives identified, the research team reviewed previous studies responsible for identifying research gaps to build research models and suitable research hypotheses. Then, the research team determines the type of data to be collected and the methods of data collection feasible and reliable for data analysis. The scales' validity and reliability were examined using SPSS 22.0. Using Cronbach's Alpha, exploratory factor analysis (EFA), Pearson's correlation analysis, and regression analysis, the authors established a set of standards for evaluating the study model and research hypotheses. After removing the inappropriate factors, the authors have a formal model and use the regression equation to determine each factor's trend and influence level.

3.1. Sample and data collection

We use convenience sampling from students of universities in Ha Noi with respect to diverse characteristics, including gender and age. This guarantees that every variable is represented in the sample.

3.2. Measures and Questionnaires

The questionnaire has four parts based on the literature mentioned and created hypotheses. Part 1: Screening questions for survey respondents' awareness and use of mobile banking; Part 2: Information of the respondents; Part 3: questions for evaluating the influence of independent variables on dependent variables; Part 4: Evaluating intention to use mobile banking. The statements are rated using a 5-point Likert scale with values ranging from (1) Strongly disagree - (5) Strongly agree.

Table 1. Variables and questionnaires of the research

Performance expectancy	H1	PE1	I find mobile banking useful in my daily life.	Venkatesh et al. (2012)
		PE2	Using mobile banking increases my chances of achieving things that are important to me.	
		PE3	Using mobile banking helps me accomplish things more quickly.	
		PE4	Using mobile banking increases my productivity.	
Effort expectancy	H2	EE1	Learning how to use mobile banking is easy for me.	Venkatesh et al. (2012)
		EE2	My interaction with mobile banking is clear and understandable.	
		EE3	I find mobile banking easy to use.	
		EE4	It is easy for me to become skillful at using mobile banking.	
Social influence	H3	SI1	People who are important to me think that I should use mobile banking.	Venkatesh et al.(2012)
		SI2	People who influence my behavior think that I should use mobile banking.	
		SI3	People whose opinions that I value prefer that I use mobile banking.	
Facilitating condition	H4	FC1	I have the knowledge necessary to use mobile banking	Venkatesh et al. (2012)
		FC2	Mobile banking is compatible with other technologies I use.	
		FC3	I have the resources necessary to use mobile banking.	
		FC4	I can get help from others when I have difficulties using mobile banking.	
Hedonic Motivation	H5	HM1	Using mobile banking is fun.	Venkatesh et al. (2012)
		HM2	Using mobile banking is enjoyable.	
		HM3	Using mobile banking is very entertaining.	
Habit	H6	HB1	Using mobile banking has become natural to me.	Venkatesh et al. (2012)
		HB2	The use of mobile banking has become a habit for me.	
		HB3	I am addicted to using mobile banking.	
Perceived Risk	H8	PR1	I am concerned that these MB apps are collecting too much personal information.	Magdalene et al. (2020)
		PR2	I am concerned that these MBs may keep my personal information in an unauthorized way.	
		PR3	It bothers me when these MBs ask me for this much personal information.	
Price Value	H7	PV1	Mobile banking is reasonably priced	Venkatesh et al. (2012)
		PV2	Mobile banking is a good value for the money.	
		PV3	At the current price, mobile banking provides	
Behavioral Intention	H9	BI1	I intend to continue using mobile banking in the future	Venkatesh et al. (2012)
		BI2	I will always try to use mobile banking in my daily life.	
		BI3	I plan to continue to use mobile banking frequently.	

Source: The authors

4. Results

4.1. Research sample

Student clients who utilize mobile banking were the focus of the official study, which was performed in Hanoi. The respondents were between 18 and 22 and may or may not have used mobile banking, but they understood it. Customers are prompted to assess the variables influencing their intention to utilize mobile banking. Table 2 presents the profile and mobile banking using the frequency of respondents. The majority of the respondents (89.2%) are frequent users (either every day or at least once per week) of mobile banking.

Table 2. Descriptive statistics of the sample

Criteria	Number of respondents (people)	Percentage (%)
Total	**416**	**100**
Gender		
Male	211	50.7
Female	205	49.3
Others	0	0
Age group		
<18	39	9.3
18 - 22	353	84.9
>22	24	5.8
Mobile banking using frequency		
Everyday	288	69.2
At least once per week	83	20
At least once per month	36	8.6
Others	9	2.2

Source: The authors

4.2 Reliability testing

➢ *Cronbach's Alpha*

The research team processed 416 valid results using SPSS 22 software. The scale is measured by Cronbach's Alpha coefficient and evaluated with the same correlation coefficient of variables (Corrected item - Total Correlation). All of the model's variables have scales with Cronbach's Alpha values ranging from 0.639 to 0.891, exceeding the necessary 0.6. There were no variables with an item-total correlation correction of less than 0.3. As a result, the analysis may employ these variables.

Table 3. Result of Cronbach's Alpha Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PE	0.862			
PE1	16.23	6.14	0.639	0.844
PE2	16.25	5.998	0.681	0.833
PE3	16.29	6.132	0.666	0.837
PE4	16.26	5.839	0.713	0.825
EE	0.854			
EE1	8.48	1.843	0.748	0.775
EE2	8.53	1.968	0.686	0.833
EE3	8.5	1.826	0.745	0.778

EE4	8.51	1.856	0.741	0.776
SI	0.934			
SI1	12.15	6.924	0.816	0.924
SI2	12.09	6.696	0.857	0.911
SI3	12	6.562	0.848	0.914
FC	0.889			
FC1	16.74	6.435	0.743	0.863
FC2	16.83	6.291	0.734	0.865
FC3	16.68	6.203	0.771	0.856
FC4	16.75	6.27	0.751	0.861
HM	0.931			
HM1	16.32	8.641	0.823	0.915
HM2	16.28	8.733	0.789	0.921
HM3	16.23	8.737	0.806	0.918
HB	0.931			
HB1	7.91	3.697	0.807	0.941
HB2	7.99	3.207	0.891	0.874
HB3	8.02	3.071	0.887	0.878
PV	0.916			
PV1	8.34	2.443	0.852	0.862
PV2	8.36	2.637	0.813	0.894
PV3	8.32	2.564	0.829	0.881
PR	0.89			
PR1	12.11	4.691	0.736	0.867
PR2	12.2	4.644	0.795	0.845
PR3	12.13	4.672	0.752	0.861
HB	0.917			
BI1	12.09	5.041	0.81	0.892
BI2	12.12	4.916	0.818	0.889
BI3	12.11	4.908	0.816	0.89

Source: The authors

➢ *Exploratory Factor Analysis (EFA)*

Table 4. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.937
Bartlett's Test of Sphericity	Approx. Chi-Square	15426.659
	df	561
	Sig.	0

Source: The authors

Due to discriminability violations in the rotation matrix in the first phase, we eliminated the four items EE1, EE2, EE3, and EE4 with a factor loading differential of less than 0.3, which does not meet the requirement of model testing. In the second phase, the KMO coefficients (Kaiser-Mayer-Olkin) = 0.937 > 0.5, and the significance levels for Bartlett's test are 0.00 < 0.05; thus, EFA is consistent with the

data and statistics of Chi-squares of Bartlett test are statistically significant at $p < 0.001$; the observed variables are correlated with each other. The total variance explained is 67.566%, which indicates that the extracted factor is described by 67.566% of the data variation at the Eigenvalue coefficient = 2.324. The factor loading coefficients are all greater than 0.5, and there are no cases where a variable loads on both factors with similar loading coefficients. Therefore, the factors are reliable and distinct in the EFA analysis. Additionally, there is no cross-loading of factors, meaning that the items for one factor are not mixed up with those for another. Thus, after factor analysis, these independent factors remain unchanged, without any increase or decrease in the number of factors.

The exploratory factor analysis also considered the dependent variable (BI). There was no transformation matrix because only one variable was included in the research. Consequently, there is an exact fit as indicated by the KMO coefficient of 0.847 and Sig Barlett of 0.0000.

Table 5. Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
HM2	0.787						
HM3	0.779						
HM1	0.741						
FC3		0.83					
FC2		0.798					
FC1		0.764					
PE2			0.761				
PE3			0.755				
PE1			0.721				
PE4			0.677				
SI2				0.873			
SI3				0.852			
SI1				0.789			
SI4				0.801			
PR2					0.862		
PR3					0.797		
PR1					0.793		
PV2						0.83	
PV1						0.826	
PV3						0.796	
HB3							0.836
HB2							0.81
HB1							0.739

Source: The authors

➢ *Correlation analysis*

The authors utilized Pearson correlation analysis to examine the association between the dependent variable and the independent variable. It displays the positive correlation between the two variables, which states that the larger the value of one variable, the larger the value of the other variable. The independent variables' 2-tailed significance levels for the dependent BI (behavioral intention) in the data table above are less than 0.05. According to the Pearson correlation test findings, all of the independent variables and the dependent variable BI have positive correlation coefficients.

With a correlation value of r = 0.639, the dependent variable BI (behavioral intention) and the independent variable PE (performance expectancy) have the strongest association.

Table 6. Correlations

		BI	PE	SI	FC	HM	HB	PV	PR
BI	Pearson Correlation	1	.639**	.541**	.495**	.570**	.565**	.573**	.423**
	Sig. (2-tailed)		0	0	0	0	0	0	0
	N	416	416	416	416	416	416	416	416
PE	Pearson Correlation	.639**	1	.474**	.416**	.517**	.507**	.478**	.304**
	Sig. (2-tailed)	0		0	0	0	0	0	0
	N	416	416	416	416	416	416	416	416
SI	Pearson Correlation	.541**	.474**	1	.380**	.480**	.470**	.433**	.265**
	Sig. (2-tailed)	0	0		0	0	0	0	0
	N	416	416	416	416	416	416	416	416
FC	Pearson Correlation	.495**	.416**	.380**	1	.475**	.434**	.497**	.417**
	Sig. (2-tailed)	0	0	0		0	0	0	0
	N	416	416	416	416	416	416	416	416
HM	Pearson Correlation	.570**	.517**	.480**	.475**	1	.494**	.455**	.391**
	Sig. (2-tailed)	0	0	0	0		0	0	0
	N	416	416	416	416	416	416	416	416
HB	Pearson Correlation	.565**	.507**	.470**	.434**	.494**	1	.489**	.379**
	Sig. (2-tailed)	0	0	0	0	0		0	0
	N	416	416	416	416	416	416	416	416
PV	Pearson Correlation	.573**	.478**	.433**	.497**	.455**	.489**	1	.353**
	Sig. (2-tailed)	0	0	0	0	0	0		0
	N	416	416	416	416	416	416	416	416
PR	Pearson Correlation	.423**	.304**	.265**	.417**	.391**	.379**	.353**	1
	Sig. (2-tailed)	0	0	0	0	0	0	0	
	N	416	416	416	416	416	416	416	416
**. Correlation is significant at the 0.01 level (2-tailed).									

Source: The authors

5. Regressions

The hypothetical model evaluates the influence of independent variables of PE, SI, FC, HM, HB, PR, PV, and PR on student's intention to use mobile banking in Ha Noi:

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.779a	0.607	0.602	0.462	1.682
a Predictors: (Constant), PR, SI, PV, PE, FC, HB, HM					
b Dependent Variable: BI					

Source: The authors

Table 8. Coefficients

Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.339	0.168		-2.022	0.044		
	PE	0.355	0.042	0.292	8.366	0	0.59	1.694
	SI	0.13	0.029	0.151	4.539	0	0.647	1.546
	FC	0.081	0.04	0.068	2.015	0.044	0.622	1.607
	HM	0.131	0.036	0.13	3.669	0	0.568	1.76
	HB	0.103	0.029	0.126	3.585	0	0.583	1.715
	PV	0.165	0.032	0.177	5.116	0	0.601	1.665
	PR	0.109	0.032	0.105	3.399	0.001	0.75	1.333
a Dependent Variable: BI								

Source: The authors

With 95% confidence, this study calculates the effect coefficient on the dependent variable based on the beta coefficient. Following is a new regression model result:

BI = 0.292PE + 0.177PV + 0.151SI + 0.130HM + 0.126HB + 0.105PR + 0.068FC

The Adjusted R Square value is 0.602, meaning that the variables account for 60.2% of the variation in the intention to use mobile banking.

6. Discussion and recommendations

The regression analysis results show that seven of the eight independent variables have been proven to affect Vietnamese youth's intention to use mobile banking directly. Specifically, six hypotheses, including H1, H7, H3, H5, H6, and H4, are accepted, demonstrating that performance expectancy, price value, social influence, hedonic motivation, habit, and facilitating conditions have positive impacts on the intention of Vietnamese youth to use mobile banking. H8 is rejected, nevertheless, as evidence shows that perceived risk and the intention to utilize mobile banking have a positive relationship rather than a negative one. H2 is rejected because the research team eliminated four items belonging to the Expectancy Effort variables, including EE1, EE2, EE3, and EE4, due to violating discriminant validity in the rotation matrix.

Perceived risk has a direct impact on customers' intention to use mobile banking, with a high reliability of Cronbach's α = 0.89. However, contrary to the initial hypothesis, perceived risk has a positive relationship with the intention to use mobile

banking, with a coefficient of β = 0.105. The positive influence of perceived risk on the intention to use mobile banking can be explained by the research subjects themselves. The research subjects are customers aged 18 to 24. According to WHO, this group of customers includes youth and adolescents. In this group of subjects, accepting risks and seeking novelty are signs of typical behavior (Kelley, 2004). According to Kelley's research (2004), youth seek new experiences and higher excitement levels and often engage in risky behaviors without considering future consequences. Additionally, Dayan et al. (2010) showed that youthful customers usually demonstrate a stronger appetite for taking risks. These risks provide a certain level of stimulation and arouse curiosity, enough to positively affect customers' intention to use mobile banking. However, the level of influence on the research subjects is not too significant, as they have become familiar with using technology and platforms on the Internet in general (Thomas, 2011). Considering the six remaining factors, the three most significant impacts on student's intention to use mobile banking in Ha Noi are *performance expectancy, price value,* and *social influence*, respectively. They all have positive impacts on the intention to use m-banking. (H1, H7 and H3). *Performance expectancy* means that the more consumers perceive mobile banking as efficient, productive, and convenient, the more likely they will continue using it daily. *Price value*: According to statistics from the survey group, Users believe that using mobile banking will bring value and that using m-banking is completely free. Therefore, customers can save costs when using financial services and use the saved money for other purposes. *Social influence*: In addition to the impacts from important people like family and friends, the rising coverage of information on m-banking in social media can make more consumers familiar with the use of m-banking, resulting in a higher number of people choosing mobile banking as a part of their virtual journey.

7. Conclusion

The banking system needs to pay attention to security measures. Convenience and usefulness will be suitable for today's students, especially in a context where almost everyone has a Smartphone and is online regularly. Students are young users, so they are still quite subjective; however, customers and banks are always concerned about limiting risks while using the service. Increasing safety requires not only recommendations from banks but also recommendations on information technology infrastructure, e-commerce laws from state agencies, and awareness of security in the process. Mobile banking can help optimize the national financial system and create connections with countries worldwide. To do this, factors affecting student's intentions to use mobile banking are considered important findings, and this paper contributes to identifying some of those.

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