

“DIGITAL PAYMENT AND ITS INFLUENCE TO CUSTOMER CONVENIENCE”

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ABSTRACT: Digital Payment technologies have transformed the way we perform financial transactions over the last decade. With the introduction of digital payment system, the landscape of business and consumer behavior has radically changed. This change has not only given various benefits to business but has also a huge influence on customer convenience. This research study investigated the perception of customers towards digital payment as to E-Wallet, Mobile Banking and Debit/Credit card in relation to level of their convenience. This study utilized a descriptive correlational research design with researcher made questionnaire used in gathering data and information from the two hundred (200) respondents who were randomly selected from Zambales. The researchers made use of Analysis of Variance (ANOVA) and Pearson Correlation Coefficient in measuring the significant differences and relationship of the variables. Analyzed data revealed that the customer respondents assessed “Strongly Agreed” on E-Wallet and Mobile Banking while “Agreed” on the Debit/Credit Card digital payment. The customer respondents assessed “Strongly Agreed” on the level of customer convenience. There is a positive moderate relationship between customer convenience and digital payment of E-wallet, Mobile Banking and Debit/Credit Card respectively. There is significant difference on the perception towards dimensions of digital payment as to E-wallet, Mobile Banking and Debit/Credit Card. Based on the results of the study, the researchers strongly recommends the use of digital payment as a method of payment; conduct a feasibility study on the attainment of full satisfaction and convenience of the customers; with the present proliferation of various internet hacking and scam, the digital payment companies are encourage to continuously provide high level of security to assure customer safety from fraud and deception.

KEY WORDS: digital payment, e-wallet, mobile banking, debit/credit card, customer convenience

I. RATIONALE

The rationale of the study arises from the rapid advancement of technology and digitization that causes a significant shift in the use of digital payment methods in recent years.

The upsurge of digital payment methods as a result of digitalization, has revolutionized the way individuals conduct financial transactions. As digital payments become more common, it is critical to understand how customers perceive various payment methods and how these views impact their convenience.

Customer perception plays an important role in framing customer preference, behaviors, and attitudes about digital payment options. It encompasses their beliefs, opinions, and subjective evaluations of the benefits, risks, and overall value associated with digital payment methods. By exploring customer perceptions, businesses can gain valuable insights into the factors that drive or hinder the adoption and usage of digital payment solutions (Garcia, R., Cheng, J. L. C., & Chen, M., 2023)

Customer convenience, on the other hand, is significant in determining the acceptance, adoption and sustained use of digital payment systems. Convenience related factors such as accessibility, speed, security and usefulness are common priorities of customers in the acceptance and continued use of digital payments. Businesses and organizations need to understand these factors to improve their digital payment services and deliver a seamless and pleasant experience for customers. (Chen, L., Wang, Q., & Xu, L. 2021).

The study explores to understand and describe the attitudes, opinions, and preferences of customers regarding digital payment methods and how they perceive these methods in terms of convenience. Specifically, the study aims to determine the relationship on the variables of digital payment towards the level of customer convenience.

II. OBJECTIVES

The study aimed to determine the consumer perception towards digital payment and its influence to customer convenience. Specifically, the study sought to find answers to the following:

1. How is the perception of digital payment be assessed based on:
 - 1.1. E-Wallet
 - 1.2. Mobile Banking
 - 1.3. Debit/Credit cards?
2. How may customer convenience be assessed?
3. Is there a significant relationship on the modes of digital payment towards the level of customer convenience?
4. Is there a significant difference on the modes of digital payment towards the level of customer convenience?

The following are the null hypothesis of the study:

1. There is no significant relationship on the dimensions of digital payment towards the level of customer convenience?
2. There is no significant difference on the dimensions of digital payment towards the level of customer convenience?

III. METHODOLOGY

The study used a descriptive-correlational research design. The respondents are consumer who are users of digital payments residing in Iba, Zambales, Philippines. Iba is a thriving municipal with a rising digital infrastructure and a significant number of people actively engaging in digital payment activities. The selection of 200 respondents from Iba, Zambales allows a concentrated investigation of consumer perception towards digital payments and convenience within a specific geographical setting. This localized approach provides valuable insights that can be used to improve digital payment services for the customers in Iba, Zambales, ensuring a better user experience and meeting their specific needs.

The research instrument employed in the study is a questionnaire. The researchers utilized a 5-point Likert scale of agreement "agree" (A) "strongly agree" (SA), "neutral" (N), "disagree" (D), and "strongly disagree" (SD) to examine the views of the respondents about variables of digital payments and its influence to customer convenience.

The survey questionnaire underwent validation by a panel of experts. These experts reviewed the questionnaire to ensure its accuracy and relevance. Their feedback and suggestions helped refine the questionnaire for better measurement. This validation process ensured that the questionnaire was valid and reliable in capturing customer perception and convenience related to digital payment.

The survey questionnaire's internal consistency was assessed using Cronbach's Alpha. Lee Cronbach invented "coefficient alpha" in 1951. Internal consistency (reliability) is the most typical measure. It is most often used to test the reliability of a scale formed by many Likert items in a survey or questionnaire (Laerd Statistics, 2018) of digital payments and its influence to convenience.

The sampling method used in this study is convenience sampling. With convenience sampling, the researchers selected participants based on their availability and accessibility. Since determining the exact population size was not possible, the researchers included individuals who were easily approachable and willing to participate.

The data was analyzed by utilizing statistical tools and quantitative analytical approaches. To interpret the data effectively, the researchers used the following statistical treatment: Weighted Mean, Pearson Correlation Coefficient, Analysis of Variance (ANOVA) and Likert Scale .

IV. RESULTS AND DISCUSSION

The following tables and discussion present the gathered, analyzed and interpreted data.

Table 1 shows the customer perception towards Digital Payment as to E-Wallet

1. Customer perception towards digital payment

1.1. E-Wallet

Table 1
Customer Perception towards Digital Payment as to E-Wallet
N=200

	E-WALLET	Weighted Mean	Qualitative Interpretation	Rank
1	E-wallet dramatically reduces the need to carry physical wallets.	4.40	Strongly Agree	5

2	E-wallet allows me to transfer funds to friends and family residing in different regions/nations.	4.59	Strongly Agree	2
3	E-wallet facilitates payment of bills anytime and anywhere.	4.47	Strongly Agree	3.5
4	E-wallet offers discount vouchers when you pay using a QR code.	4.21	Strongly Agree	7
5	E-wallets often have promotions, Reward Points, Cash Back, bonuses, gifts, and other --incentives that can save me money.	4.28	Strongly Agree	6
6	E-Wallet guarantees the safety of my transactions against unauthorized purchases or the financial risks associated with identity theft.	4.12	Agree	8
7	E-wallet has numerous partners so people can easily connect online banking, other of e-wallets, and debit cards.	4.47	Strongly Agree	3.5
8	E-wallet can be used to make instant payments	4.61	Strongly Agree	1
Overall Weighted Mean		4.39	Strongly Agree	

The customer respondents assessed “Strongly Agreed” on almost all indicators particularly on the E-wallet can be used to make instant payment manifested on the high mean value of 4.61 and ranked 1st while on the indicator in which the E-Wallet guarantees the safety of my transactions against unauthorized purchases or the financial risks associated with identity theft obtained the lowest mean value of 4.12 interpreted as “agree” and ranked 8th. The computed overall weighted mean on the responses towards E-Wallet as Digital payment was **4.39** with qualitative interpretation of “**Strongly Agreed**”.

The data clearly demonstrate on the strong agreement that e-wallet is very useful in instant payment for electric bills, telephone bills, bank transfer and other bill payments. Before the appearance of smart devices, keeping record of personal spending would mean going through a time-consuming process of manually recording transactions using paper and storing the physical records for future references. Demand for financial services is changing rapidly. The banks need to employ an innovative approach to conducting their business in order to attract and retain the existing and new customers. That led to the introduction of e-wallet. E-Wallets were first introduced with the purpose of mobile recharges. But today, they have become extremely advanced and offer a range of services which cover almost everything that involves financial transactions (Sarjun, 2021). Electronic wallets being very useful for frequent online shoppers are commercially available for pocket, palm-sized, handheld, etc. They offer a secure, convenient, and portable tool for online shopping. Like a real wallet, E-wallet keeps information in cards like username, password, URL and also to personalize cards with icons, colors, and on some platforms and pictures (Nandhini, 2019). It is becoming famous in online transactions system and changing in money transferring systems (Shao, 2019).

Usage of electronic wallet is being increased even though the customers feel low level of security, widespread fraud, cultural resistance, poor operational infrastructure and management. With the advent of new technology, several shoppers around the world are now preferring cashless transactions even when they go for their daily shopping sprees in the malls. The e-wallet services are also credited by users for their effective and convenience while being used (Roobahani, 2015). Digital payment using e-wallet was also highly convenient for consumers in purchasing products through online without physical movements across places (Rathore, 2016).

1.2. Mobile Banking

Table 2 shows the customer perception towards Digital Payment as to Mobile Banking.

The customer respondents assessed “Strongly Agreed” on almost all indicators particularly on the Mobile banking enables me to transfer funds to accounts and make purchases in collaboration with other applications manifested on the high mean value of 4.37 and ranked 1st while on the indicator in which the Mobile Banking has lower risk because it is processed by secure gateways which

Table 2 :Customer Perception towards Digital Payment as to Mobile Banking
N=200

	MOBILE BANKING	Weighted Mean	Qualitative Interpretation	Rank
1	Mobile banking enables me to transfer funds to accounts and make purchases in collaboration with other applications.	4.37	Strongly Agree	1
2	Mobile banking permits me to check the status of my loan request and create follow up regarding	4.25	Strongly Agree	6

	my requests.			
3	Mobile banking has high security because they use high-end encryption technologies.	4.15	Agree	7
4	With mobile banking can easily make transactions with just few clicks of buttons.	4.33	Strongly Agree	4.5
5	I can review my banking statements and recent transaction history in real time.	4.36	Strongly Agree	2
6	Mobile Banking has lower risk because it is processed by secure gateways which are hard to tamper with.	4.04	Agree	8
7	Mobile banking allows me to easily pay my utility bills such as Electric bill, water bill and internet bills.	4.35	Strongly Agree	3
8	Mobile Banking allows me to access my bank account 24/7.	4.33	Strongly Agree	4.5
Overall Weighted Mean		4.27	Strongly Agree	

are hard to tamper with obtained the lowest mean value of 4.04 interpreted as “agree” and ranked 8th. The computed overall weighted mean on the responses towards Mobile Banking as Digital payment was **4.27** with qualitative interpretation of “**Strongly Agreed**”

Today, transactions through mobile banking have become easier than traditional banking because customers don’t need to go to branches of physical banks for banking transactions. Making payment through digital banking can be a great benefit to the users in terms of convenience, saving time and money. People don’t need to waste their valuable time by going to physical bank branches, as they can do all the banking activities through a mobile phone. Customers’ positive attitude toward mobile banking is significantly influenced by usage benefits, shopping benefits, and psychological factors (Sultana, 2021).

With the advanced technology and availability of the internet, consumers find convenience in online banking facilities and other mobile applications. It has made consumers more convenient to do their transactions anywhere and at any time. Although consumers fear for their privacy and security in transacting online, developments in technology in the form of big data, internet of things helps us to move towards a cashless economy (Stephen, 2015). It also helps in curbing black money, counterfeit’s fake currency, fighting against terrorism, reduce cash related robbery, and helps in improving economic growth of countries. The preference of people towards mobile banking is it helps to fight against illegal activities, corruption, etc. It will also help in reducing currency management costs, track transactions, check tax avoidance / fraud etc. and enhance financial inclusion and integrate the parallel economy with mainstream.

On the other hand, one of the prime obstacles is security issues, due to which the users get anxious about his or her confidential information which may get disclosed. Therefore, the digital payment providers need to understand and meet or even exceed towards the users trust expectations. This includes not only addressing security and privacy concerns but also safeguarding the backup mechanism if the phone is lost or stolen (Ravish, 2019). Aside from that, cyber fraud, high illiteracy rate, attitude of people, lack of transparency & efficiency in digital payment system are some of the challenges that can hinder the implementation of the mobile banking (Garg, 2017).

1.3. DEBIT/CREDIT CARDS

The customer respondents assessed “Strongly Agreed” on almost all indicators particularly on the Credit card is useful in paying bills manifested on the high mean value of 4.25 and ranked 1st while on the indicator in which the Credit cards allow me to borrow money from the bank up to a certain limit to purchase items or withdraw cash which obtained the lowest mean value of 4.10 interpreted as “agree” and ranked 8th. The computed overall weighted mean on the responses towards Debit/Credit Cards as Digital payment was **4.18** with qualitative interpretation of “**Agreed**”.

Table 3 :Customer Perception towards Digital Payment as to Debit/Credit Cards

N=200

	DEBIT/CREDIT CARDS	Weighted Mean	Qualitative Interpretation	Rank
1	Credit card is useful in paying bills.	4.25	Strongly Agree	1
2	Credit card enables me to borrow money in the form of cash advances that can be accessed through bank tellers, ATMs, etc.	4.16	Agree	5
3	Debit / credit cards give points for money	4.14	Agree	7

	spent and redeem your points for travel, shopping, or gift cards.			
4	I can securely purchase using a debit card because it has a personal identification number (PIN) requirement after swiping it to a POS terminal.	4.16	Agree	5
5	Payments are reflected on the system immediately or within a short time frame.	4.16	Agree	5
6	Credit cards allow me to borrow money from the bank up to a certain limit to purchase items or withdraw cash.	4.10	Agree	8
7	Credit/Debit cards can save me from the burden of carrying too many bills and coins.	4.21	Strongly Agree	3
8	Debit/credits cards allow me to pay my bills even without going to the payment center.	4.24	Strongly Agree	2
Overall Weighted Mean		4.18	Agree	

The usage of credit cards had been very limited before. They were used mostly in upscale hotels, restaurants, retail stores and in major urban centers. However, later significant changes occurred and the usage have expanded rapidly over time (Srikanthverma, 2018). Credit card is a card or mechanism which enables card holders to purchases goods, travel and dines in a hotel without making immediate payments. The holders can use the cards to get credit from banks up to 45 days. It relieves the consumers from the botheration of carrying cash and ensure safety. It is a convenience of extended credit without formality. Thus, credit card is safe and adds prestige. Credit cards are innovative ones in the line of financial services offered by commercial banks (Jasmine, 2017). These are fundamentally different from the other payment methods in that they involve extending credit rather than drawing on an existing store of funds (Maheswari, 2017).

Nowadays, most of the banks are providing diversified facilities to its customers. Out of the various facilities, debit card is taking the lead and has become the most popular and convenient mode of banking facility amongst the customers. (Senthilkumar, 2016). Debit card made the entire thing conveniently. It gives freedom to card holder to use it anywhere anytime. It enables cardholder withdrawn money at our bank ATMs and other bank ATMs. Debit card is easy to carry, handle and manage while travelling. Being small, thin, and having negligible weight, it easily fit in pocket. Today, most banks offer bonus points to encourage their customer to make use of Debit card while purchasing. In malls stores or in retail shops found hoarding of cash back offer. After every sale, a merchant gives the bank a small percentage as a commission. The commission is further divided by the bank with its cardholder who did the purchase. Also, cardholder gets in return bonus points on selected financial transaction executed by him or her via a Debit card (Pandey, 2016).

1.4. Summary of Responses on Customer perception towards digital payment

Table 4 shows the Summary of Responses on Customer perception towards dimensions on Digital Payment as to E-Wallet, Mobile banking and Debit/Credit card respectively.

Table 4 :Summary of Responses on Customer perception towardsDimensions on Digital Payment

	Dimensions on Digital Payment	Weighted Mean	Qualitative Interpretation	Rank
1	E-Wallet	4.39	Strongly Agree	1
2	Mobile Banking	4.27	Strongly Agree	2
3	Debit/Credit Card	4.18	Agree	3
Grand Mean		4.28	Strongly Agree	

The customer respondents assessed “Strongly Agreed” on E-Wallet and Mobile Banking manifested on the high mean values of 4.39 and 4.27 and ranked 1st and 2nd respectively while the Debit/Credit Card with mean value of 4.18 interpreted as “Agreed” and ranked 3rd. The computed grand mean on the responses toward Digital payment was 4.28 with qualitative interpretation of “Strongly Agreed”.

Digital payment has created buzz, especially after demonetization. It has achieved increasing significance in recent years. The emergence of new technology and need for a global business made the digital payments more popular. The usages of internet and mobile phones have also increased in the past years, and this has also helped in the boost of digital payments. Digital Payments is any transfer of money or funds which is made by any individual through instruction, approval or order to a bank for debiting or crediting an account maintained with that bank with using electronic ways and includes Debit and credit card payments; Automated Teller Machine (ATM) transactions, Point of Sale (PoS) transfers or micro-ATMs, direct deposits or withdrawal of money, Mobile Payments, Net Banking etc. (Sarkar, 2019). Digital payment could be a method of payment

which is made through digital modes (Kulandairaj, 2020) and (Stephy, 2020). In digital payments, the person who pays and the person who gets, both utilize advanced modes to send and get cash. It is a quick and helpful approach to make payments, as stated by (Surabhi, 2020) and (Sunanda, 2020). Digital payment is a method of relocating money or conducting transactions either through internet or in an electronic form. Digital payment system is proliferating in banking, retail, healthcare, online market and even government organization are motivated by the need to deliver products and services more cost effectively and to provide a higher quantity of service to customers (Thomas, 2018).

2. Customer perception towards Customer Convenience

Table 5 shows the customer perception towards the level of Customer Convenience.

**Table 5 :Customer perception towards level of Customer Convenience
N=200**

	CUSTOMER CONVENIENCE	Weighted Mean	Qualitative Interpretation	Rank
1	Digital payment platforms make transferring transactions easier because icons are uncomplicated to understand.	4.41	Strongly Agree	8
2	Digital payment platforms are time saver because I can make transactions online without going to a payment center or establishments.	4.55	Strongly Agree	1
3	Digital payment platforms allow me to have ease of conducting financial transactions by carrying less cash or plastic cards.	4.46	Strongly Agree	4.5
4	Digital payment platforms offer hassle-free transactions because I can access my account online at the comfort of my home.	4.46	Strongly Agree	4.5
5	Digital payment platforms help me alleviate pandemic-related health worries like contactless transactions and other concerns regarding banking in person.	4.49	Strongly Agree	2
6	Digital payment platforms have lower risk because it is processed by secure gateways which are hard to tamper with	4.24	Strongly Agree	10
7	Digital payment platforms transactions provide relief to users because it is managed automatically	4.36	Strongly Agree	9
8	Digital payment platforms allow me to make easy purchases	4.47	Strongly Agree	3
9	Digital payment platforms make my payments much more convenient and secure through an electronic payment facility.	4.42	Strongly Agree	7
10	The speed when it comes to Digital payment platforms system is faster compared to a traditional payment system.	4.43	Strongly Agree	6
Overall Weighted Mean		4.43	Strongly Agree	

The customer respondents assessed “Strongly Agreed” on all indicators particularly on the Digital payment platforms are time saver because I can make transactions online without going to a payment center or establishments manifested on the high mean value of 4.55 and ranked 1st while on the indicator in which the Digital payment platforms have lower risk because it is processed by secure gateways which are hard to tamper with which obtained the lowest mean value of 4.24 and ranked 10th. The computed overall weighted mean on the responses towards Customer Convenience was **4.43** with qualitative interpretation of “**Strongly Agreed**”.

Digital payments refer to electronic consumer transactions, which include payments for goods and services that are made over the internet, mobile payments at point-of-sale (PoS) via smartphone applications (apps), and peer-to-peer transfers between private users (Shira & Associates, 2017) With the growing popularity of digital payments, consumers have a greater number of payment options for both online and offline purchases (Richter, 2021).

Majority of the customers have adopted the electronic payment system for their transactions. The consumer perception of digital payment has a significant and positive impact on adoption of digital payment (Narayanamma, 2018). Consumers have moderate level of perception about digital payment. The rate of adoption of digital payment is positively and significantly affected by perception of consumers. Customer

perception, superiority, efficiency, safe and secured, convenient, cost and time savings, user friendly, easiness and protection of privacy of online payment plays a major role in the adoption of digital payment. Service providers for digital payments should also take proper care to avoid undue delays in processing payments (Gokilavani, 2018). Convenience in use of cashless transactions and incentive system are the positive signs for the progress of cashless payments (Podile, 2017). Along with ease of use, social factors and perception of brands are also found to be important for influencing customer adoption of digital payment. Digital payment provides benefits to individual for purchase of products, improve the quality of decision, helpful in buying products as compared to traditional methods (Narayanamma, 2018). While people are getting comfortable with cashless payments, some kinds of negative perceptions are holding back many from adopting the new system. The negative perceptions are like poor network coverage, lack of merchant willingness, high transactional costs, lack of users' knowledge on technology, defunct POS machines, delayed reimbursement in case of failed transactions, procedures and financial limits (Rajesh, 2017).

The study of Imee Marie Acopiado entitled "Digital Payment Adoption during the COVID-19 Pandemic in the Philippines". Philippine Journal of Science aims to explore factors affecting the Filipino consumers' adoption of e-payment systems. The results of the study showed that the significance of the constructs namely perceived risk, trust, security, use of web assurance seals, perceived usefulness, and perceived advantage were inadequate to determine its relationships with the intention to adopt e-payment systems. Therefore, the factors used in this study are not the only drivers that would influence customers' decisions (Acopiado, 2022).

The research conducted by Eleonora Pantano entitled "The Effects of Online Payment Methods on the Purchasing Behavior of the Business Students of De La Salle University-Dasmariñas" in the adoption of digital payments is one of the common business recovery options supported by the government. A decline in their business performance during the pandemic was observed. Logic analysis was conducted to analyze the determinants of digital payment adoption were found to be predictive of the adoption of digital payments in the business operations of these firms. While younger firms are more receptive to this new payment technology, digital capacity development programs may further revitalize businesses and industries (Pantano, 2016)

3. Test of Relationship

3.1. E-Wallet versus Customer Convenience

Table 6 shows the Pearson Product Moment Coefficient of Correlation to test relationship between E-Wallet and Customer Convenience.

Table 6 :Pearson Product Moment Coefficient of Correlation to test significant relationship between E-Wallet and Customer Convenience

Sources of Correlations		E-WALLET	CUSTOMER CONVENIENCE
E-WALLET	Pearson Correlation	1	0.626**
	Sig. (2-tailed)		0.000
	N	200	200
CUSTOMER CONVENIENCE	Pearson Correlation	0.626**	1
	Sig. (2-tailed)	0.000	
	N	200	200

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

The computed Pearson Product Moment Coefficient Correlation value of 0.626** denotes positive moderate relationship. The computed Sig. (2-tailed) value of 0.000 which is lower than 0.05 alpha level of significance, therefore the null hypothesis is rejected hence there is significant relationship between the digital payment of E-wallet and the customer convenience.

This further indicates that as the used of E-wallet as digital payment increases, the customer convenience also moderately increases. Cashless transactions aren't only defined by credit card payments. E-wallet is a type of card which works electronically and also which is used for transactions made online through a computer or a smartphone. Its utility is same as other digital payments. These e-wallet applications made it easier to be a verified user. The mobile wallet apps only require the user to have a registered mobile number and a valid ID to enjoy the full feature of the app. In addition, e-wallet subscriptions often come with frequent 67 discounts and cashback offer, especially when you use it to pay for your bills (Tioco, 2021). If one goes into stores, there are multiple ways of paying one's purchases. One could pay through traditional means, i.e., through

cash, debit or credit card or through their electronic wallets, more commonly known as “e-wallet” which allows the user to pay for transactions made online through a computer or a smart phone (Acopiado, 2022).

In the Philippines, there are different kinds of e-wallets such as Pay Maya, GCash, SMART Money, and Coins. Most use a client-side wallet where it allows the end-user to manage their account. Some allow the user to load their accounts with money while others link their credit or debit card information with their accounts (Disini, 2016).

3.2. Mobile Banking versus Customer Convenience

Table 7 shows the Pearson Product Moment Coefficient of Correlation to test relationship between Mobile Banking and Customer Convenience.

The computed Pearson Product Moment Coefficient Correlation value of 0.639** denotes positive moderate relationship. The computed Sig. (2-tailed) value of 0.000 which is lower than 0.05 alpha level of significance, therefore the null hypothesis is rejected hence there is significant relationship between the digital payment of Mobile Banking and the customer convenience.

Table 7 :Pearson Product Moment Coefficient of Correlation to test relationship between Mobile Banking and Customer Convenience

Sources of Correlations		MOBILE BANKING	CUSTOMER CONVENIENCE
CUSTOMER CONVENIENCE	Pearson Correlation	1	0.639**
	Sig. (2-tailed)		0.000
	N	200	200
MOBILE BANKING	Pearson Correlation	0.639**	1
	Sig. (2-tailed)	0.000	
	N	200	200

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

This further indicates that as the used of Mobile Banking as digital payment increases, the customer convenience also moderately increases. With the advanced technology and availability of the internet today, using mobile banking is a huge improvement in the day-to-day activities of anyone who deals with money. Mobile banking is an application on your smartphone which serves as your own pocket bank. The main and most significant of which allows you to transfer funds from your bank account to another in a heartbeat. Also, people have 24-hour access to account balances, account history, transactions, bill and loan payments as well as travel services. Banking transactions are easier than traditional banking because customers don't need to go to branches of physical banks. (Sultana, 2021)

Making payment through mobile banking can be a great benefit to the users. No matter where you are, you can conduct various kinds of transactions form from anywhere across the globe. You can monitor your bank accounts and conveniently dispute fraudulent transactions. It helps in reducing currency management costs, track transactions, check tax avoidance / fraud etc. and enhance financial inclusion and integrate the parallel economy with mainstream. (Sultana, 2021) On the other hand, one of the prime obstacles is security issues, due to which the users get anxious about his or her confidential information which may get disclosed. Therefore, the digital payment providers need to understand and meet or even exceed towards the users trust expectations. (Ravish, 2019)

3.3. Debit/Credit Card versus Customer Convenience

Table 8 shows the Pearson Product Moment Coefficient of Correlation to test relationship between Debit/Credit Card and Customer Convenience.

Table 8 :Pearson Product Moment Coefficient of Correlation to test relationship between Debit/Credit Card and Customer Convenience

Sources of Correlations		DEBIT CREDIT CARD	CUSTOMER CONVENIENCE
CUSTOMER	Pearson Correlation	1	0.595**

CONVENIENCE	Sig. (2-tailed)		0.000
	N	200	200
DEBIT/CREDIT CARD	Pearson Correlation	0.595**	1
	Sig. (2-tailed)	0.000	
	N	200	200

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

The computed Pearson Product Moment Coefficient Correlation value of 0.639** denotes positive moderate relationship. The computed Sig. (2-tailed) value of 0.000 which is lower than 0.05 alpha level of significance, therefore the null hypothesis is rejected hence there is significant relationship between the digital payment of Debit/Credit Card and the customer convenience.

This further indicates that as the used of Debit/Credit Card as digital payment increases, the customer convenience also moderately increases. Credit and Debit cards are issued by the banks, which have formed part of their marketing strategy to increase the number of their customer base and improve income that can be generated from the retail consumer business. Credit card use is no longer limited to the ordinary purchase of goods and services by the cardholders. Banks have expanded its usage for other purposes such as cash advance, easy installment plan for purchases, link-up to savings and checking accounts of cardholders and others to attract more customers (Cachuela, 2015).

4. Test of Significant Differences on the dimensions of Digital Payment

Table 9 :Analysis of Variance to test significant difference on the customer perception towards dimensions on digital payment

Digital Payment for Customer Convenience

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.763	2	2.382	7.103	0.001
Within Groups	200.170	597	.335		
Total	204.933	599			

Table 9 shows the Analysis of Variance to test significant difference on the customer perception towards dimensions on digital payment as to E-Wallet, Mobile Banking and Debit/Credit Cards respectively.

There is significant difference on the perception towards dimensions on digital payment manifested on the computed Sig or P-value of 0.001 which is lower than (<) 0.05 alpha level of significance therefore the null hypothesis is rejected.

Table 10 and Figure 1 shows the post-hoc test and Means Plot using Scheffe test to determine where the differences lie on the dimensions towards digital payment. The table clearly indicates on the difference lies on the E-wallet digital payment manifested on the computed Subset for alpha=0.05 of 4.3925 which is greater than Mobile Banking and Debit/Credit Cards digital payment.

Table 10 :Post-Hoc test using Scheffe test to determine where the difference lies Homogeneous Subsets

Digital Payment for Customer Convenience

Scheffe

Digital Payment for Customer Convenience	N	Subset for alpha = 0.05	
		1	2
CREDIT CARD	200	4.1750	
MOBILE BANKING	200	4.2681	4.2681
E-WALLET	200		4.3925
Sig.		.275	.100

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 200.000.

Means Plots

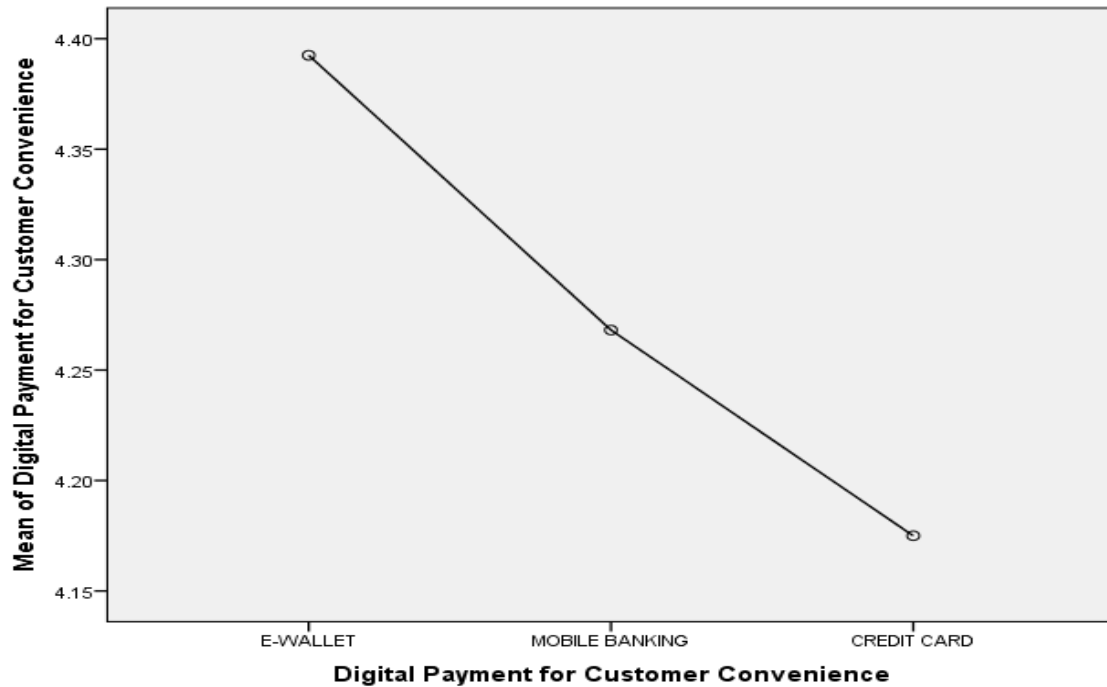


Figure 1. Means plot to show where the difference lies on the dimension towards digital payment

Clearly gleaned from the results on the divergence and dissimilarity of the respondent's perspective towards convenience on the three (3) digital payment.

The current study of Sukumaran (2019) the outcomes demonstrate that Online Payments has made our life easier by providing more facilities and its time saving. Young people are more attracted towards the online mode in which they live their way of life through internet. We are fast moving towards the cashless economy with upgrading ourselves to the foremost competing society (Sukumaran, 2019). In the same manner, the study of Barkhordari, Maryam, Nourollah, Zahra, Mashayekhi, Hoda, Mashayekhi, Yoosof and Ahangar, Mohammad's (2017) shows the results have the determinants which are believed to affect the adoption of e-payment include perceived benefits of e-payment, ease of use, perceived quality, perceived system security, user trust in e-payment systems, and to lesser degree perceptions of self-efficacy (Barkhordari, 2017).

"Demonetization and its impact on adoption of digital payment: Opportunities, issues, and challenges" by Piyush Kumar and Dhani Shanker Chaubey studied the charisma of digital payment analysis after demonetization and its usability and affordability while they are affecting its preference of country. The study concluded that the way consumer perceives digital transaction after demonetization, it affects a lot in the society. The study also showed that digital payment had given relief to learn digital transaction after demonetization. People adopted technology slowly, but don't want to pay extra for digital transaction (Kumar, 2017).

According to Davies (2017), concluded with the identification that cashless transactions would not be changed as a primary method due to routine and general convenience. The view that students' attitudes and perceptions of cashless financial transactions are of a positive nature, as many advantages faced with the use of them is a contributing factor for reduced effort in their everyday lives (Davies, 2017).

Furthermore, the study of Tella, Adeyinka and Abdulmumin, Isah's (2015) about "Predictors of Users' Satisfaction with E-payment System perceived speed" was identified as the characteristics users mostly satisfied with, followed by system security, traceability, and convenience. Based on the findings, the study concluded that most are satisfied with the e-payment system (Tella, 2015)

V. CONCLUSIONS

Based on the summary of the investigations conducted, the researchers concluded that:

1. The customer respondents assessed “Strongly Agreed” on E-Wallet and Mobile Banking while “Agreed” on the Debit/Credit Card digital payment.
2. The customer respondents assessed “Strongly Agreed” on the level of customer convenience.
3. There is positive moderate relationship between customer convenience and digital payment of E-wallet, Mobile Banking and Debit/Credit Card.
4. There is significant difference on the perception towards dimensions on digital payment as to wallet, Mobile Banking and Debit/Credit Card.

Recommendation

Based on the summary of the investigations done and the conclusions, the researchers developed the following recommendations based on the study's key findings:

1. The use of E-wallet as digital payment is highly recommended however, giving freedom and option to the customers on their preference.
2. Companies or business with digital payment platforms may conduct feasibility study on the attainment of full satisfaction and convenience of the customers.
3. Companies or businesses may expand and intensify their campaigns on digital payment platforms in order to provide a higher relationship on customer convenience.
4. Future research could further examine the differences on perception between E-wallet, Mobile banking, and Debit/Credit.
5. With the present proliferation of various internet hacking and scam, the digital payment platform may continue to provide high level of security to assure safety from fraud and deception.
6. To conduct a parallel or similar study with in-depth and wider in scope so as to validate the findings obtained in the study.

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