

Title of Thesis	A Study of Factors Influencing Young Adult's Acceptance of Mobile Payment in Miri
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### **ABSTRACT**

The advancement of technology especially the invention of the internet has changed the way organizations conduct their businesses today including banks especially in offering mobile payment services. The mobile payment services in Malaysia have advanced rapidly due to advance in communication technology and expansion of various smart devices. However, its services were still considered in infancy stage in Miri, Sarawak, Malaysia. This study investigates the role of acceptance in influencing young consumers' decision to adopt and use of mobile payment services specifically young adult in Miri, Sarawak, Malaysia. The four underlying consumer acceptance about mobile payment are convenience, confidentiality, social influence and facilitating condition on the adoption of mobile payment on young adults' acceptance of mobile payment in Miri to encourage the development of mobile payment. Moreover, this study enhances the understanding of risk in the mobile payment context and discusses some risk factors possibly facilitating expectation of differences in consumers' mind towards mobile payment.