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## The Influence of Perceived Trust on Mobile Money Services usage by SMEs Operations in Dodoma City, Tanzania

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### **Abstract:**

*Despite the spread of Mobile Money Services (MMS) offered by mobile money network, still consumers and business operators are using cash to execute financial transactions. It is not clear why cash transaction is more preferably used rather than mobile money service to support Small and Medium Enterprises (SMEs) business operations. This study focuses on the influences of perceived trust on mobile money service usage by SMEs business undertaking in Dodoma, Tanzania. Study variables including compatibility, integrity reputation and MMS usage were identified and measured using quantitative techniques. Questionnaires were designed to collect data from all respondent. Data were collected from 176 SMEs operators in Dodoma city using stratified sampling technique and hence simple random sampling was used to select respondents from each strata. Data were analysed by using SPSS version 20 in which descriptive analysis were used to analyse demographic data while factor analysis were used to test the study hypothesis. The study found that, compatibility and integrity on MMS are positively and significantly influences MMS usage in business operation, while reputation on MMS has insignificant influence on SMEs operation in Dodoma city. The study revealed that, perceived trust has significant influence on mobile money services usage. The study had concluded that compatibility; integrity and reputation play an important role in enhancing trust on mobile money services usage to support SMEs operation in Dodoma city. The study recommends that, SMEs should adopt and continue using mobile money in their businesses undertaking due to reduced some costs to improve business prospects. In the same way, Mobile network service provider must play their role on ensuring that, users of MMS are assured of trust when executing financial transaction for their business operation.*

**Keywords:** Perceived trust, mobile money services usage, SMEs operation

## 1. Introduction

### 1.1. Back Ground and Statement of the Problem

Mobile Money Services (MMS) have become of interest to consumers as have many advantages compared to the previous modes of payment. Mobile payment systems are efficient and convenient for sending and receiving payments for business undertaking in interior areas where there are no banks. MMS usage has extended SMEs' business linkages with a broad range of customers and suppliers of various goods and services (Donovan, 2012; Aldhmour, 2016). MMS are available in two-thirds of low- and middle-income countries (LMICs) and have greatly been used by the population lacking direct access to formal Financial Institutions (FIs) (Ardjouman, 2014, Kalugendo, et al., 2018). Despite the benefits accrued from MMS usage, the majority of SMEs have generally been slow in uptake of the technology in MMS (Bagana and Muturi, 2015). Tanzania with ample evidence of low uptake of mobile money in business transactions, understanding SMEs and adoption of mobile money technology has become one of the crucial issues in the country's business development agenda. Even then, the manner by which SMEs judge a particular mobile technology is still debatable.

Until recently, theories and studies on technology adoption have come up with conflicting conclusions on factors influencing adoption of electronic technologies. Notably, studies done outside Africa have had unique findings. For example, Li, et al. (2014) study on adaptation of mobile payments, shows that the number of merchants, the scope of service, the perceived ease to use and compatibility of electronic systems have a significant influence on mobile payments in China. Martin, et al. (2012) on their part carried out a study on adoption of mobile commerce in Spain, found that, success of firms engaging in m-commerce depends on the extent to which their activities fit into expectations of mobile business, technological competence of staff involved and customer value for the firm. For instance, in Nigeria, mobile money services usage among SMEs is still low (Oladejo and Oluwaseun, 2015). Even in the developed economies, though the proportion of the under-banked and unbanked is significant, the uptake of mobile money for different payments and transfers has been limited (Aron, 2015). Moreover, Maditinos, Chatzoudes, & Sarigiannidis (2013) in their study of mobile phone banking

among small business owners in Tanzania revealed that, accessibility and convenience were important factors. Other factors include low cost of transactions and perceived trust. With these inconsistent results from reviewed studies, it is not clear which factor could specifically or strongly explain why SMEs in Tanzania tourism sector do not embrace mobile money services. This study therefore, aims to fill the gap by identifying and analyzing factors that influence decision to use mobile money services among SMEs in their business undertaking in Dodoma City, Tanzania

## 1.2. Objectives

### 1.2.1. General Objective

The main objective of the study is to investigate the influence of perceived trust on Mobile Money Services usage by SMEs Operations in Dodoma city, Tanzania

### 1.2.2. Specific Objective

Specific objectives of the study are:

- To examine the influence of compatibility on mobile money services usage by SMEs Operations.
- To examine the influence of integrity on mobile money services usage by SMEs Operations.
- To examine the influence of reputation on mobile money services usage by SME Operations.

## 2. Literature Review

### 2.1. Theoretical Literature Review

#### 2.1.1. Innovation Diffusion Theory

Despite the fact that different theories have been robust in predicting technology usage behavior, research has shown that the influence of the information systems varies in the IS implementation process (Qeisi and Al-Abdallah, 2013). Roger (1983) proposed five innovation characteristics that influence firms to adopt technology. These characteristics include relative advantage, compatibility, complexity, trialability and observability. Despite Rogers (1983) work of innovation attributes, this innovation attributes did not consider how organizational matter and environmental matter surrounding SMEs might help to influence the adoption of modern monetary technology. Tan and Eze (2008) adopted diffusion of Innovation theory in a study of internet, the findings revealed that relative advantage, compatibility, complexity, observability and security are significant factors influencing Internet-based ICT adoption in SMEs in Malaysia

#### 2.1.2. Consumer Trust Theory

Consumer trust is a substantially important factor for the success of new services like as mobile money services. Mayer, et al. (1995) described "trust" as the belief of the trustor that the trustee will fulfill the trustor's expectations without taking advantage of the trustor's vulnerabilities (Lee and Jun, 2007). Consumer Trust theory (CTT) considers assorted psychological, technical, technological, cultural and social factors together, allowing the balance of power to shift towards a more cooperative interaction between the MMS provider party and its consumers of the service (Chandra, et al., 2010; Baganzi and Lau, 2017). Trust embodied in MMS may play an important role on the usage of such technology; hence the consumer will achieve their utilities due to usage pattern which includes reputation, competence and integrity associated with its usage.

### 2.2. Empirical Literature Review

Mobile Money Service (MMS) usage in facilitating money transfer transactions is found to have a number of advantages, including (i) improving access to and use of information, thereby reducing search costs; (ii) improving coordination among agents and increasing market efficiency; enhancing money circulation, reducing economic vulnerability, fostering entrepreneurship, increasing savings, promoting financial autonomy, enhancing money security and facilitating social capital accumulations (Aker and Mbiti, 2010; Simiyu and Oloko, 2015). Koufaris and Hampton (2004) on their study found that perceived reputation and willingness to technological services can significantly affect initial trust.

Phonthanukititha worn, et al. (2015) conducted a study to investigate the factors influencing intentions to adopt mobile payment services in Thailand. Using structural equation modeling, the results indicated that the adoption of mobile payment services in Thailand was determined by a number of factors, namely, compatibility perceived trust, and perceived cost. Surprisingly, the construct of perceived risk, perceived usefulness and perceived ease of use were all found not to have a direct effect on the intention to adopt mobile payment services. In a related perspective, Al-Fahim (2013) conducted a study to explore and understand the factors that influence internet banking adoption in Malaysia. The findings from interviews using thematic analysis revealed that adopters and non-adopters realized that internet banking has several benefits and conveniences. Even so, non-adopters were concerned about some factors like trust, ease of use, awareness and security.

On the other hand, Triandini, et al. (2013) conducted a study on factors influencing ecommerce adoption by SMES in Indonesia. By using contents analysis, results from ten prior studies showed that perceived opportunities, perceived usefulness, perceived ease of use, relative advantage, perceived risk, perceived trust, and compatibility have significantly influenced on SMEs to adopt of e-commerce. On these grounds, technology is considered successful when it is well and

used by intended users which has contributed to the progression of such enterprises into profitable income generating. It was observed that information technology application, innovative services, security, and customer trust and risk because they are key indicators of technology usage (Saleem and Rashid, 2011). Integrity in technological usage is reflecting beliefs and even wishes about future needs which facilitate business competition by considering new technologies are regarded as an opportunity and a solution to business operations (Ilomäki, et al., 2011).

Scholars such as Nawaz and Gunapalan (2015) advocated that if the legacy systems in SMEs operations are not compatible with the applications to be introduced in the organization this incompatibility would deprive the usage of application mobile money services (MMS). Meaning that, trust of mobile money services should be enhanced by the compatibility between MMS usage and SMEs operation. It is hence noted, the recent study done by shows a significant relationship between individual dimensions of reputation of innovative services on technological usage and the financial performance of a company. Therefore, a good reputation of the services will influence much the uptake of mobile money services in business operations (Vig, et al., (2017; Mng'ong'ose, 2017). The recent study done by (Masocha, R. & Dzomonda, 2018) on the adoption of mobile money services on performance of SMEs in Zimbabwe by using Structural equation modeling concluded that subsequent adoption of MMS has an influence on performance of SMEs. This means that, if perceived trust will be assured, SMEs will use MMS in their business operation and hence increase performance of their ventures.

### 3. Conceptual Framework and Research Hypothesis

#### 3.1. Conceptual Framework

Based on the reviewed literature, the conceptual framework is designed with three independent variables namely Compatibility, integrity and reputation that enhance perceived trust on mobile money services.

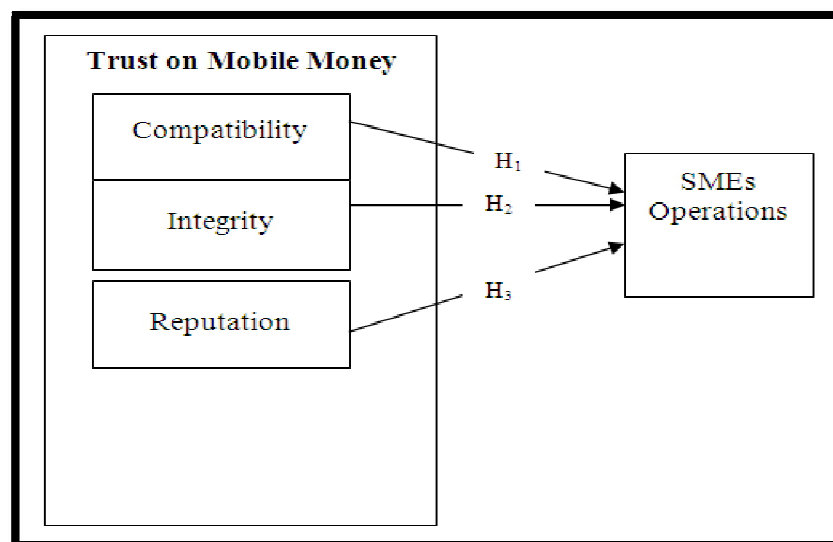


Figure 1: Conceptual Framework (Study Determinants)  
Source: Developed by Authors from Literature Review (2018)

#### 3.2. Research Hypothesis

##### 3.2.1. Compatibility

This is defined as the degree to which innovation is consistent with existing values, past experiences and needs. Usage of technology depends not only on what is available on the market, but also on how such technologies fit with the firm value and activities that are compatible on mobile money services usage may influence trust by SMEs operations (Aziz and Jamali, 2013). Therefore, the following hypothesis is examined:

- H<sub>2</sub>: Compatibility of mobile money services usage has positive and significant influencing on SMEs Operation

##### 3.2.2. Integrity

This means that, the information and systems are not altered or corrupted by external or unauthorized personnel through modification of messages in the information streams. Attack on integrity involves session of hijacking, replay attacks and man-in-the middle attacks. This requires a system to be protected during performing financial transaction in order to increase customer and suppliers' expectations (Latin et al., 2007). The following hypothesis was drawn from the given operational definition:

- H<sub>1</sub>: Integrity of mobile money services usage has positive and significant influence on SMEs Operations

### 3.2.3. Reputation

The increase spread of information technology and its usage has forced many SMEs operators to focus on the reputation on many types of information communication technology. The increasing development of mobile money penetration and perceived trust on mobile money services usage has created a new concept on reputation of such systems (Baganzi and Lau, 2017). It is hence, the following hypothesis is derived:

- H<sub>3</sub>: Reputation of mobile money services usage has positive and significant influence on SMEs Operations

## **4. Methodology**

The study used positivism philosophy in order to collect data about the study objective and search for causal relationship while knowledge on the usage of mobile money services was developed through objective measurement. Therefore, this study was empirical and systematic, preferring precise quantitative approach to test the cause and effect and assess the significant of each parameter in the model relating to perceived trust on mobile money services by SMEs operations in Dodoma city. Explanatory cross-section survey was used to describe, explore and analyze the relationship between variable in the model given larger geographical scattered objectives. Stratified sampling techniques were used to stratify sample on 12 streets of Dodoma city. After satisfied sampling techniques, simple random sampling was used to select respondents from each ward in order to avoid biasness.

In this study the specific objectives were to test the hypothesis developed to determine the significance of influence of compatibility, integrity and reputation on mobile money services usage by SMEs operations in Dodoma city. In this context, a questionnaire was considered suitable in survey situations as it offered a standardized system of questions to collect measurable and factual data that classified specific groups and their circumstances in statistical characterization (Goretti, 2008). Hence questionnaire was used to collect data from 176 respondents in this study during the main quantitative survey due to its ability to capture relevant data in the field.

In multivariate data analysis, the study employed structural equation modeling due to its ability in incorporating observable variables (measurement) and unobservable variables and manage to analyze the multiple dependent relationships between variables. On the other hand, structural equation modeling allows a set of relationships between one or more independent variables and one or more dependent variables for completeness, and simultaneous tests of all the relationships between constructs (Byrne, 2010).

In this study, the three hypotheses were developed from the conceptual framework and analyzed simultaneously to determine the significant relationship of each constructs toward SMEs operations in Dodoma city. This was possible because, in contrast to ordinary regression analysis Structural Equation Modeling (SEM) considers several equations simultaneously. The use of SEM was also considered important in this study due to its ability to perform confirmatory factor analysis test whether the measurement of each latent variable is psychometrically sound. This means that, if error in relationships found during SEM is estimated and removed, which only leaves the common variance behind, making the reliability of measurement explicit and relationships free of measurement error (Oke, et al., 2012). The reasons include, SEM takes a confirmatory rather than an exploratory approach by providing explicit estimates for measuring errors that traditional multivariate procedures are incapable of either assessing or correcting. In this regard, conclusions about relationships between constructs are not biased by measurement errors, and are equivalent to relationships between variables of perfect reliability.

In attaining the reliability of data, the findings would be tested if they are consistently the same if the study will be done over and the total population under the study is referred to reliability. The data were reliable because the yield a Composite Reliability above 0.6 across all constructs which is the threshold for reliability test (Falk and Miller, 1982). On other hand, internal consistency was used to assess reliability of the data which yielded acceptable Cronbach's Alpha of 0.812. To ensure content validity a pilot study of survey for 10 respondents were done to along to street number 6 so as to ensure and test the survey instrument. Convergent validity was measured by AVE which show that all extract was above recommended value (above 0.5). Nomological validity was tested by relating measurements to a theoretical model with standardized coefficients which attained a significant value greater than 0.2.

## **5. Presentation of the Finding**

### *5.1. Factor Analysis*

#### 5.1.1. Exploratory Factor Analysis

In performing exploratory analysis, principal axis factor analysis with varimax rotation analysis was done to assess the underlying structure of perceived trust on mobile money services usage by SME operation based on the survey questionnaires. The use of combination of more than one factor extraction shows that, all four constructs in the model yields eigen value for correlation matrix greater than 1 in the model and met the Kaiser's criterion which leads to retain only factors with confidence interval greater than one as per Table 2

Item	Reputation on MMS	Reliability on MMS	Integrity on MMS	SMEs Operations
COM2	0.8			
COM5	0.797			
COM4	0.756			
COM6	0.725			
REP2		0.684		
REP4		0.647		
REP6		0.634		
REP7		0.603		
REP5		0.599		
REP3		0.571		
REP8		0.542		
REP9		0.528		
REP10		0.434		
INT1			0.826	
INT2			0.825	
INT7			0.795	
INT4			0.583	
SOP2				0.834
SOP3				0.831
SOP1				0.821
Eigenvalues	7.467	2.097	2.025	1.847
Variance (%)	27.335	10.486	10.126	9.236
Variance (%)	27.335	37.821	47.947	57.183

Table 1: Rotated Component Matrix<sup>a</sup>

Source: Survey Data (2018)

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation Converged In 6 Iterations

The Exploratory Factor Analysis (EFA) as tabulated in Table 4.9 was the stepping-stone for Confirmatory Factor Analysis (CFA). In CFA, the explicit model of the factor structure were constructed and the data were statistically tested its fit by underlying their observed pattern (Matsunaga, 2011)

### 5.1.2. Confirmatory Factor Analysis

In this study confirmatory factor analysis was used to analyze theoretical constructs through the loading of the measures, error, variances and covariance (Hopper, et al, 2008). The process involves reviewing the EFA in order to ensure that original variables were reflecting the latent variables by confirming and harmonizing the original variables are organized in the Confirmatory Factor Analysis (CFA). At this stage he wanted to confirm and harmonize a belief about how the original variables are organised in a particular way using CFA. To carry out confirmatory factor analysis the measurement model was developed to test for specification error and correlation between the latent variables (Yong and Pearce, 2013). In this section, measurement models for the composite structure or variables are presented.

#### 5.1.2.1. Measurement for Baseline Model

In this study, in order to reach the baseline measurement model that fits both components, four individual measurement models were combined and CFA was run with maximum likelihood estimates in the Amos 20 to determine the fitness of the model. In order the model to fit well based on Hoe (2008) commonly applied fit indices require a model to achieve the following minimum requirements (CFI > 0.900, GFI > 0.900, AGFI > 0.800: Indicate good fit; RMSEA < .008: indicate Acceptable fit) and the ratio Chi-square to its degree of freedom (CMIN/DF < 3) to designate good fitness of the model. In order to improve the model some of the items that were affecting the significance of the model fitness were removed as proposed by Hooper, et al. (2008). Items with high covariance and high standardized regression weights (S.R.W) in the Modification Indeed (M.I) were removed in order to improve the model. The model was good fitted by meeting the above criteria whereby: Chi-square = 2.328; CFI = 0.931, GFI = 0.948, AGFI = 0.932: Indicate good fit; RMSEA=0.042 as per Figure 2.

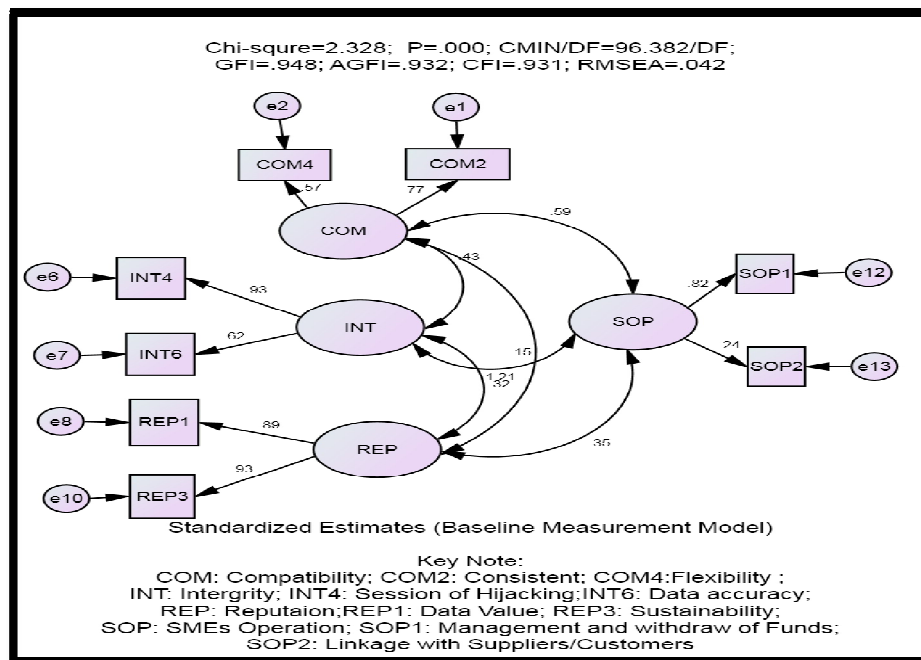


Figure 2: Baseline Measurement Model  
Source: Survey Data (2018)

5.1.2.2. Analysis of Structure Model

The structure model hypothesized the relationship between perceived trust and mobile money services (MMS) usage by SMEs operations in Tanzania was analyzed. The structural model retrieved from IBM Amos version 20 had a standardized regression weight (SRW) more than 0.40 in the default model which indicated a good fit model and hence indicate adequate fit as per Figure 3.

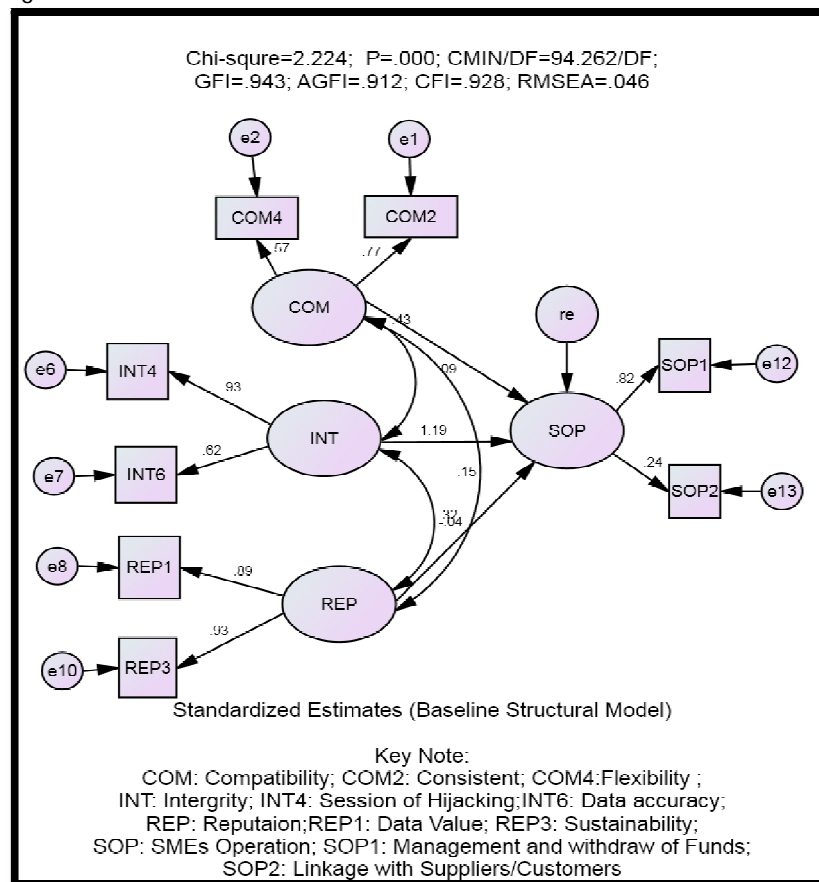


Figure 3: The Basic Structural Model  
Source: Survey Data (2018)

## 5.2. Basic Model Path Coefficients and Hypothesis Testing

The hypothesized relationships are examined against various coefficients and scores obtained from the analysis. In this research the hypotheses are tested based on the direction, strength and the level of significance of the path coefficients. A standardized paths coefficient, critical ratio (C.R) and significant level (p-value) was used in this study to test and evaluate the strength and the level of significance of the hypotheses. Testing hypotheses at each run was done for comparison purposes

### 5.2.1. The Influence of Compatibility on Mobile Money Services Usage by SMEs Operations

The first postulated relationship in this study hypothesized a positive and strong significant relationship between compatibility on mobile money services (MMS) usage and SMEs Operations in Dodoma, Tanzania. The analysis using Structure Equation Modeling (SEM) was done to determine the significance influence of compatibility on MMS usage by SMEs Operations in Dodoma city as postulated in Table 2

Path	Estimate	S.E.	C.R.	P	Label	Standardized Regression Weights	Results
SOP<--- COM	0.886	0.051	5.414	***	par_2	0.243	Accepted
COM4<---COM	0.886	0.150	5.922	***	par_1	0.573	Accepted
COM2<---COM	1.000					0.768	Accepted

Table 2: Structural Model Regression Weights and Standardized Regression Weights on Compatibility on Mobile Money Services Usage by SMEs Operations

The path leading from COM to SOP is used to examine the relationship between compatibility on mobile money services usage (MMS) and the SMEs Operations. The results from a standardized path coefficient ( $\gamma$ ) in Table 2 yield a positive standardized regression weights ( $\gamma = 0.243$ ). This indicates that compatibility on MMS usage is positively related to SMEs Operations in Dodoma city. In this study, the standardized path coefficient of 0.243 is above the recommended value of 0.2 is considered significant (Hoe, 2008). The results in the current study confirm a strong positive relationship between compatibility on MMS usage and SMEs Operations in Dodoma, Tanzania. In analyzing the path toward compatibility, both attributes namely consistency and flexibility had positive standardized regression weights which considered being significant. In this regards, mobile money services are compatible with SMEs operation and it has showed the great achievement in business undertaking even to execute petty transactions.

### 5.2.2. The Influence of Integrity on Mobile Money Services Usage by SMEs Operations

In explaining the influence of integrity on mobile money services usage by SMEs operation, AMOS version 20 were run and assisted to test the hypothesis. The results were used as the yardstick in accepting or rejecting of the stated hypothesis through critical ratio, p-value and standardized regression weight as shown in Table 3.

Path	Estimate	S.E.	C.R.	P	Label	Standardized Regression Weights	Results
SOP<--- INT	0.828	0.158	7.326	***	par_3	0.562	Accepted
INT6<--- INT	1.000				par_7	0.617	Accepted
INT4<---INT	1.509	0.104	14.445	***		0.931	Accepted

Table 3: Structural Model Regression Weights and Standardized Regression Weights on Integrity on Mobile Money Services Usage by SMEs Operations

The path leading from INT to SOP is used to examine the relationship between integrity on mobile money services usage (MMS) and the SMEs Operations. The results from a standardized path coefficient ( $\gamma$ ) in Table 3 yield a positive standardized regression weight ( $\gamma = 0.562$ ). This indicates that integrity on MMS usage is positively related to SMEs Operations. In this study, the standardized path coefficient of 0.562 is above the recommended value of 0.2 is considered significant (Hoe, 2008). The results confirm a strong positive relationship between integrity on MMS usage and SMEs Operations in Dodoma, Tanzania. In analyzing the path toward integrity, both attributes namely session of hijacking and data accuracy had positive standardized regression weights which considered being significant. In this regards, mobile money services have shown high integrity with SMEs operation and proves that there is trust embodied on MMS usage by SMEs operation.

### 5.2.3. The Influence of Reputation on Mobile Money Services Usage by SME Operations

In explaining the influence of reputation on mobile money services usage by SMEs operation, AMOS version 20 were run and assisted to test the hypothesis. This was the bench marker in accepting or rejecting of the stated hypothesis through critical ratio, p-value and standardized regression weight.

Path	Estimate	S.E.	C.R.	P	Label	Standardized Regression Weights	Results
SOP<--- INT	0.392	0.154	1.612	0.653	par_5	-0.418	Rejected
INT6<--- INT	1.000				par_6	0.933	Accepted
INT4<---INT	1.048	0.114	9.196	***		0.894	Accepted

*Table 4: Structural Model Regression Weights and Standardized Regression Weights on Reputation on Mobile Money Services Usage by SMEs Operation*

This hypothesis is examined using the path leading from REP to SOP which forms the relationship between reputations on mobile money services usage with SMEs operation in Dodoma city as illustrated in Table 4. The results from standardized path coefficient ( $\gamma$ ) in Table 4 yield a non-positive standardized regression weights ( $\gamma = -0.418$ ) which shows a weak non-positive relationship between reputation on mobile money services usage with SMEs operation. In this study, the standardized path coefficient of  $-0.418$  is below the recommended value of  $0.2$  which is recommended value to be considered for meaningful for discussion (Hoe, 2008). This means that reputation on mobile money services usage is not positively associated with SMEs operations. Surprising, all attributes namely data value and sustainability on mobile money services usage had a positive standardized paths coefficient is considered significant and meaningful for discussion as illustrated in Table 4 above. On other hand, analysis of the significant influence of organizational characteristics in Table 4 above has yield a critical ratio of  $1.612$  and  $p = 0.653$ . As argued by Hox and Bechger (2014) a relationship which has yields a critical ratio less than  $1.96$  and  $p$ -value greater than  $0.05$  is considered insignificant. Based on the findings, reputation on mobile money service usage to support SMEs operation was found insignificant. It is hence, mobile network service provider and other stakeholders to consider the reputation of the services offered by their services which will boost the reputation and hence increase the usage of MMS for SMEs operations.

## 6. Conclusion and Recommendation

The study concludes that compatibility on mobile money services has strong significant influence on SMEs Operations in Dodoma city, Tanzania. However, based on the discussion of the study, finding shows that, not all usefulness parameters support the uptake of mobile money services usage on SME business operation simply because are not worthwhile. This is due to the contextual issue such as geographical and country socio-economic setup in which SME operate which tend to explain the unique usefulness which is rewarding SMEs toward the usage of mobile money services for business operation. On other hand, reputation on mobile money was found to be insignificant with standardized path coefficients yielded non-positive value of  $0.418$  which was below the recommended value of  $0.2$  to explain the influence of reputation on mobile money services usage to support SME business operation. Surprising, all attributes namely, reputation and competence on mobile money services usage had a positive standardized paths coefficient which was considered to be significant. This is due to the fact that SMEs subsectors have taken the benefits and other factors leaving reputation in choosing the best technological channel in their business communication. In this context therefore, for reputation on mobile money services uptake does not explain the relationship on SMEs Operations in Tanzania. To evaluate the significant influence of integrity on mobile money service usage on SMEs business operation the standardized estimate and critical ratio in structural equation modeling was used. A yield of positive standardized path coefficient ( $\gamma$ ) of  $0.562$  indicated that integrity on mobile money services usage has positively association in influencing SMEs business operation in Tanzania. The results have also yielded a critical ratio of  $7.326$  and  $p$ -value of  $0.000$  which indicate a significant influence of integrity on mobile money services usage on SME business operation. Moreover, the two measure of integrity on mobile money services usage namely financial risk and performance risk were all found to be positive and significant. This shows that usage of mobile money services with high integrity by SMEs operators will induce and speed its usage in business operations in Dodoma city, Tanzania. The study concludes that, all stakeholders in mobile money services usage must take their pose to make sure that MMS usage is trusted. This means that the Bank of Tanzania (BoT) and Tanzania Communication Regulatory Authority (TCRA) must issue guidance in relation to the whole mobile money ecosystem which will assist to make checks and balances.

## 7. Study Implication

The study implies the contributions to the literature on SMEs operation being support by the perceived trust embodied on mobile money services usage. The study integrated two theories namely Innovation diffusion theory and consumer trust theory in explaining the relationship between the influences of perceived trust on mobile money services by SMEs operations in Dodoma. The study manages to attain Compatibility construct from Innovation Diffusion theory and integrate with reputation and integrity from consumer trusty theory and hence come up with robust model. Therefore, the construct used had a capacity to illustrate the relation between trust on MMS and the SMEs operations in Dodoma city.

The study also implies that, regulators (BOT and TCRA) are key players in mobile money services usage who make checks and balances in the whole mobile money services ecosystems. This means that, this study has become the eye opener for regulators to execute and make sure that mobile money services usage is done in highly rebuttable, integrity and such that the system must be compatible with SMEs operation through issuing guidelines and instruction to the SMEs and Mobile Network Service providers. Furthermore, the operators of SMES were implied that, they have to ensure that, the usage of mobile money services in their business operations is trusted. This will lead the SMEs to enjoy the services and use for business undertaking where the policy implications include recommendations for addressing policy issues relating to the development and speeding up the usage of technology in Dodoma city, Tanzania.



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