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Jesse Njoroge Munjogu and Dr. Mary Namusonge

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[1*] Jesse Njoroge Munjogu
Post Graduate Student: School of Business
Kenyatta University
***Corresponding Author's E-mail: njogunjoroge@gmail.com**

[2] Dr. Mary Namusonge
Lecturer, School of Business
Kenyatta University

Abstract

Purpose: To establish the influence of mobile money payment strategy on the performance of Nanyuki Water and Sewerage Company.

Methodology: The study utilized a descriptive research design.

Findings: The findings revealed that perceived ease of use, perceived costs, perceived trust and perceived usefulness have a positive and significant effect on the performance of NAWASCO. This was also supported by the regression results which revealed that perceived ease of use, perceived costs, perceived trust and perceived usefulness had a positive and significant effect n organization performance as supported by a beta coefficient of 0.111 and a p value of 0.004.

Unique contribution to theory, practice and policy: The general public will be informed about the influence of adoption of mobile money payment strategy on organization performance. This follows the maxim that 'information is power' and hence empowers the users as well as providers of the service gearing towards improved services. Nanyuki Water and Sewerage Company will be informed on the influence of adoption of mobile money payment strategy on organization performance. This will enable the management to make relevant adjustments so as to encourage their clients to pay their water bills using mobile money payment. This will make their operations easier and thus result to improved performance. For the policy makers and agencies like the Central bank of Kenya (CBK), the findings of this study will be important in informing the policy formulation especially with regard to regulating the mobile money transfer services. The research findings add dimension that may help improve policy direction with regard to regulation of MMT as well as factors that spur economic growth. As for scholars and academicians, this study will be important in providing information on the influence of adoption of mobile money payment strategy on organization performance. Nevertheless, the research will also suggests areas of further studies where future scholars and researchers can seek more knowledge or better still corroborate emerging theories.

Keywords: *Perceived Ease of Use, Perceived Costs, Perceived Trust, Perceived Usefulness, Performance*

INTRODUCTION

Background

Mobile money has revolutionized the provision of financial services in the developing world. A large proportion of population in these countries lack access to basic financial services provided by the banks. This results in limited market exchange, risk enhancement and inadequate opportunities to save. Further, the households rely on informal channels of financial services at extremely high transaction costs. In such a scenario, several initiatives to utilize mobile phones for the provision of financial services to people with no access to formal banking has gone a long way (Kaba & Osei-Bryson, 2011).

These services include long distance remittances, micropayments, provision of an alternative currency wherein prepaid mobile airtime can be exchanged, transferred and bartered. This revolutionary concept has tremendous implications for financial development and inclusion an important policy goal for the developing economies (Tan, Tan & Ooi, 2011). Mobile money has become a "win-win" story of development of financial services with a technological base in many ways. First of all, it provides access to cash and means of payment to the "unbanked" population at a reduced cost. It also offers them a way of admission to a network of individuals, merchants and organizations which can provide these financial services (Tobbin, 2010).

Financial institutions view this form of "branchless banking" as a way to extend profitable services to the low income customers. It is also a fertile ground of opportunity for the providers of health insurance, savings and lending products. Besides this, mobile phone operators are also viewing this concept as a means to increase the loyalty of their customers towards them by offering it as a potential service (Dolan, 2009).

Mobile phones have become one of the main primary forms of telecommunication worldwide. Mobile phone technology has had a profound effect on our society. The ability to communicate from almost anywhere has transformed the way we live our lives as well as the way business is done. This proliferation of mobile phone use has inspired the development of numerous value-added services that have been widely adopted globally. For many, this platform has created a new avenue to market, sell and deliver services to consumers across socioeconomic classes (Mesfin, Gronli, Ghinea & Younas, 2015). One promising area of mobile commerce receiving growing attention globally is mobile payment. Carr (2007) defines mobile payments "as any payment where a mobile device is used to initiate, authorize and confirm an exchange of financial value in return for goods and services". They can then be categorized as micropayments or macro payments that are local or remote in nature.

With an increasingly, widespread use of mobile phones by consumers in the emerging markets, mobile money transfer is not just a fad but a great phenomenon. The introduction of prepaid cards and the fallen prices of mobile handsets have lead to a rapid spread of mobile phones in the emerging economies (Tobbin & Kuwornu, 2011). This has opened up diverse opportunities for it to be used over and above voice communication. At the centre of this experience which comes from the convergence of advanced mobile communication technologies and the ability to use it

for data services is mobile money transfer. There are currently over 2 billion mobile phone users and thus exceeding the number of banked people in the Emerging Economies (Hughes & Lonie, 2007).

This prominent emerging service is used to loosely refer to money stored using the SIM (subscriber identity module) as an identifier as opposed to an account number in the conventional banking sense. A notational equivalent in value is then kept on the SIM within the mobile phone, which is also used to transmit payment instructions. The corresponding cash value is physically held by the MNO, a bank or another third party depending on the business model (Donner & Tellez, 2008). MNOs and their agents provide an interface between the two sides through cash-out (issuing cash on demand) or cash-in (convert cash to notational equivalent) functions providing convertibility between mobile money and cash (Morawczynski & Pickens, 2009).

There is great excitement about mobile money for two main reasons. Firstly, mobile money through an increasingly large mobile phone user base provides a platform that could potentially be leveraged to service the financial needs of the poor (Hughes & Lonie 2007; Mas & Kumar, 2008; Morawczynski & Pickens 2009). In the developing world, where the reach of banking infrastructure is severely limited, this is a big deal especially if we can reach more people faster and cheaper. Secondly, others believe that successful mobile money has the ability to enable and catalyze the development of mobile commerce (Hu, Li *et al.*, 2008), particularly in the developing world. The downside is that current implementations tend to operate only within an MNO's network locking-in customers, and excluding other potential players in the sector (Ndiwalana & Popov, 2008).

Although, innovations like mobile money are a unique way of providing financial services to a large proportion of households, it cannot be easily adopted in all developing economies. There is a need to create an environment supporting regulatory oversight which supports the concurrent achievements of financial access and stability. Considering the volatile nature of some developing economies, it is not possible to achieve these goals simultaneously. This explains why mobile money is not so much of a success in all the developing economies, which have introduced it. High levels of perceived risk can also be another major barrier in adoption of such type of innovation. For instance, in South Africa, people using mobile phones for financial services are better educated and wealthier than the average South African individual with a bank account. Hence, it would be even harder for an unbanked individual from South Africa to adopt this innovation (Donner & Tellez, 2012). Mistrust and unawareness can be other primary reasons for not adopting such innovations.

Problem Statement

In Kenya, adoption of mobile money payment strategy has been on the increase even by the corporate organizations (Ojanji, 2013). For instance, Nanyuki Water and Sewerage Company offer mobile money payments services to its customers using Safaricom's M-PESA as the mobile payment service available for that purpose. However, only 1 percent of bills are paid by mobile money despite the widespread knowledge on the advantages of using mobile money payment (NAWASCO, 2015). This is an indicator of poor uptake of mobile money payment strategy. Poor strategy implementation has a direct relationship to poor organization performance which implies that the organization performance of Nanyuki Water and Sewerage Company is

poor. This can be evidenced by a NAWASCO (2015) report which posited that in Nanyuki Water and Sewerage Company, despite the fact that there are several mobile operators, the adoption and usage of the mobile payment technology has been disappointing. Hence, this study sought to establish the influence of adoption of mobile money payment strategy on organization performance in Nanyuki Water and Sewerage Company.

Research Objective

General objective

The general research objective of this study was to establish the influence of adoption of mobile money payment strategy on organization performance in Nanyuki Water and Sewerage Company.

Specific Objectives

- To establish the influence of perceived ease of use on organization performance in Nanyuki Water and Sewerage Company.
- To investigate the influence of perceived costs on organization performance in Nanyuki Water and Sewerage Company.
- To determine the influence of perceived trust on organization performance in Nanyuki Water and Sewerage Company.
- To examine the influence of perceived usefulness on organization performance in Nanyuki Water and Sewerage Company.

THEORETICAL REVIEW

The study was guided by innovation diffusion theory and technology acceptance model.

Innovation Diffusion Theory (IDT)

Rogers (1983) used the innovation diffusion theory (IDT) to explain the process of innovation adoption. The IDT theory which was founded on sociology has five different set of variables (including variables for perceived characteristics of innovations and nature of social systems) which have been used to study a variety of innovations since 1960's.

Rogers (1983) identified five general attributes that consistently influenced the adoption of innovations. Relative Advantage: - The degree to which an innovation is perceived as being better than its precursor (Rogers, 1983; Moore & Benbasat, 1991). Compatibility:- The extent to which the innovation is perceived as being in line with values, needs and experiences of perspective adopters (Hernandez & Mazzon, 2006); Complexity:- The degree to which an innovation is perceived as difficult to understand and use (Rogers, 1983). Observability:-The degree to which the results of an innovation are visible to others (Rogers, 1983).Trialability:- The extent to which the innovation can be experienced before its actual adoption (Hernandez & Mazzon, 2006).

With the exception of the complexity construct which has a negative relationship with adoption, each of the remaining four constructs namely: relative advantage, compatibility, observability and trialability, has a positive relationship with the intention to adopt an innovation.

Moore and Benbasat (1991) reinforcing Tornatzky and Klein argument, explained that the very definition given to relative advantage in the model puts the emphasis on the perception that people have on the innovation itself which is different from the perception someone has on a person actually using the innovation in question.

Thus to Moore and Benbasat, the key to innovation diffusion lies in the positive perception of the status (image) that one is perceived to acquire by using that innovation. For the voluntariness of use construct, Moore and Benbasat reasoned that whether individuals are free or not free to adopt or reject an innovation must be considered. The more free an individual is to adopt or the greater the pressure on an individual to reject an innovation, the higher the odds that these innovation or technology will be adopted. This theory was relevant to this study since the study sought to determine the influence of adoption of mobile money payment on organization performance.

Technology Acceptance Model (TAM)

TAM is an information systems theory that models how users accept and use a technology. The model suggests that when users are presented with a new technology, two specific factors influence their decision about, how and when they will use it. These are 'perceived usefulness', which refers to the degree to which a person believes that using a particular application system would enhance his or her job performance; and 'perceived ease-of-use', which is the degree to which a person believes that using a particular system would be free from effort (Davis, 1989).

Technology Acceptance Model (TAM) was originally proposed by Davis in 1986. Legris, Ingham, and Collerette (2003) in their study found out that TAM has proven to be a theoretical model in helping to explain and predict user behavior of information technology. According to Ajzen and Fishbein (1980) TAM is considered an influential extension of theory of reasoned action (TRA). Davis, Bagozzi, and Warshaw (1989) proposed TAM to explain why a user accepts or rejects information technology by adapting TRA. TAM provides a basis, with which one can trace how external variables influence belief, attitude, and intention to use two cognitive beliefs as posited by TAM: perceived usefulness and perceived ease of use. According to TAM, one's actual use of a technology system is influenced directly or indirectly by the user's behavioral intentions, attitude, perceived usefulness of the system, and perceived ease of the system. TAM also proposes that external factors affect intention and actual use through mediated effects on perceived usefulness and perceived ease of use.

METHODOLOGY OF THE STUDY

The study utilized a descriptive survey research design and the target population comprised of all the customers queuing for services at Nanyuki Water and Sewerage Company. The study used a formula to calculate the sample size. The sample size was 150 customers queuing for services at Nanyuki Water and Sewerage Company. The study used primary data which was largely quantitative and descriptive in nature. The study used a structured questionnaire containing both open and close ended questions. The questionnaires were self administered with the help of two research assistants using a drop and pick later method**.** After quantitative data was obtained through questionnaires, it was prepared in readiness for analysis by editing, handling blank responses, coding, categorizing and keyed into statistical package for social sciences (SPSS) computer software for analysis. Descriptive and inferential statistics were used to analyze data.

Microsoft excel was used to complement SPSS in data analysis. The particular descriptive statistics included frequencies and means while the particular inferential statistics were correlation analysis and regression. Correlation analysis established the association between the variables while a multiple linear regression model was used to test the significance of the influence of the independent variables on the dependent variable. The choice and justification of using multiple linear regression model was that it is useful in testing the causal/effect relationship variables. The results were presented in form of tables and charts.

RESULTS OF THE STUDY

Response Rate

The number of questionnaires that were administered to all the customers queuing for services at Nanyuki Water and Sewerage Company was 150. A total of 123 questionnaires were properly filled and returned. This represented an overall successful response rate of 82% as shown on Table 1.

Table 1: Response Rate

Response	Frequency	Percent
Returned	123	82%
Unreturned	27	18%
Total	**150**	**100%**

Demographic Characteristics

The respondents were asked to describe their basic characteristics such as gender of the respondent, age of the respondent, level of education and years served by NEWASCO. Results revealed that majority (55%) of the respondents were male while (45%) of the respondents were female. This implies that majority of NAWASCO customers are men. Results also revealed that 35% of the respondents indicated 36-45 years, 27% of the respondents indicated 26-35 years, 20% of the respondents indicated 46-55 year, 11% of the respondents indicated above 55 years while 7% of the respondents indicated below 25 years. This implies that majority of NAWASCO customers are between the ages of 26-45 years. Results also revealed that 40% of the respondents indicated college level, 31% of the respondents indicated secondary level, 23% of the respondents indicated graduate level while 6% of the respondents indicated post graduate level. This implies that majority of NAWASCO customers are knowledgeable. This implies that they can make good judgment about the services offered by the organization. Results also revealed that 28% of the respondents indicated more than 7 years, 27% of the respondents indicated 5-7 years, 26% of the respondents indicated 2-5 years while 19% of the respondents indicated below 1 year. This implies that majority of the customers have received services from NAWASCO for more than 5 years. Further, results revealed that majority 64% of the respondents indicated water services while 36% of the respondents indicated sewerage services. This implies that water services are more demanded than sewerage services.

Descriptive Statistics

This section presents the descriptive results on perceived ease, perceived cost, perceived trust and perceived usefulness.

Perceived Ease of use

The first objective of the study was to establish the influence of perceived ease of use on organization performance in Nanyuki Water and Sewerage Company. The respondents were asked to respond to statements on perceived ease. The responses were rated on a five likert scale as presented in Table 2. Majority (75%) of the respondents agreed with the statement that mobile money payment is easy to use, 79% agreed with the statement that learning how to use mobile money payment is simple, 73% of the respondents agreed that mobile money payment user experience is straight forward while 80% of the respondents agreed that it is extremely easy to be familiarized with the use of mobile money payment. On a five point scale, the average mean of the responses was 3.89 which mean that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 1.23.

Table 2: Perceived Ease of Use

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Mobile money payment is easy to use.	7.30%	10.60%	7.30%	39.00 %	35.80%	3.85	1.23
Learning how to use mobile money payment is simple.	7.30%	7.30%	6.50%	34.10 %	44.70%	4.02	1.22
Mobile money payment user experience is straight forward.	9.80%	9.80%	8.10%	39.80 %	32.50%	3.76	1.28
It is extremely easy to be familiarized with the use of mobile money payment.	6.50%	11.40%	4.10%	39.00 %	39.00%	3.93	1.22
Average						**3.89**	**1.23**

Perceived Cost

The second objective of the study was to investigate the influence of perceived costs on organization performance in Nanyuki Water and Sewerage Company. The respondents were asked to respond to statements on perceived costs. The responses were rated on a five likert scale as presented in Table 3. Majority (73%) of the respondents disagreed with the statement that the cost of mobile money payment is high, 78% agreed with the statement that mobile money payments services are worthwhile to use, 81% of the respondents agreed that mobile money payment services should be offered at a cheaper price while 87% of the respondents agreed that the use of mobile money payment services is cost effective. On a five point scale, the average mean

of the responses was 3.97 which means that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 1.18.

Table 3: Perceived Costs

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
The cost of mobile money payment is high.	43.90%	29.30%	4.90%	16.30%	5.70%	2.11	1.29
Mobile money payments services are worthwhile to use.	7.30%	10.60%	4.10%	39.00%	39.00%	3.92	1.23
Mobile money payment services should be offered at a cheaper price.	5.70%	8.10%	4.90%	42.30%	39.00%	4.01	1.13
Use of mobile money payment services is cost effective.	7.30%	5.70%	0.80%	45.50%	40.70%	4.07	1.14
Average						**3.53**	**1.20**

Perceived Trust

The third objective of the study was to determine the influence of perceived trust on organization performance in Nanyuki Water and Sewerage Company. The respondents were asked to respond to statements on perceived trust. The responses were rated on a five likert scale as presented in Table 4. Majority (87%) of the respondents agreed with the statement that they trust the use of mobile money payment services, 93% agreed with the statement that the use of mobile money payment is not fraudulent, 95% of the respondents agreed that the use of money payment debits their water account accordingly, however, 94% of the respondents disagreed with the statement that they were afraid that using mobile money payment services to pay their water bill will lead to loss of money. On a five point scale, the average mean of the responses was 3.59 which means that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 0.86.

Table 4: Perceived Trust

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
I trust the use of mobile money payment services.	5.70%	4.90%	2.40%	48.80%	38.20%	4.09	1.056
Use of mobile money payment is not fraudulent.	2.40%	3.30%	0.80%	55.30%	38.20%	4.24	0.831
Use of money payment debits my water account accordingly.	0.80%	3.30%	0.80%	50.40%	44.70%	4.35	0.735

I am afraid that using mobile money payment services to pay my water bill will lead to loss of money.	47.20%	47.20 %	0.80%	2.40%	2.40%	1.66	0.828
Average						**3.59**	**0.86**

Perceived Usefulness

The fourth objective of the study was to examine the influence of perceived usefulness on organization performance in Nanyuki Water and Sewerage Company. Results in Table 5 show that most (94%) of the respondents agreed with the statement that the use of mobile money payment services saves time, 96% agreed with the statement that the use of mobile money payment is reliable, 95% agreed that the use of mobile money payment is fast, 95% of the respondents agreed that the use of mobile money payment is effective compared to other modes of payment, 95% of the respondents agreed that the use use of mobile money payment helps to save resources while 95% agreed that the use of mobile money payment helps to leverage mobility (tack movement) of payments. On a five point scale, the average mean of the responses was 4.4 which means that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 0.82.

Table 5: Perceived Usefulness

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Use of mobile money payment services saves time.	2.4%	3.3%	0.0%	50.4%	43.9%	4.3	0.8
Use of mobile money payment is reliable.	2.4%	1.6%	0.8%	54.5%	40.7%	4.3	0. 8
Use of mobile money payment is fast.	2.4%	2.4%	0.0%	48.8%	46.3%	4.3	0.8
Use of mobile money payment is effective compared to other modes of payment.	3.3%	1.6%	0.0%	43.1%	52.0%	4.4	0.9
Use of mobile money payment helps to save resources.	2.4%	2.4%	0.0%	39.0%	56.1%	4.4	0.8
Use of mobile money payment helps to leverage mobility (tack movement) of payments.	2.4%	2.4%	0.0%	50.4%	44.7%	4.3	0.8
Average						**4.4**	**0.8**

Organization Performance

The respondents were asked to indicate whether the adoption of mobile money payment strategy influences the performance of Nanyuki Water and Sewerage Company. Table 6 reveals that majority (56%) of the respondents indicated yes while 44% of the respondents indicated no. This implies that majority of the customers believe that the adoption of mobile money payment strategy influences the performance of NAWASCO.

Table 6: Adoption of mobile money payment

Response	Percent
No	43.9
Yes	56.1
Total	**100**

The respondents who said yes were further asked to respond to statements on organization performance. The responses were rated on a five likert scale as presented in Table 7. Majority of 96% (51%+45%) of the respondents agreed with the statement that the use of mobile money payment improves service delivery of sewerage services, 96% agreed with the statement that the use of mobile money payment improves water supply services,, 96% of the respondents agreed that the use of mobile money payment reduces lead time in access to services, 69% of the respondents agreed that the use of mobile money payment reduces amounts of unaccounted for water, 96% agreed that the use of mobile money payment improves institutional and financial management, however, 62% of the respondents disagreed with the statement that the use of mobile money payment improves customer relations and company image. On a five point scale, the average mean of the responses was 4.37 which means that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 0.74.

Table 7: Organization performance

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Improved service delivery of sewerage services.	1.60%	2.40%	0.00%	51.20%	44.70%	4.35	0.76
Improved water supply services.	1.60%	2.40%	0.00%	52.80%	43.10%	4.33	0.75
Reduced lead time in access to services.	1.60%	1.60%	0.80%	52.80%	43.10%	4.34	0.73
Reduced amounts of unaccounted for water.	22.00%	8.90%	0.00%	31.70%	37.40%	4.43	0.70
Improved customer relations and company image.	41.50%	19.50%	0.00%	22.80%	16.30%	4.38	0.73
Improved institutional and financial management.	2.40%	0.80%	0.00%	46.30%	50.40%	4.41	0.77
Average						**4.37**	**0.74**

Inferential Statistics

Inferential analysis was conducted to generate correlation results, model of fitness, and analysis of the variance and regression coefficients.

Correlation Analysis

Table 8 below presents the results of the correlation analysis. The results revealed that perceived ease of use and organization performance are positively and significantly associated (r=0.413, p=0.000). The table further indicated that perceived cost and organization performance are negatively and significantly associated (r=-0.380, p=0.000). It was further established that perceived trust and organization performance are positively and significantly associated (r=0.809, p=0.000). Similarly, results showed that perceived usefulness and organization performance are positively and significantly associated (r=0.556, p=0.000). This implies that a change in any unit of the variables leads to a significant change in the organization performance.

Table 8: Correlation Matrix

		Organization Performance	Perceived Ease of Use	Perceived Cost	Perceived Trust	Perceived Usefulness
Organization Performance	Pearson Correlation	1.000				
	Sig. (2-tailed)					
Perceived Ease of Use	Pearson Correlation	0.413	1.000			
	Sig. (2-tailed)	0.000				
Perceived Cost	Pearson Correlation	-0.380	0.366	1.000		
	Sig. (2-tailed)	0.000	0.000			
Perceived Trust	Pearson Correlation	0.809	0.189	0.102	1.000	
	Sig. (2-tailed)	0.000	0.036	0.262		
Perceived Usefulness	Pearson Correlation	0.556	0.389	0.445	0.293	1.000
	Sig. (2-tailed)	0.000	0.000	0.000	0.001	

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

* Correlation is significant at the 0.05 level (2-tailed).

Regression Analysis

The results presented in Table 9 present the fitness of model used of the regression model in explaining the study phenomena. Perceived ease of use, perceived cost, perceived trust and perceived usefulness were found to be satisfactory variables in performance. This is supported by coefficient of determination also known as the R square of 81%. This means that perceived ease of use, perceived cost, perceived trust and perceived usefulness explain 81% of the variations in the dependent variable which is performance of NAWASCO. This results further means that the model applied to link the relationship of the variables was satisfactory.

Table 9: Model Fitness

Indicator	Coefficient
R	0.900
R Square	0.810

In statistics significance testing the p-value indicates the level of relation of the independent variable to the dependent variable. If the significance number found is less than the critical value also known as the probability value (p) which is statistically set at 0.05, then the conclusion would be that the model is significant in explaining the relationship; else the model would be regarded as non-significant.

Table 10 provides the results on the analysis of the variance (ANOVA). The results indicate that the overall model was statistically significant. Further, the results imply that the independent variables are good predictors of performance. This was supported by an F statistic of 125.60 and the reported p value (0.000) which was less than the conventional probability of 0.05significance level.

Table 10: Analysis of Variance

Indicator	Sum of Squares	df	Mean Square	F	Sig.
Regression	22.873	4	5.718	125.592	0.000
Residual	5.373	118	0.046		
Total	28.246	122			

Regression of coefficients results in Table 11 shows that perceived ease and organization performance are positively and significantly related (β=0.111, p=0.004). The table further indicates that perceived trust and organization performance are positively and significantly related (β=0.771, p=0.000). It was further established that perceived usefulness and organization performance were positively and significantly related (β =0.329, p=0.000) while perceived cost and organization performance were negatively and significantly related (β = -0.142, p=0.001).

Table 11: Regression of Coefficients

Variable	B	Std. Error	t	Sig.
(Constant)	1.273	0.271	4.703	0.000
Average perceived ease of use	0.111	0.037	2.958	0.004
Average perceived cost	-0.142	0.041	-3.421	0.001
Average perceived trust	0.771	0.046	16.613	0.000
Average perceived usefulness	0.329	0.069	4.755	0.000

Thus, the optimal model for the study is;

Organization Performance of NAWASCO= *1.273+ 0.111* Perceived Ease of Use + *-0.142* Perceived Cost + *0.771* Perceived Trust + *0.329* Perceived Usefulness

CONCLUSIONS

Based on the findings above the study concluded that perceived ease of use, perceived cost, perceived trust and perceived usefulness influence the performance of NAWASCO. The study concluded that perceived ease of use, perceived trust and perceived usefulness of mobile money payment strategy have an active and direct role in organization performance. Further, the study concluded that perceived cost has an active and indirect role in organization performance. Perceived cost was defined as the transaction price, registration fee, or cost of a new device if one is needed to use the service.

RECOMMENDATIONS

Based on the research findings, the study recommended that the organization should sensitize its customers on the use of mobile money services. This will lead to improved performance. The study also recommended that the organization should come up with effective measures to further lower the cost of using mobile money services. Some customers still consider the cost of using mobile money services as too high. In addition, the study recommended that the organization need to devise a mechanism on how to promote customer relations while using the mobile money services.

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