

“Differences in Generation Y male and female customers’ perceived mobile banking trust, information, and system quality”

AUTHORS

Marko van Deventer 

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Marko van Deventer, Ph.D., Associate Professor, Economic and Management Sciences Faculty, Management Sciences Department, North-West University, South Africa.

Marko van Deventer (South Africa)

DIFFERENCES IN GENERATION Y MALE AND FEMALE CUSTOMERS' PERCEIVED MOBILE BANKING TRUST, INFORMATION, AND SYSTEM QUALITY

Abstract

Trust is key to mobile banking adoption, shaping customer confidence in the service. Trusting behaviors and expectations vary between genders and across generational cohorts, influenced by factors like system and information quality. As such, the purpose of this study was to determine whether South African Generation Y male and female banking customers differ in their mobile banking trust, system, and information quality. In accordance with a descriptive research design, self-administered surveys were voluntarily distributed to 334 South African mobile banking participants. Using structural equation modeling, the study found that, among the male participants, the system quality of mobile banking predicts their mobile banking trust ($\beta = 0.72, p < .001$) and perceived information quality of the system ($\beta = 0.94, p < .001$). However, their mobile banking trust had an insignificant influence on their perceived information quality ($\beta = -0.04, p > .001$). For female Generation Y banking customers, mobile banking system quality was a significant predictor of both trust ($\beta = 0.53, p < .001$) and information quality ($\beta = 0.69, p < .001$). In addition, the path between trust and information quality was statistically significant ($\beta = 0.17, p < .05$). Determining the role of trust and its relationship between information and system quality of mobile banking among males and females is essential for understanding customer behavior, enhancing user experience, mitigating perceived risk, and guiding strategic decision-making in the mobile banking industry.

Keywords

structural equation modeling, mediation analysis, mobile commerce, banking systems, financial behavior

JEL Classification

G21, L81, M31

INTRODUCTION

In contrast to traditional offline banking, mobile banking is increasingly capturing the attention of both industry practitioners and academic researchers (Souiden et al., 2021). In line with trends seen across various sectors, banks are confronted with a dynamic business landscape, prompting them to acknowledge the significance of adapting and broadening their services in response to technological advancements (Latinia, 2024; Souiden et al., 2021). Many banks have embraced technology by integrating interactive websites, online services, and mobile applications into their offerings (Souiden et al., 2021). This strategic move is believed to enhance competitiveness and performance while simultaneously enhancing customer retention and satisfaction (Klimenko, 2023; Windasari et al., 2022). Mobile banking stands out as one of the latest electronic-based self-service delivery channels (Baabdullah et al., 2019; Wavetec, 2024), and refers to a channel that facilitates customer interaction with a bank to conduct banking transac-



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tions conveniently, anytime and anywhere (Shankar & Rishi, 2020), at reduced physical and monetary costs (Laukkanen, 2016). This is accomplished using mobile devices, such as mobile phones (Shankar et al., 2020).

For many banks, the shift towards offering services like mobile banking constitutes a key aspect of their future growth strategy (Albashrawi et al., 2019; Latinia, 2024). On a global scale, a growing number of banks are investing significant resources into expanding and refining their mobile banking services, driven by the overarching objective of improving customer satisfaction and realizing associated advantages (Ciunova-Shuleska et al., 2022). From the bank's perspective, mobile banking offers increased operational efficiency (Malaquias & Hwang, 2019) and represents an appealing banking platform (Zhang et al., 2018). The ongoing innovation and enhancement of mobile banking have the potential to attract a larger user base, giving retail banks a competitive edge in the market and ensuring a profitable return on investment in this technology (Sharma et al., 2017). Additionally, by delivering better low-cost banking services and overall value, mobile banking is expected to drive up revenues and profits for retail banks (Giovanis et al., 2019). Furthermore, the widespread availability of mobile banking services has the capability to extend banking services to unbanked populations globally, positioning mobile banking as a conduit for improving the overall financial performance of retail banks (Nyoka, 2018). In essence, strategic investment in mobile banking is deemed crucial for retail banks looking to bolster their financial performance and retain a competitive edge in the ever-evolving financial landscape. However, this envisioned growth strategy can only be realized if there is a substantial increase in the number of mobile banking users. Therefore, the challenge of establishing trust within mobile banking becomes pivotal for long-term efficiency and strategy implementation (Geebren et al., 2021).

1. LITERATURE REVIEW

Generation Y (millennials or youth) has been selected as the target demographic for this study due to several compelling factors. Representing a significant portion of both the global population (around one-third) and the population in South Africa (over one-third) (Statistics South Africa, 2023; Miller & Lu, 2018), these demographic forms a substantial and lucrative customer banking segment. Generation Y individuals are known for their influence on others' opinions (Werenowska & Rzepka, 2020), their trendsetting capabilities (Berger, 2019), and their willingness to embrace innovative technology (Ubl et al., 2023). In the mobile banking sector, these consumers not only adopt new technologies swiftly but also encourage their peers to do the same, driving the evolution of digital banking solutions. Despite their technological savviness, they prefer technologies that are straightforward and user-friendly, avoiding overly complex systems (Windasari et al., 2022). With their larger disposable income (McCorvey & Cheung, 2024) and quick adaptation to technological advancements (Purani et al., 2019), Generation Y represents an attractive market for banks aiming to enhance mobile banking adoption (Thusi & Maduku, 2020).

Understanding gender differences in mobile banking trust, information, and system quality is key for improving user experience, reducing perceived risks, and informing strategic decisions in the mobile banking industry (Yuen, 2022).

Trust is widely acknowledged as a fundamental aspect of human social interactions (Liu et al., 2019), and it plays a significant role in shaping customer behavior (Dang et al., 2020). Previous studies have indicated that establishing trust online is a delicate process, challenging to cultivate yet easily disrupted (Stouthuysen, 2020). Consequently, existing e-commerce literature has emphasized the positive impact of trust on various aspects of customer behavior (Lin et al., 2019). Trust encompasses a range of perspectives and concepts, drawing from fields such as "psychology, sociology, organizational behavior, economics, strategy, marketing, decision-making, and information systems" (Mayer et al., 1995). Trust entails one party's anticipation of certain actions by another party and the perceived risk related to those actions (McKnight & Chervany, 2001). Trust plays an important role in mitigating uncertainty (Kanani & Glavee-Geo, 2021) and is fundamental to mobile banking adoption and usage (Zhu & Wang,

2022). Operationalizing trust in mobile banking involves aggregating customer beliefs regarding integrity, customer-bank relationships, and ability. This operationalization seeks to gauge the degree to which customers perceive the mobile banking system as embodying these qualities, ultimately shaping their willingness to rely on mobile banking for financial transactions (Gefen et al., 2003). Customers require assurance that their personal and financial data will be safeguarded, and that the mobile banking system will perform as expected (Roh et al., 2024).

This paper is grounded in an adapted version of the information systems success model presented by DeLone and McLean (2003), within the context of mobile banking. According to this model, information and system quality are key factors for assessing a particular system's success. Furthermore, numerous studies have confirmed the correlation between trust and information quality (Geebren et al., 2021; Sarkar et al., 2020), as well as the relationship between system quality and trust (Kim et al., 2023; Sarkar et al., 2020).

System quality is individuals' perception regarding a particular system's overall performance quality (DeLone & McLean, 1992). In simpler terms, system quality pertains to the technical features of the mobile banking service, encompassing reliability, usability, performance, and security (Tam & Oliveira, 2017). Mobile banking customers anticipate mobile banking applications to operate seamlessly, without any glitches or interruptions (Sharma & Sharma, 2019). Additionally, they want assurance that their transactions are secure and shielded from unauthorized access (Ivanova & Kim, 2022). This aspect of system quality holds particular significance in the mobile banking context, primarily due to the privacy of the providers of this service (Choudrie et al., 2018). The lack of these attributes could prompt mobile banking users to doubt the service provider's capability to provide satisfactory service, potentially reducing users' inclination to use mobile banking and adversely affecting their trust in the mobile banking service (Zhou, 2011). Conversely, when customers perceive the system quality of mobile banking to be high, it strengthens their trust in the service. The influence of system quality on mobile banking trust has been verified by Geebren et al. (2021).

They found that system quality, which includes factors like navigational structure and visual appeal, influences users' trust in mobile commerce technologies. This finding aligns with previous studies on mobile commerce (Sarkar et al., 2020; Zhou, 2012b), which established that system quality has a positive impact on customers' trust in mobile banking. Expanding on these conclusions, this study proposes that customers who perceive mobile banking as reliable, user-friendly, and stable for financial transactions are likely to have a trusting attitude toward mobile banking. In essence, adequate system quality is believed to have a positive effect on trust in mobile banking.

Information quality is a primary factor that influences trust, satisfaction, and usage within information systems and e-business environments (Motiwalla et al., 2019). In a cyberspace environment, information quality plays a crucial part in defining consumers' online experiences. In numerous instances, mobile banking customers must depend on their opinions about the quality of the mobile banking system generated information (Gao & Waechter, 2017). As such, high-quality banking and financial information, which encompass attributes such as correctness, pertinence, timeliness, comprehensiveness, and availability (Zhu & Wang, 2022) is important to bolster customer trust. Substandard information quality can lead to notable issues from a customer standpoint. That is, inaccurate, outdated, and inappropriate information may raise doubts about the reliability and truthfulness of mobile banking, consequently lowering customer trust levels (Zhou, 2011). In addition, low-quality information may require mobile banking users to expend more effort in deciphering the information, leading to increased operational complexity (Zhou, 2013). On the contrary, high information quality enhances their trust in the mobile banking service (Zhu & Wang, 2022), which is pivotal in shaping the quality of information provided by the mobile banking system. This is because users who have confidence in the mobile banking service are more inclined to view the information offered through the system as dependable, precise, and pertinent. Consequently, the relationship between mobile banking trust and information quality is mutually reinforcing, creating a symbiotic relationship. Understanding the interplay between mobile banking trust and

information quality is essential for mobile banking providers. Cultivating trust through measures such as security, reliability, and transparency can positively impact users' perceptions of information quality. Therefore, this study posits that mobile banking trust influences the quality of information in mobile banking.

Literature also indicates that trust functions as a mediator between customers' perceptions of mobile banking information and system quality (Kassim et al., 2012). When customers view mobile banking information as accurate, relevant, and up-to-date, and perceive the system quality as high (e.g., user-friendly interface, fast and reliable performance), it strengthens their trust in the mobile banking service. Conversely, doubts about information accuracy or system reliability may diminish trust. Additionally, it is hypothesized that customers who perceive high system quality in mobile banking will also perceive high information quality, regardless of the trust mechanism. Given this mediating relationship, this study postulates that there is a mediating relationship between trust, mobile banking information and system quality.

Furthermore, several researchers have examined the relationship between system quality and information quality (Gorla et al., 2010; Hasan et al., 2013). These studies suggest a positive correlation between system quality and information quality. Consistent with this research, this paper posits that the quality of the mobile banking system positively impacts the information quality provided by mobile banking services. In summary, this paper investigates the perspectives of Generation Y male and female customers regarding mobile banking trust, information quality, and system quality, and to ascertain whether there are differences between males and females in these regards.

Demographics aid managers in identifying suitable market segments and the most viable ones for market penetration (Mokhlis, 2012). As such, differences in gender behaviors, reactions, and opinions are significant considerations in market segmentation, including for retail banks (Chan et al., 2015). Across different generations and gender groups, individuals express diverse needs and have varying expectations regarding the same

service (Khare, 2012). That is, the way male and female customers perceive mobile banking, especially mobile banking trust, information quality, and system quality, may vary. Notable distinctions between men and women have been observed in everyday technology use contexts (Liao, 2015; Berraies et al., 2017). However, in the context of mobile banking, gender differences, particularly among Generation Y, regarding trust, information and system quality remain relatively unexplored in South Africa.

In conclusion, Generation Y has been selected as the target demographic due to its significant representation, technological expertise, and influence on mobile banking adoption. Trust, system quality, and information quality play a vital role in shaping mobile banking usage, and these factors may vary between genders.

As such, this study's purpose was to determine whether South African Generation Y male and female banking customers differ in their mobile banking trust, system, and information quality.

2. METHOD

To carry out this investigation, a descriptive research methodology was utilized. Self-administered surveys, employing validated measures, were developed and distributed to a sample of 334 mobile banking users from Generation Y, aged between 18 and 24 years. In terms of the sample's demographics, the highest representation was found among 20-year-olds, comprising 25.7% of the sample, followed closely by 21-year-olds at 24.9%. Language distribution showcases a diverse linguistic landscape, with Sesotho emerging as the most prevalent language at 26.5%, followed by IsiZulu at 14.7%. In terms of province, Gauteng stands out significantly, with 57.2% of respondents residing there, while other provinces like Limpopo, Free State, and KwaZulu-Natal also feature prominently. Gender distribution reveals a slight majority of females at 41.9%, and males at 58.1%. Lastly, racial demographics illustrate a predominantly Black demographic at 84.1%, with notable representation from White, Colored, and Indian/Asian communities at 10.8%, 2.4%, and 2.7%, respectively. Table 1 describes the sample.

Table 1. Sample description

| Descriptor | Category | Percentage (%) |
|------------|---------------|----------------|
| Age | 24 years | 5.4 |
| | 18 years | 6.9 |
| | 23 years | 14.1 |
| | 22 years | 14.4 |
| | 21 years | 24.9 |
| | 20 years | 25.7 |
| Gender | Male | 41.9 |
| | Female | 58.1 |
| Ethnicity | Colored | 2.4 |
| | Indian/Asian | 2.7 |
| | White | 10.8 |
| | African | 84.1 |
| Province | Northern Cape | .6 |
| | Western Cape | 1.6 |
| | Eastern Cape | 2.3 |
| | KwaZulu-Natal | 6.7 |
| | Mpumalanga | 2.3 |
| | North-West | 7.2 |
| | Free State | 10.8 |
| | Limpopo | 11.4 |
| | Gauteng | 57.2 |
| | Home Language | Ndebele |
| Swazi | | 3.9 |
| Venda | | 4.5 |
| Xitsonga | | 4.9 |
| IsiXhosa | | 6.9 |
| English | | 8.4 |
| Afrikaans | | 3.1 |
| Sepedi | | 8.1 |
| Setswana | | 5.4 |
| IsiZulu | | 14.7 |
| Sesotho | 26.3 | |

Respondents utilized a Likert-type scale, ranging from 1 (strongly disagree) to 6 (strongly agree), to provide voluntary feedback on aspects related to trust in mobile banking (adapted from the Nor and Pearson (2008) scale), the quality of information provided by mobile banking (adapted from the Zhou (2011) scale), and the overall quality of the mobile banking system (adapted from the Zhou (2011) scale). The decision to use a 6-point Likert scale was made to offer more granularity, allowing respondents to express nuanced opinions more precisely than they could with a 5-point scale. This enhanced sensitivity is valuable for capturing subtleties in their responses. Additionally, a 6-point scale helps mitigate the issue of respondents defaulting to the neutral midpoint when unsure or indifferent, as it encourages more thoughtful consideration in their selections. The questionnaires were administered voluntarily using a mail-

intercept approach, aiming to gather demographic details and evaluate participants' trust in mobile banking, their perception of information quality, and their views on system quality.

The data collected underwent analysis using IBM SPSS and AMOS statistical software. Various statistical techniques were employed, including the calculation of summary statistics, evaluation of measurement tool consistency and alignment with its intended purpose, exploration of variable relationships, assessment of collinearity diagnostics, and the application of structural equation modeling. Furthermore, mediation analysis utilizing the PROCESS macro, Version 4.2, was conducted, following the recommendations outlined by Hayes (2018). The indirect effect was evaluated using non-parametric bootstrapping, wherein the null hypothesis of zero was examined based on whether it fell within the confidence interval's lower and upper bounds. The confidence interval was set at a 95% level, employing the percentile bootstrap estimation method with 50,000 samples, as per the methodology suggested by Shrout and Bolger (2002).

3. RESULTS

The survey achieved a response rate of 74%, gathering 334 valid questionnaires from the 450 questionnaires distributed during the fieldwork. In Table 2, a comparative analysis of trust, information quality, and system quality between males ($n = 140$) and females ($n = 194$), denoted as M and F respectively, is provided. The data are evaluated using the Mann-Whitney U test, a non-parametric statistical test used to determine whether there are significant differences between two independent groups.

Looking at the mean scores provided in Table 2, it is evident that, on average, Generation Y male customers scored slightly lower in mobile banking trust ($\bar{X} = 4.16$) compared to females ($\bar{X} = 4.37$). Similarly, for information quality and system quality, males had marginally lower mean scores ($\bar{X} = 4.55$ and $\bar{X} = 4.53$) than females ($\bar{X} = 4.69$ and $\bar{X} = 4.66$). These differences in means are indicative of a gender-based divergence in perceptions, though they are quite subtle. The standard deviations (σ) for both genders in all three factors are reasonably close, suggesting that there is not

Table 2. Descriptive statistics and independent samples t-test

| Factor | Males N = 140 | | Females N = 194 | | M → F | Mann-Whitney U |
|---------------------|------------------|----------|--------------------|----------|-----------------|----------------|
| | \bar{X} | σ | \bar{X} | σ | Mean difference | p-value |
| Trust | 4.16 | 1.33 | 4.37 | 1.21 | -.21 | .203 |
| Information quality | 4.55 | 1.06 | 4.69 | .92 | -.14 | .322 |
| System quality | 4.53 | .96 | 4.66 | .87 | -.13 | .346 |

Note: * $p < .001$; M = Males; F = Females.

a significant variation in responses within each group. The mean difference column further elucidates the extent of disparity. The negative values (-0.21, -0.14, -0.13) indicate that, on average, females tend to rate trust, information quality, and system quality slightly higher than males, though again, these differences are relatively minor. To assess the significance of these observed differences, the p -values are assessed. The p -values for trust, information quality, and system quality are 0.203, 0.322, and 0.346, respectively. These p -values are all greater than the conventional significance level of 0.001 (denoted as $p < 0.001$), indicating that the observed differences between males and females are not statistically significant; that is, a meaningful gender-based variation in how trust, information quality, or system quality of mobile banking are perceived in this dataset cannot be concluded.

To test the statistical significance of the mean values for both Generation Y male and female customers, a one-sample t-test was done. The results can be found in Table 3.

The results presented in Table 3 show that the latent factor mean scores for both males and females are statistically significant ($p < 0.001$), with t-statistics ranging from 37.15 to 55.81 for males, and 50.43 to 74.52 for females. In addition, the confidence intervals for the two groups do not overlap and do not include zero, which further supports the means' statistical significance. To understand the practical significance of the means, Cohen's d is calculated. For all three latent factors, Cohen's d is greater than 0.7, suggesting that the means for both males and females are not only statistically significant but also practically substantial (Cohen, 1992).

Table 4 examines the relationships between the latent factors – Trust (F1), Information quality (F2), and System quality (F3) – among both Generation Y males and females, as well as collinearity statistics to gauge the degree of correlation among these factors. These findings are instrumental in understanding how these factors interplay within each gender group and whether any potential multicollinearity issues may affect the interpretation of results.

Table 3. One-sample statistics

| Latent factor | t-statistic | | Cohen's d | | 95% Confidence intervals | | | | p (M) & (F) |
|---------------------|-------------|-------|-----------|------|--------------------------|-----------|-----------|-----------|----------------|
| | M | F | M | F | Lower (M) | Upper (M) | Lower (F) | Upper (F) | |
| Trust | 37.15 | 50.43 | 1.33 | 1.21 | 2.73 | 3.54 | 3.23 | 4.01 | < .001* |
| Information quality | 50.72 | 71.04 | 1.06 | .92 | 3.76 | 4.82 | 4.57 | 5.63 | < .001* |
| System quality | 55.81 | 74.52 | .96 | .87 | 4.14 | 5.29 | 4.80 | 5.88 | < .001* |

Note: * $p < .001$; M = Males; F = Females.

Table 4. Correlation and collinearity statistics

| Latent factor | Correlation coefficients (ρ) Males | | Correlation coefficients (ρ) Females | | Collinearity statistics | |
|--------------------------|---|-------|---|-------|-------------------------|-----------|
| | F1 | F2 | F1 | F2 | VIF | Tolerance |
| | Trust (F1) | – | – | – | – | 1.50 |
| Information quality (F2) | .630* | – | .525* | – | 2.03 | .492 |
| System quality (F3) | .609* | .696* | .452* | .631* | 1.92 | .520 |

Note: * $p < .001$.

The correlation coefficients (Spearman’s rho – ρ) presented in Table 4 offer insights into the strength and direction of the relationships among the latent factors for both males and females. For Generation Y males, Information Quality (F2) shows a positive and strong correlation with Trust (F1) (ρ = 0.630, *p* < 0.001), while System Quality (F3) also exhibits a positive and notable correlation with both Trust (F1) (ρ = 0.609, *p* < 0.001) and Information Quality (F2) (ρ = 0.696, *p* < 0.001). These correlations suggest that as trust and information quality increase, system quality tends to increase as well among Generation Y males. For Generation Y females, similar positive correlations are observed between Trust (F1) and Information Quality (F2) (ρ = 0.525, *p* < 0.001), and between Trust (F1) and System Quality (F3) (ρ = 0.452, *p* < 0.001), as well as between Information Quality (F2) and System Quality (F3) (ρ = 0.631, *p* < 0.001). These findings imply that in both genders, these latent factors are closely related and move in similar directions, suggesting nomological validity (Malhotra, 2020). The observation that none of the correlation coefficients in Table 3 exceeded the recommended threshold of 0.90 is a reassuring finding that signifies the absence of apparent multicollinearity concerns within the dataset (Pallant, 2020). Collinearity statistics, specifically the variance inflation factor (VIF) and tolerance, provide valuable information about potential multicollinearity issues among the latent factors. As Table 4 shows, the tolerance values surpass 0.10, and the average VIF of 1.82 comfortably falls below 10, providing reassuring evidence that there are no significant multicollinearity issues among the factors (Hair et al., 2019).

Table 5 provides a comprehensive overview of measurement model statistics for the three latent factors, evaluated separately for Generation Y males and females. These statistics are instrumental in assessing the reliability and validity of measurement models and provide essential insights into the measurement properties of the underlying constructs.

The Cronbach coefficient alpha (α) is a measure of internal consistency reliability. It assesses the extent to which the indicators within each latent factor consistently measure the same underlying construct. In Table 5, for the male measurement model, all three factors exhibit high internal consistency with α values ranging from 0.74 to 0.90. Similarly, for the female model, the α values range from 0.72 to 0.89, also indicating strong internal consistency (Malhotra, 2020). Factor loadings (β) represent the strength and direction of the relationships between each indicator and its corresponding latent factor. For both male and female measurement models, convergent validity is evident, with standardized β values exceeding 0.50 (Hair et al., 2019). Composite reliability (CR) assesses the overall consistency and stability of the latent factor. It considers both the factor loadings and error variances. In Table 5, for both male and female measurement models, the CR values are consistently high (CR > 0.70), further indicating the reliability and convergent validity of the latent factors (Malhotra, 2020). The average variance extracted (AVE) values also affirm the convergent validity in both models (AVE ≥ 0.50) (Hair et al., 2019). In addition, there is evidence of discriminant validity, as indicated by the HTMT (Heterotrait-Monotrait) values (ranging between

Table 5. Measurement model statistics

| Latent factor | α (M) | β (M) | Error variance (M) | CR (M) | AVE (M) | α (F) | β (F) | Error variance (F) | CR (F) | AVE (F) |
|---------------|-------|-------|--------------------|--------|---------|-------|-------|--------------------|--------|---------|
| F1 | .90 | .85 | .28 | .90 | .75 | .89 | .86 | .26 | .90 | .72 |
| | | .91 | .17 | | | | .85 | .28 | | |
| | | .84 | .30 | | | | .84 | .30 | | |
| F2 | .88 | .85 | .29 | .89 | .72 | .90 | .87 | .24 | .90 | .74 |
| | | .91 | .18 | | | | .86 | .26 | | |
| | | .78 | .37 | | | | .85 | .28 | | |
| F3 | .74 | .88 | .24 | .75 | .52 | .72 | .81 | .34 | .72 | .50 |
| | | .71 | .50 | | | | .72 | .48 | | |
| | | .52 | .73 | | | | .50 | .76 | | |

Note: F1 = Trust; F2 = Information quality; F3 = System quality; M = Males; F = Females; Model fit: SRMR = .04; RMSEA = .08; IFI = .97; TLI = .96; CFI = .97; GFI = .99.

Table 6. Path analysis

| Path | β (M) | SE (M) | <i>p</i> -value (M) | β (F) | SE (F) | <i>p</i> -value (F) |
|--------------------------------------|-------------|--------|---------------------|-------------|--------|---------------------|
| System quality → Trust | .72 | .17 | < .001* | .53 | .12 | < .001* |
| Trust → Information quality | -.04 | .20 | .726 | .17 | .12 | < .034** |
| System quality → Information quality | .94 | .67 | < .001* | .69 | .21 | < .001* |

Note: * $p < .001$, ** $p < 0.05$; M = Males; F = Females; SE = standard error; Model fit: SRMR = .04; RMSEA = .08; IFI = .97; TLI = .96; CFI = .97; GFI = .99.

0.61 and 0.84) falling below the recommended threshold of 0.90 (Henseler et al., 2015). Given the convergent, discriminant, and nomological validity confirmed, the construct validity of the measures is substantiated (Malhotra, 2020). The model fit indices, including incremental fit index (IFI > 0.90), Tucker-Lewis index (TLI > 0.90), comparative fit Index (CFI > 0.90), goodness of fit index (GFI > 0.90), standardized root mean square residual (SRMR < 0.05), and root mean square error of approximation (RMSEA < 0.08), assess how well the measurement model fits the data (Malhotra, 2020). The values provided in the table (IFI = 0.97, TLI = 0.96, CFI = 0.97, GFI = 0.99, SRMR = 0.04, RMSEA = 0.08) indicate a good overall fit of the measurement models to the data. Given these results, it is reasonable to conclude that the two measurement models are well-suited for path analysis.

Table 6 presents the results of the path analysis for both Generation Y male and female customers, showcasing the standardized regression estimates (β), associated standard errors (SE), and *p*-values.

As delineated in Table 6, the path coefficient (β) for system quality to trust is 0.72 for males and 0.53 for females, both with highly significant *p*-

values ($p < 0.001$). These results indicate that system quality has a strong and positive influence on trust, suggesting that as mobile banking system quality improves, individuals in both gender groups are more likely to trust the mobile banking system. For males, the path from trust to information quality yields a non-significant β of -0.04 ($p = 0.726$), indicating that trust does not significantly predict information quality among males. In contrast, for Generation Y females, this path has a significant positive β of 0.17 ($p = 0.034$), suggesting that trust has a modest but statistically significant impact on mobile banking information quality among females. Lastly, the path coefficient from system quality to information quality is substantial for both males ($\beta = 0.94$) and females ($\beta = 0.69$), with highly significant *p*-values ($p < 0.001$). These findings underscore that mobile banking system quality strongly and positively influences information quality for both genders. Notably, system quality accounts for approximately 52% ($R^2 = 0.521$) of the variance in trust for males, and 32% for females ($R^2 = 0.317$), while trust and system quality together explain about 83% ($R^2 = 0.831$) and 65% ($R^2 = 0.646$) of the variance in males' and females' information quality, respectively.

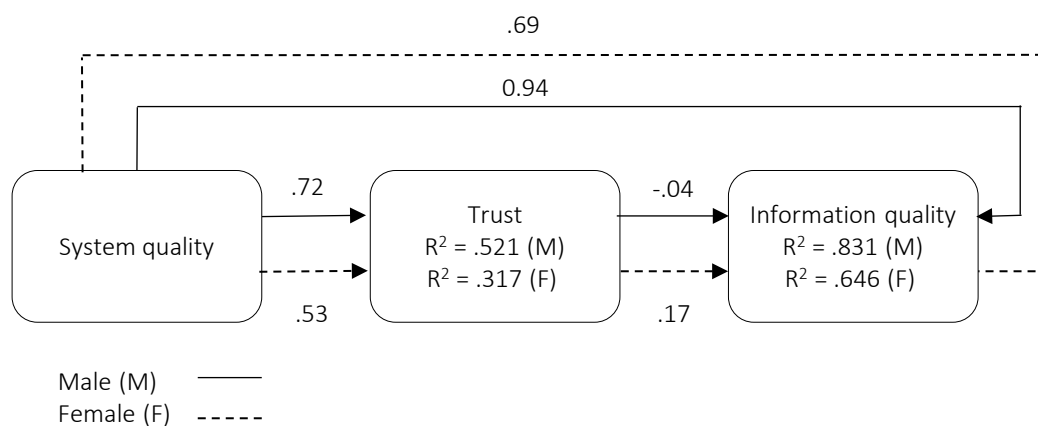


Figure 1. Structural paths

Table 7. Mediation analysis

| Group | Meditation effect of trust | 95% Confidence intervals | | β | p-value |
|---------|--|--------------------------|-------|---------|---------|
| | | Lower | Upper | | |
| Males | System quality → Trust → Information quality | -.48 | .34 | -.03 | .731 |
| Females | | .02 | .31 | .10 | .025* |

Note: * $p < .05$.

For an illustrative representation of the model paths, refer to Figure 1. The statistical model fit indices (IFI, TLI, CFI, GFI, SRMR, RMSEA) shown in Table 5 demonstrate that the structural model effectively captures the relationships between latent constructs and their indicators, as indicated by the good fit to the observed data.

To determine the mediating effect of mobile banking trust on the relationship between perceived system and information quality for both genders, mediation analysis was conducted. Table 7 summarizes the findings of the mediation analysis.

Table 7 indicated that, for males, the mediation effect of trust in the relationship between system quality and information quality is represented by a β of -0.03 . The 95% confidence intervals span from -0.48 to 0.34 , and the associated p -value is 0.731 , which is greater than the significance threshold of 0.05 . These results indicate that, among males, trust does not significantly mediate the influence of system quality on information quality. The non-significant p -value suggests that the indirect effect via trust is not statistically significant for males. Conversely, for females, the mediation effect (β) is 0.10 , with 95% confidence intervals from 0.02 to 0.31 . The p -value of 0.025 is less than 0.05 , indicating statistical significance. This implies that among females, trust does act as a significant mediator in the relationship between system quality and information quality. The results suggest that system quality influences information quality through the mediating effect of trust among females.

4. DISCUSSION

This study sought to determine whether Generation Y males and females differ in their mobile banking trust, information, and system quality. Examining the mean scores obtained from the descriptive statistics and the independent sam-

ples t-test, Generation Y male customers scored slightly lower in mobile banking trust compared to females, and similarly for information quality and system quality, males had marginally lower mean scores than females. These differences indicate a subtle gender-based divergence in perceptions. The standard deviations for both genders in all three factors are close, suggesting minimal response variation within each group. Mean differences show that females tend to rate trust, information quality, and system quality slightly higher than males. However, p -values for trust, information quality, and system quality are all greater than 0.001 , indicating that these differences are not statistically significant. The one-sample t-test shows that latent factor mean scores for both genders are statistically significant ($p < 0.001$), with high t-statistics and confidence intervals that do not overlap zero, confirming practical significance. The correlation analysis highlights strong positive correlations among latent factors for both genders, suggesting nomological validity, and the absence of multicollinearity concerns is indicated by tolerance values above 0.10 and an average VIF of 1.82 . concerning the measurement model statistics, high Cronbach's alpha values indicate strong internal consistency, while high composite reliability and average variance extracted confirm convergent validity. Discriminant validity is evident with HTMT values below 0.90 . Model fit indices such as IFI, TLI, CFI, GFI, SRMR, and RMSEA demonstrate a good overall fit for both the male and female models. In terms of path analysis, the results reveal that system quality significantly influences trust and information quality for both genders, with substantial R^2 values indicating strong explanatory power. For females, trust significantly predicts information quality, while for males, it does not. A similar study has found that information quality significantly influences females' trust, whereas for males, the influence is insignificant (Trabelsi-Zoghalmi et al., 2020). Previous studies have also found that system quality influ-

ences trust (Zhou, 2011, 2012a, 2012b), and information quality (Gorla et al., 2010), and that information quality influences trust (McKnight et al., 2017). Another study has found that information quality in an e-commerce domain is an insignificant predictor of trust (Trabelsi-Zoghalmi et al., 2020). Therefore, there are contradicting findings concerning this relationship. The influence of information quality on trust is an original contribution of this study and has not been tested before. Lastly, the mediation analysis results indicate that trust does not significantly mediate the relationship between system quality and information quality for males, whereas for females, trust is a significant mediator. Other studies also found that the relationship between system and information quality is mediated through trust (Chung & Kwon, 2009; Kassim et al., 2012)

In practical terms, the results indicate that improving system quality in mobile banking is likely to enhance both trust and the perceived quality of information for both male and female Generation Y customers. However, the pathways through which these improvements manifest differ by gender. For female customers, trust plays an important mediating role in how system quality affects information quality, suggesting that building trust through high system quality can significantly enhance their perception of information quality. In contrast, for male customers, while system quality directly influences both trust and information quality, trust does not significantly mediate the relationship

between system quality and information quality. This implies that males may prioritize the technical aspects of system quality more directly when assessing information quality. Given the findings of this study, it is important that retail banks focus on enhancing system quality across the board to boost overall trust and information quality perceptions. For targeting female customers, mobile banking services should prioritize building and maintaining trust through reliable, secure, and user-friendly systems. This could involve transparent communication about security measures, ensuring consistent system performance, and providing excellent customer support. Since trust significantly mediates the relationship for females, strategies that enhance trust will also improve their perception of information quality. For male customers, efforts should still aim to improve system quality directly, as this has a substantial direct impact on their perceptions. This could involve regular updates to the banking app, incorporating advanced technology to ensure seamless transactions, and ensuring high standards of system reliability and security. However, since trust does not mediate the relationship between system quality and information quality for males, resources should focus more on the direct technical improvements rather than solely on trust-building measures. As such, improving system quality is key for both genders, but the approach to leveraging this improvement should be tailored: trust-building initiatives for females and direct technical enhancements for males.

CONCLUSION

This study's purpose was to determine whether South African Generation Y male and female banking customers differ in their mobile banking trust, system and information quality. The comprehensive analysis of this study concludes that system quality plays a central role in shaping perceptions of trust and information quality among Generation Y mobile banking customers. While both genders respond positively to high system quality, the mechanisms through which this influence operates differ between males and females. For female customers, the relationship between system quality and information quality is significantly mediated through trust, indicating that enhancing trust can amplify the benefits of system quality improvements. In contrast, for male customers, system quality directly impacts both trust and information quality without the mediating effect of trust. These insights highlight the importance of gender-specific strategies in mobile banking services to maximize customer satisfaction and engagement. Efforts to improve system quality should be universally prioritized, with additional trust-building initiatives tailored specifically for female customers to leverage the full potential of system quality enhancements.

AUTHOR CONTRIBUTIONS

Conceptualization: Marko van Deventer.

Data curation: Marko van Deventer.

Formal analysis: Marko van Deventer.

Methodology: Marko van Deventer.

Project administration: Marko van Deventer.

Software: Marko van Deventer.

Validation: Marko van Deventer.

Writing – original draft: Marko van Deventer.

Writing – reviewing & editing: Marko van Deventer.

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