BEHAVIORAL INTENTION TO USE MOBILE MONEY SERVICES IN THE GAMBIA: A CASE STUDY OF WAVE

THESIS

Submitted in partial Fulfillment of the Requirements

For the Degree of Masters of Management

Faculty of economics and business

Submitted by:

ALHAGIE GASSAMA

NPM. 23061020045

MASTERS OF MANAGEMENT PROGRAME

UNIVERSITAS PEMBANGUGAN NASI "VETERAN"

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CONFIRMATION PAGE

THESIS

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Prepared and compiled by:

ALHAGIE GASSAMA

NPM : 23061020045/FEB/EM

s been defended before the Examiners on October 22nd, 2025 and declared to have fulfilled the requirement for acceptance

COMPOSITION OF THE BOARD OF EXAMINERS

Supervisor I	Members of the Examination Board
. Muhadjir Anwar, S.E., M.M., CRP	Dr. Dhani Ichsanuddin Nur, S.E., M.M., CFP
NIP. 196509071991031001	NIP. 196309241989031001
Supervisor II	
Dewi Khrisna Sawitri, S.S., S.Psi., M.Si.	Dr. Zainal Abidin Achmad, S.Sos., M.Si., M.Ed
NIP. 198006122025212038	NIP. 196203181988031002

Surabaya, October 22nd, 2025

Agreed

Dean of the Faculty of Economic and Business

Dr. Dra. Ec. Tri Kartika Pertiwi, M.Si., CRP.

NIP. 196304201991032001

DECLARATION

I, the undersigned, am:

Name : Alhagie Gassama

NPM : 23061020045

Study program : Master of Management

Faculty : Economy and Business

Article Tittle : Behavioral intention to use mobile money services in the Gambia: A Case study of Wave

I truly declare that to the best of my knowledge, this Thesis manuscript does not contain any scientific work that has ever been submitted by another person to obtain an academic degree at a university, and there are no works or opinions that have ever been written or published by another person, unless they are quoted in writing in this manuscript and mentioned in the citation sources and bibliography. If it turns out that this Thesis manuscript can be proven to contain elements of plagiarism, I am willing for this Thesis to be dropped and the academic degree that I have obtained (Master) to be canceled, and to be processed in accordance with applicable laws and regulations (Law No. 20 of 2003, Article 25 paragraph 2 and Article 70)

Surabaya, October 22nd, 2025

Alhagie Gassama

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Surabaya, October 22nd, 2025

Duty stamp

Alhagie Gassama

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Surabaya, October 22, 2025
Author

DEDICATION

This work is sincerely and wholeheartedly dedicated to my family.

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This work is not only mine; it is ours.

BEHAVIORAL INTENTION TO USE MOBILE MONEY SERVICES IN THE GAMBIA: A CASE STUDY OF WAVE

ABSTRACT

Alhagie Gassama
NPM. 23061020045

This study investigates the behavioral intention to use mobile money services in The Gambia, with a focus on Wave, one of the country's leading emerging platforms. A quantitative research design was employed using an explanatory approach, where questionnaires were distributed to 120 respondents. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through SmartPLS 4.

The study is based on the Technology Acceptance Model (TAM) developed by Davis et al. (1989), which is derived from the Theory of Reasoned Action (TRA). The TRA suggests that an individual's behavioral intention is influenced by their attitudes and beliefs toward a specific behavior. This framework was applied to examine the factors that determine users' intentions to adopt mobile money services in The Gambia.

The findings indicate that perceived ease of use, perceived usefulness, and trust significantly influence users' intention to adopt mobile money services. To enhance customer satisfaction and retention, the study recommends that Wave continue to provide a user-friendly and well-structured mobile application, along with a seamless onboarding process to strengthen user trust and encourage continued adoption

KEYWORDS: Intentional Behavior, Mobile Money, Perceived Usefulness, Perceived Ease of Use, Perceived Trust, Wave,

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