

**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



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2025**

CONFIRMATION PAGE

THESIS

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Prepared and compiled by:

ALHAGIE GASSAMA

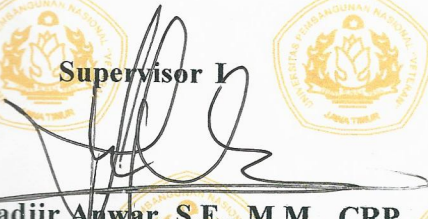
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I truly declare that to the best of my knowledge, this Thesis manuscript does not contain any scientific work that has ever been submitted by another person to obtain an academic degree at a university, and there are no works or opinions that have 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)

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Duty stamp

Alhagie Gassama

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Surabaya, October 22, 2025
Author

DEDICATION

This work is sincerely and wholeheartedly dedicated to my family.

To my dear parents, whose unwavering belief in the value of education has been the foundation of my academic journey; your sacrifices, wisdom, and constant support have shaped my perseverance and determination. Every achievement I make reflects your guidance and the values you instilled in me.

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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

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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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