CJBPP
Cambodia Journal for Business and Professional Practice
Volume 1

Factors Influencing Digital Trust Among Young People in Phnom Penh: The Adoption of Expectation Confirmatory Theory

CJBPP Vol. 1

Received: Mar 05, 2024
Revised: May 06, 2024
Accepted: Jul 23, 2024

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ABSTRACT

The study aims to investigate how current digital presence affects the trust among young people in Phnom Penh. The study covers constructs such as the user perception, user expectation, and the user satisfaction among young people on the trusts in the digital environment. The quantitative method was used in this study. Questionnaires using likert scales were used to collect data from the sample of 409 respondents, who were selected using multistage sampling techniques, involving non-probability technique. Judgmental sampling was employed to select young people or adults, the majority of whom are teriary students from freshmen to seniors. Quota sampling and convenience sampling were used to determine the sample and to distribute questionnaires online, using multiple popular social networks. Factor loading and Cronbach's alpha were tested for the reliability, using 50 respondents for a pilot study. Correlation matrix was applied to examine the correlation between each variable, and both multiple regression and ordinary least squared regression were also used to study the impacts between the independent variables and the dependent variables. The results showed that user perception and user expectation have a strong impact on the user satisfaction and digital trust, and the user satisfaction also has a strong impact on the digital trust.

Keywords*: Digital Trust, Digital User Perception, Digital User Expectation, Digital User Satisfaction*

1. Introduction

The internet and e-device technology have significant impacts on consumers and businesses. Consumers have spent more time on a diverse range of digital devices with greater frequency. Online shopping has increased in recent years, especially during the early stage of Covid-19

pandemic in 2020. The Cambodians are adopting e-commerce both as consumers and merchants, and there is a significant untapped market potential in the sector fueled by the exploding internet access, high smartphone penetration and a young, growing middle class.

According to the Landscape of Digital Banking in Cambodia (2022), Cambodia's fintech sector has developed rapidly over the past several years. More Cambodians are using their smartphones for different purposes including QR code payments, cashless money transfer between e-wallets and bank accounts, mobile phone top up, bill payment, ride-hailing, and purchases. Many applications have been developed and launched since 2017 and has absorbed over 250,000 users. Other applications including Nham24 allow users to order food for delivery and pay via integrated cashless payment systems.

Cambodia-Ecommerce (2020) has shown that mobile e-commerce in Cambodia has enjoyed fast growth over the past few years. Mobile Internet access is affordable, with costs below the global average, and about 50% of Cambodians own a smartphone. Smartphone adoption is growing at a fast pace. Mobile money transfer options have grown rapidly in popularity, even in the countryside. Transactions for online shopping are made through mobile money transfers in the limited credit card market.

Moreover, Cambodia has an increase of active Internet users, rising to 12.5 million in 2018, roughly 75 percent of the population, while Facebook user account reach 7 million (Kemp, 2023). Traditional advertising methods through mainstream media such as TV and Radio are transitioning to online marketing to target younger Cambodians. Cambodia is a very young country with 70% of the population under the age of 35 (Cambodia-ecommerce, 2020).

According to a survey of Department of International Trade Promotion (2020), Cambodians tend to search for products from Facebook more than the other web browsers since advertisement through Facebook could reach more than half of the total Cambodian Facebook user accounts. Product sales announcement is posted in marketplace and among personal accounts and in addition, there are local platforms that offer online marketing such as Glad Market, Mall855, myphsa and rosrb.com.

The challenge in operating an online business in Cambodia is no doubt the delivery process because postal codes and address locations are not well organized. Besides, most people do not own credit cards. They want to get products right away after ordering and normally they

pay cash on delivery. Online sellers hire transport agents to handle product delivery for customers while motorcycle delivery service is free of charge (Cambodia-ecommerce, 2020).

Therefore, this study aims to investigate how current digital presence affects trust among young people in Phnom Penh. The study covers constructs such as user perception, user expectation, and user satisfaction among young people on trust in the digital environment. To address the research objective, the study structures the paper by exploring trust theory, digital trust, expectation confirmatory theory, and the theory of construct s in order to design tools for collecting data. Secondly, the study analyzes the data by using statistical tools and leave a conclusion and recommendation at the end.

2. Literature review

Trust Theory

In this study, we primarily focus on the concept of trust, and we view commitment as an essential component that supports trust. According to Spekman (1988), trust is "the cornerstone of the strategic partnership" between the customer and the seller since it is crucial to relational exchange. Concepts related to organizational behavior, economics, marketing, sociology, psychology, information systems, and decision sciences are all incorporated within the multidisciplinary field of trust.

Researchers' have defined trust in a number of ways. The decision to accept vulnerability based on favorable expectations about another person's intentions or actions is referred to as trust, according to Lewicki and Brinsfield (2012). Moorman et al. (1993), defines trust as the ability to rely on an exchange partner in whom one has faith. Morgan and Hunt (1994) asserts that trust arises when one party has faith in the dependability and moral character of an exchange partner. Good (2000) defines trust as having two parts: purpose and confidence in one's own abilities.

In economic interactions, trust is significant since it lowers perceived risk (Humphrey & Schmitz, 1998). This is crucial when it comes to online commerce since there is a physical distance between the customer and the seller; it may be challenging to anticipate and account for eventualities in contracts, and to keep an eye on relationships, and cyberlaws are sometimes vague. Noa (2010) has shown that a high degree of satisfaction with the services acquired in prior online transactions is likely to boost inclination to trust. There are claims

that a customer's inclination to trust is correlated with the quality of their experience. High trust propensity online shoppers believe that there is less danger involved in online transactions, leading them to place greater confidence in them (Kim et al. 2010).

Digital Trust

Trust in electronic communication and the Internet technology is often used as a stand-in for trust in online retailers by customers. Rofiq, (2012) has found that there is a high probability that an individual's level of trust in technology will be correlated with their total cyber trust. Customers' trust in electronic transactions is measured by a variety of performance metrics, including speed, reliability, availability, navigability, order fulfillment, and customization (Abdullah, 2017). These metrics are used by customers with varying degrees of trust in technology. The perception of a system's dependability is influenced by faith in technology. Thus, consumers' behavior in processing information and their sense of trust are greatly influenced by their impression of the technological prowess of the electronic communication system.

According to Mubarak and Petraite (2020), stakeholders' trust in technology and procedures to establish a dependable and secure business network may be referred to as digital trust. They have found that open innovation is greatly enhanced by digital trust. Also, a firm's open innovation and digital trust are mediated by accomplished absorptive capability, potential absorptive capacity, and technology orientation. Kozhevnikov and Korolev (2018) have referred the relationship that exists between an individual and an independent intelligence agency inside a digital environment to as digital trust.

Digital trust is the reconstruction of interpersonal trust and system trust by digital technology, and is the result of "trust transfer" of interpersonal trust and system trust within and between trust channels, (Guo, 2022). Through the interactions between buyers and sellers on e-commerce platforms, Hermawan et al. (2021) have found the significance of digital trust in e-commerce, how it influences the brand image of e-commerce, and how customer loyalty positively impacted digital trust. Mukherjee et al. (2021) assert that concerns about security and privacy will influence public perceptions of and intentions for the adoption process. By examining the public's privacy and security concerns through the lens of five variables—attitude, privacy, trust, security, and intention, they investigate the effects of blockchain trust.

Expectation Confirmatory Theory

A commonly recognized theoretical paradigm called expectation confirmation theory (ECT) by Oliver (1980) aims to explain how people's preexisting expectations about particular phenomena influence their perceptions and assessments of it. The theory shows that people's expectations have an impact on their attitudes, beliefs, and actions toward a certain event, goods, or services. The basic idea behind ECT is that individuals have certain expectations for goods or services, and how much those expectations are met or do not help to determine how people feel and behave toward it. People's perceptions, decisions, and actions are influenced by their expectations, which are founded on their past experiences, knowledge, and beliefs.

ECT has been used to describe several phenomena, including as consumer behavior, customer satisfaction, service quality, and technology adoption. The theory has also been used in a variety of settings, including social media, healthcare, and education. ECT has also been in marketing literature to show consumers' intention to repurchase a wide range of goods and services, such as restaurant service (Swan and Trawick 1981), automotive repurchase (Oliver 1993), and durable and nondurable items (Churchill and Surprenant 1982).

Oliver (1997, 2014) wrote two series of papers that laid the foundation for Expectation Confirmation Theory (ECT). This hypothesis serves as the foundation for research on customer satisfaction. The basic idea is that customers assess their level of satisfaction with goods and services by comparing their pre-buy expectations with their perception of the items' performance after they have made their purchase. Based on this comparison, consumers may decide whether to make the same purchase the next time. According to the ECT framework, satisfaction is impacted by anticipation, performance, and confirmation, and satisfaction. Which then influences the motivation to make further purchases.

One of the elements' influencing satisfaction is expectation as it gives customers a standard by which to measure the quality of goods or services. The term "expectation" refers to the customer's evaluation of the quality of goods or services, based on their retelling of prior purchases or previous experiences. Oliver (1997, 2014) believes that the assessment of the likelihood and content of an event is part of the expectation. Consumers' assessments of the likelihood and content of events have an impact on how expectations are formed. Performance serves as the baseline for comparison. Customers use this to gauge the level of

confirmation and compare it to their expectations. Following the purchase activity, consumer will assess their level of satisfaction by comparing their perceived performance of the product to their prior expectations. This comparison will yield either positive or negative confirmation.

Three categories—objective confirmation, interfered confirmation, and perceived confirmation—are used to categorize the conception of confirmation in ECT literature. One significant element influencing satisfaction is confirmation. The discrepancy between expected and actual performance is confirmation. In addition, from the perspective of social and applied psychology, satisfaction is a function of the initial standard and the perception and gap from the initial reference point (Oliver, 1997, 2014). In other words, satisfaction is regarded as the perceptual function of expectation level and confirmation. Psychologically, satisfaction occurs when emotions revolve around unconfirmed expectations and consumers' previous feelings about consumption experience.

Theory of Constructs

User Perception

Ruiz-Alba et al. (2022) contend that user perception value serves as an adequate foundation for measuring user satisfaction and that user satisfaction is the psychological condition of consumers to assess whether the income and payment are appropriate. The Red Book platform was taken as an example for the empirical study. They discovered that user satisfaction is positively impacted by high function, emotion, social value, and low perceived cost. In order to increase user satisfaction, Ruiz-Alba et al. (2022) suggest that the government and businesses enhance the quality of the notes' content, enhance the user experience, uphold the platform's reputation, and fortify user satisfaction (as cited in Liu, 2022).

With research on the perceived value of mobile online game players, Yang (2020) investigated many aspects of this perceived value and the relationships between each dimension and user stickiness and satisfaction. Her model of perceived value, user satisfaction, and user stickiness of mobile online game players is constructed and verified based on the theories of perceived value and SOR (Stimulus-Organism-Response), a model explaining several external aspects that can act as a stimulus which influences a person's internal state of certain behavioral response, (Jornales, 2023). Yang (2020) has also found

that there are four categories of perceived value for mobile online game players: self-realization value, social value, emotional value, and functional value. Users' satisfaction with mobile online games is significantly positively impacted by the aspects of its perceived value. The greatest influence is that of emotional value, which is followed by self-realization value, social value, and functional value. User stickiness is significantly positively impacted by user satisfaction in mobile online games.

Research has also shown that consumers' perceptions influence their level of digital trust. Users' digital trust will be impacted if there are hazards in the product development technology, product providers, or Internet environment. User perception can have a direct or indirect effect on digital trust. Xiong and Shen (2019) utilize the transactional virtual community as their research subject, examine how user trust develops, and investigate the relationship between company reputation, website perception, user personal trust tendency, and user establishment of initial trust. Within the scope of study of initial trust to continuous trust, they incorporate the features of network word-of-mouth and virtual community perception. They have discovered that the initial trust is formed primarily by the user's perception of the website, perception of the business, and trust propensity; the community network's word-of-mouth feature partially mediates the impact of users' initial trust on continuous trust; and the virtual community perception both significantly positively and negatively moderates the impact of community network word-of-mouth on continuous trust.

User Expectation

According to Weng et al. (2023), the degree to which individuals are satisfied with public services is not only contingent upon the quality of such services but also may be indirectly assessed by "disconfirmation," or the comparison of service delivery to expectations. They conducted a field survey of public transportation services and investigation experiment to evaluate the causal relationship between expectations, performance, and satisfaction. They have found that, as demonstrated by both direct and indirect impacts, public expectation is a significant predictor of public service satisfaction. Consequently, raising public expectations of service can have a positive impact on public service satisfaction in addition to raising service quality.

Notably, the public's distance from the government has decreased due to the government portal, which serves as an online bridge (Guo, 2022). Nonetheless, opinions vary about

whether the public finds the material on the government portal useful, if it is of high quality, and whether the public is satisfied. Her model includes seven possible variables: user expectations, information quality, information service, transparency perception quality, user satisfaction, user trust, and the image of the government website. The quality factor of information transparency perception quality entails information service and information quality. With the three factors accounting for 88% of the variables, user expectations, perceived quality of information transparency, and the image of government websites all significantly impacted user satisfaction.

User Satisfaction

Yang (2022) used satisfaction as the mediating variable to examine the impact of online and offline perceived experience of OTA (Online Travel Agency) platform users on behavioral intention. Their research was based on expectation confirmation theory and the technology acceptance model. The relationship between user satisfaction and user trust in various application areas has been examined in a number of studies. According to Paparoidamis (2007), there is a direct relationship between the two and the quality of the services. A number of studies (Hossain et al., 2021; Thamrin et al., 2020), have shown that both factors significantly affect customer loyalty. Consumer satisfaction on social media also affects trust in tourist firms (Martínez-Navalón et al., 2019; Lai, 2014). Gelashvili et al. (2021), have asserted that the satisfaction of users who make restaurant reservations via a mobile Apps has a direct impact on trust in those restaurants.

Conceptual Framework

Based on. The above theories associated with the study, the conceptual framework is developed to investigate how current digital presence affects the trust among adult people in Phnom Penh, using constructs such as user perception (UP), user expectation (UE), and user satisfaction (US) that have a significant impact on digital trust (DIT).

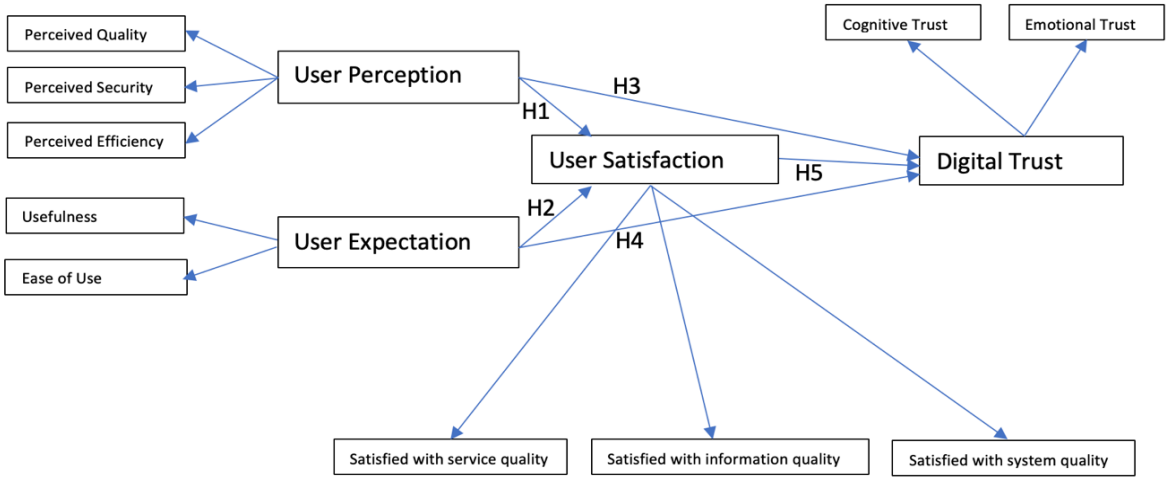

Figure 3.1 Conceptual Framework

3. Research methodology

Quantitative approach was employed in this research. Google form was used as a platform to prepare questionnaires and social network groups such Messenger and Telegram channels were created to distribute the questionnaires and collect data for the study. Five-point Likert scale, ranging from strongly Disagree (1), Disagree (2), neutral (3), Agree (4). And strongly agree (5) was used in the tool.

The target population used in this research was young people, mostly the university students who are among the current trends of people who are strongly interested in digital based activities. A prior Sample Size Calculator for Structural Equation Models for Soper (n.d.) Was used to calculate minimum sample size which was recommended at 342. Only 409 was selected for this study after 411 responses were screened.

The study employed factor analysis and reliability test to check the factor loading and Cronbach's Alpha (CA), so 50 respondents were selected to do the pilot test for the research tool. In the study, there were a total of 411 responses collected, but they were screened, only 409 could be chosen for the analysis. One item of a user perception was removed since the loading was below 0.5. According to Hair (2019), factor loading should be greater than or equal to 0.6.

In addition, Correlation matrix was applied to examine the correlation between each construct, and was also used to study the impacts between the independent variables and the dependent variables; namely, the impacts between user perception, user expectation and the user satisfaction; and the impact between user satisfaction and digital adoption.

The confidentiality of the data was protected by removing respondents' identifiers, such as names, from the data collection format. And it is kept undisclosed.

4. Result and analysis

Demographic Information

The demographic information of 409 respondents is summarized in table 1 as follows: The number of female respondents is 186 (48%), and the number of male respondents is 223 (52%). The ages range between 17 years old to 20 years old is 232 (57%), between 21 years old to 25 years old is 163 ((40%), and above 25 years old is 14 (3%). Regarding their education, bachelor's degree is 294 (72%) and associate's degree is 115 (28%), 206 (51%) are in between junior and sophomore, and 203 (49%) are freshman. And the experience of using Internet for these respondents between 1 to 4 years is 289 (71%), between 5 to 8 years 103 (25%), and above 8 years is 17 (4%). In addition, 241 respondents (59%) spend more than 3 hours per day using digital media, 86 respondents (21%) between 2 to 3 hours per day, 65 respondents (16%) between 1 to 2 hours per day, and 17 (4%) spend less than 1 hour per day. Furthermore, 320 respondents (78%) use smartphone as a digital device to access digital media, 51 respondents (13%) use laptop, and 38 respondents (9%) use tablets. Finally, 289 respondents (71%) have been using digital media between 1 to 4 years, 108 respondents (25%) between 5 to 8 years, and 17 respondents (4%) above 8 years.

Table 1: Demographic Information

Demographics	Characteristics	Frequency	Percentage
Gender	Male	223	52
	Female	186	48
Ages	17 - 20	232	57
	21 - 25	163	40
	Above 25	14	3
Education	Associate's Degree	115	28
	Bachelor's Degree	294	72

(to be continued)

Table 1: Demographic Information (continued)

Demographics	Characteristics	Frequency	Percentage
Years of Education	Freshmen	203	49
	Junior-Sophomore	206	51
Experience of Using Internet (Years)	1 - 4	289	71
	5 -8	103	25
	Above 8	17	4
Average Duration of Daily Digital Media Usage (Hours)	1 - 2	65	16
	2 - 3	86	21
	Less Than 1	17	4
	More than 3	241	59
Devices Used for Digital media Access	Smart Phones	320	78
	Laptop Computer	51	13
	Tablets	38	9
Experience of Using Digital Media (Years)	1 - 4	289	71
	5 - 8	103	25
	Above 8	17	4

Factor Analysis and Reliability Test

Table 2: Model Fit for Factor Analysis and Reliability Test

Description	Factor Analysis	Reliability Test
Factor Loading	≥ 0.60	
KMO and Bartlett's Test	> 0.50	
Cumulative Percentage	> 60%	
Eigenvalue	> 1	
Item-total correlation		> 0.50
Coefficient Alpha		≥ 0.60

Source: Hair et al (2019)

In table 3 below the factor loading of each variable is greater than 0.6, ranging from 0.714 to 0.99. The factor loading of observed variables of user perception, user expectation is 0.99 and 0.848 respectively. The factor loading of observed variables of user satisfaction ranges from 0.714 to 0.965 and that Digital Trust is 0.864. The KMO of all the main variables is between 0.545 and 0.688. In addition, the eigenvalues are still greater than 1, ranging from 1.494 to 2.368. Furthermore, the cumulative percentages appropriately accepted at the

percentages from 71.93% to 99.88%. And for the reliability, the item-total correlation is a bit low for User Expectation and Digital Trust, which is less than 0.5. It ranges from 4.439 to 4.94. However, item-total correlation for User Perception and User Satisfaction is greater than 0.5, ranging from 0.508 to 0.998.

Table 3: Factor Analysis and Reliability Test

VARIABLES AND CODES	Factor Analysis				Reliability Test	
	Factor Loading	KMO	Eigenvalue	Cumulative (%)	Item-total Correlation	Alpha
User Perception						
UP2	0.99	0.545	1.99	99.88	0.998	0.999
UP3	0.99				0.998	
User Expectation						
UE1	0.848	0.608	1.439	71.931	0.439	0.610
UE2	0.848				0.439	
User Satisfaction						
US1	0.714	0.602	2.368	78.946	0.508	0.858
US2	0.963				0.875	
US3	0.965				0.881	
Digital Trust						
DIT1	0.864	0.682	1.494	74.715	4.94	0.662
DIT2	0.864				4.94	

Discriminant Validity

Table 4 shows that the values of discriminant validity are greater than the correlation between each variable (Hair et el., 2019), which confirms the quality of the questionnaires used for collecting the data.

Table 4: Discriminant Validity (Fronell-Larcker Criterion)

Variables	*Mean*	*Standard Deviation*	*USER-PER*	*USER-EXP*	*USER-SAT*	*Di-TRUST*
USER-PER	*3.68*	*0.729*	*0.99*			
USER-EXP	*3.99*	*0.507*	*0.408***	*0.84*		
USER-SAT	*3.54*	*0.716*	*0.523***	*0.435***	*0.88*	
Di-TRUST	*3.79*	*0.603*	*0.528***	*0.428***	*0.684***	*0.86*

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

Regression Analysis

In Table 5, the result shows that hypothesis (H1) is accepted in a relationship between user perception and user satisfaction at p-value = 0.000, t-value = 9.33, F-value = 153.266. Hypothesis (H2) also shows positive relationship between user expectation and user satisfaction at the p-value = 0.000, t-value = 5.98, f-value = 101.095.

Table 5: Multiple Regression Analysis of Hypothesis: (H1, H2)

Independent Variables	Dependent Variable User Satisfaction	
	Model 1 (b)	Model 2 (b)
User Perception	0.415	
User Expectation		0.266
R^2 (≥ 0.10)	0.274	0.332
Adjusted - R^2 (≥0.10)	0.272	0.329
F-value (≥4)	153.266	101.095
T-value (≥1.96)	9.33	5.98
P-value (<0.05)	0.000	0.000
Hypothesis (H1)	Accepted	
Hypothesis (H2)		Accepted

In addition, Table 6 shows the results of hypotheses 3 and 4. Hypothesis (H3) were supported since the p-value = 0.000, t-value = 9.56, and F-value = 157.627. These values show the positive relationship between user perception and digital trust. Furthermore, hypothesis (H4) shows a positive relationship at p-value = 0.000, t-value = 5.73, F-value = 101.468. Thus, H4 was also accepted.

Table 6: Multiple Regression Analysis of Hypothesis: (H3, H4)

Independent Variables	Dependent Variable Digital Trust	
	Model 1 (b)	Model 2 (b)
User Perception	0.425	
User Expectation		0.255

(to be continued)

Table 6: Multiple Regression Analysis of Hypothesis: (H3, H4) (continued)

Independent Variables	Dependent Variable Digital Trust	
	Model 1 (b)	Model 2 (b)
R^2 (≥ 0.10)	0.279	0.333
Adjusted - R^2 (≥0.10)	0.277	0.33
F-value (≥4)	157.627	101.468
T-value (≥1.96)	9.56	5.73
P-value (<0.05)	0.000	0.000
Hypothesis (H3)	Accepted	
Hypothesis (H4)		Accepted

Finally, hypothesis (H5) also has a positive relationship between user satisfaction and digital trust where p-value = 0.000, t-value = 18.895, and f-value = 357.030. Hence, H5 was supported.

Table 7: Ordinary Least Square Regression Analysis of Hypothesis (H5)

Independent Variables	Dependent Variable Digital Trust Model (b)
User Satisfaction	0.684
R^2 (≥ 0.10)	0.467
Adjusted - R^2 (≥0.10)	0.466
F-value (≥4)	357.03
T-value (≥1.96)	18.895
P-value (<0.05)	0.000
Hypothesis (H5)	Accepted

Table 8 shows the results of all hypotheses. Because the p-value = 0.000 < 0.05, all five hypotheses were supported.

Table 8: Summary Tables of Hypothesis Analysis

Hypothesis	Variables	P-value	T-Values	F-Values	Results
H1	User Perception > User Satisfaction	0.000	9.33	153.266	Accepted
H2	User Expectation > User Satisfaction	0.000	5.93	101.095	Accepted
H3	User Perception > Digital Trust	0.000	9.56	157.627	Accepted
H4	User Expectation > Digital Trust	0.000	5.73	101.468	Accepted
H5	User Satisfaction > Digital Trust	0.000	18.895	357.03	Accepted

5. Conclusion and discussion

Based on the analysis of factor analysis and reliability test, correlation matrix, and the regression analysis, factor loadings are high enough, and coefficient alpha are ranged moderately high. Each variable is moderately correlated, and both multiple and ordinary lest square regressions show significant impacts among the tested variables. P-value of each variable is significant at 0.000, and t-values for each variable is greater than 1.98. In addition, the f-value for each variable is significantly high. According to Hair (2020), factor loading and coefficient alpha should be greater than 0.6, t-value greater than 1.96, and P-value less than 0.05. These model fits have been tested and analyzed at acceptable values. Furthermore, both values for R-square and adjusted R-square are acceptably greater than 0.10, ranging from 0.274 to 0.467, and adjusted R-square ranging from 0.272 to 0.466.

Per the results analyzed and concluded, young people's satisfaction with digital application is originally derived from their perception. It can be how strong the digital applications among the digital services are provided for the users. Also, these young people have certain expectations from digital service providers or any digital application. It should be mentioned that users may expect a certain level of how and what a digital-based service can be delivered to their needs, including entertainment, education, business, politics, and the like. The benefits may be considered higher than the costs. Since the study was conducted among tertiary students, their social circles do not vary from one to another. Their perceived and expected current services, which they are using in their daily lives, includes academic services at the institutions they are studying, financial services at the institutions they are using, and even online based buy-sales services.

As far as satisfaction is concerned, it has highly impacted digital user perception and digital user expectation. If what the users feel and expect is met, their satisfaction will follow. What the user expects and feels are the digital service security, quality, and efficiency. Besides, the usefulness and ease of use are among the expectations and perceptions that lead to the satisfaction of the users of digital services.

In addition, it should be noted that the end goal of the users is to place their trust in these digital services. The higher their satisfaction with the service, the more trust they will place in the digital service. A recent study shared by Visa Inc Cambodia has shown that 23% of Cambodians reported going cashless in 2023, 82% using internet banking for bill payments, convenience store purchases and food dining. In addition, 72% of Gen Z use bank apps for peer-to-peer transfer and bill payments. The study also has found that most stores in the city accept mobile wallet payments. According to visa net data, payment volume of of visa cards issued in Cambodia across all payment methods rose up to 22% in 2023, (*Visa Study*, n.d.)

These above data reports reflect the increasing trust among young people who have become so satisfied with the digital service in Fintech and business transactions. And such trust has been backed by the government digital forum in early 2024 (Cambodia-International Digital Forum and Digital Technology Exhibition). It will increasingly contribute to the growth of digital service satisfaction and digital trust among young adults in Cambodia.

These results should pave the way for further practices of digitalization in Cambodia in the future. It is not only Fintech based service, but it also includes various digital based services in different industries. Cambodia is adopting e-commerce, e-government, e-business, and other e-platforms for e-communication. Hence, trust should be built among the potential users of all these services. Users expect mainly their privacy and data security to be protected. And last but not least the service from each relevant industry shall be well monitored and controlled.

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