The role of trust in technology within the TAM in the context of NFC mobile payment

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Abstract
This study examines the mediating role of trust in technology on the trust in the firm dimension of the Technology Acceptance Model (TAM) in the context of the Near Field Communication (NFC) mobile payment service. The survey data received from 476 subscribers show that trust in technology has a crucial mediating effect on trust in the firm in determining subscribers' behavioral intentions regarding NFC mobile payment. In addition, it is shown that while trust in the firm does not directly impact the subscribers' behavioral intention, it exerts an indirect effect through its mediating effect on the subscribers' trust in technology. The managerial implications of the analytical findings are discussed in terms of the strategies required to enhance subscribers' willingness to adopt the NFC mobile payment method.

Keywords and phrases: Near Field Communication (NFC), Technology Acceptance Model (TAM), trust in technology, trust in the firm.

1. Introduction

Recruiting new customers to the mobile service industry is relatively costly. Consequently, it is essential to retain existing subscribers and to provide them with a range of value-added services. According to recent statistics published by the Directorate-General of Budget, Accounting &