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Explaining Mobile Banking Continuance: The Role of Quality, Satisfaction and Personality Traits

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Explaining Mobile Banking Continuance: The Role of Quality, Satisfaction and Personality Traits

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Resumo

O Mobile Banking (MB) é um serviço integrado nas atividades do quotidiano dos consumidores. Por isso, compreender a continuidade do uso de MB exige focar a investigação no comportamento do consumidor em fase de pós-adoção. A literatura identificou múltiplos fatores associados à utilização destas aplicações e acompanhou a mudança de paradigma da adoção para o período de pós-adoção. Não obstante, as relações entre fatores instrumentais, relacionais e disposicionais no contexto da continuidade ainda são pouco claras e exploradas. Esta dissertação procura compreender como a qualidade percebida, a confiança, a satisfação e os traços de personalidade contribuem para a intenção de continuar a utilizar aplicações de MB.

Esta investigação está ancorada num modelo conceptual desenhado especificamente para este contexto, com base no E-Services Technology Acceptance Model (ETAM) e no Five-Factor Model (FFM). O modelo integra a qualidade percebida, confiança, segurança, privacidade e satisfação como antecedentes da continuidade de utilização, considerando os traços de personalidade como antecedentes distais das perceções dos utilizadores. O modelo foi empiricamente testado com dados recolhidos junto de 321 portugueses com experiência de utilização de mobile banking. Os dados quantitativos foram analisados através da metodologia Partial Least Squares Structural Equation Modelling (PLS-SEM). Os dados qualitativos foram estudados através de análise temática e de frequências.

Os resultados demonstram que a satisfação é determinante na intenção de continuidade. Por sua vez, a qualidade global percebida é o principal antecedente da satisfação. A segurança e privacidade influenciam a continuidade de forma indireta, via confiança e satisfação. Dos traços de personalidade, apenas a conscienciosidade e amabilidade têm efeitos positivos nas perceções de confiança e qualidade, não se verificando efeitos diretos significativos sobre a satisfação. A relevância das perceções baseadas na experiência sugere que a influência dos traços de personalidade é atenuada numa fase madura de utilização.

Este estudo contribui para a literatura no contexto de pós-adoção ao demonstrar que a continuidade no MB é essencialmente explicada por mecanismos experienciais, clarificando o papel central da satisfação, reforçando a importância da qualidade do serviço e da confiança na retenção do cliente, e evidenciando o papel indireto dos traços de personalidade.

Palavras-chave: mobile banking, intenção de continuar a usar, satisfação, qualidade percebida, confiança, traços de personalidade

Abstract

Mobile banking (MB) is a service that has become an integral part of consumer's daily lives. The continued use of MB requires an analysis of customer behaviour during the post adoption phase. The literature has identified multiple factors associated with the use of these applications and has tracked the shift in focus from the adoption phase to the post-adoption period. Nevertheless, the relationships between instrumental, relational and dispositional factors in the context of continuance remain unclear and under-explored. This dissertation seeks to understand how perceived quality, trust, satisfaction and personality traits contribute to the intention to continue using MB applications.

This research is grounded in a conceptual model designed specifically for this context, based on the E-Services Technology Acceptance Model (ETAM) and the Five-Factor Model (FFM). The model integrates perceived quality, trust, security, privacy and satisfaction as antecedents of continued use, whilst considering personality traits as distal antecedents of user's perceptions. The model was tested using responses from an online questionnaire completed by 321 Portuguese MB users. The quantitative data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The qualitative data were analysed using frequency analysis and thematic analysis.

The results show that satisfaction is a determining factor in the intention to continue using the service. In turn, perceived overall quality is the main antecedent of satisfaction. Security and Privacy perceptions influence continuance indirectly, via trust and satisfaction. The relevance of experience-based perceptions suggests that the influence of personality traits diminishes at a mature stage of usage.

This study contributes to the literature in the post-adoption context by demonstrating that continuity with MB is primarily explained by experiential mechanisms, clarifying the central role of satisfaction, reinforcing the importance of service quality and trust in customer retention, and highlighting the indirect role of personality traits.

Key-words: mobile banking, intention to continue using, satisfaction, perceived quality, trust, personality traits

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List of Abbreviations

BdP- Banco de Portugal

CI- Continuance Intention

CMB- Common Method Bias

ECM- Expectation-Confirmation Model

ETAM- E-Service Technology Acceptance Model

FFM- Five Factor Model

HOC- Higher-order Construct

HTMT- Heterotrait-Monotrait Ratio of correlations

IS- Information Systems

MB-Mobile Banking

PEOU- Perceived Ease of Use

PT-Personality Traits

PU- Perceived Usefulness

TAM- Technology Acceptance Model

UTAUT- Unified Theory of Acceptance and Use of Technology

VIF- Variance Inflation Factor

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1. Introduction

The accelerated diffusion of information and communication technologies has profoundly transformed the banking sector, positioning mobile banking (MB) applications as central interface between financial institutions and consumers. Across heterogeneous user profiles, MB has evolved from a complementary service channel into a critical infrastructure supporting everyday financial activities (Osei et al., 2023; Singhal et al., 2024). In parallel, mobile banking has been increasingly framed as a tool for financial inclusion, contributing to broader public policy objectives aimed at enhancing accessibility and participation in digital financial ecosystems (Carè et al., 2025; Tay et al., 2022).

In Portugal, this transformation has been closely monitored by the Banco de Portugal (BdP), which has highlighted both the rapid diffusion of digital banking channels and emerging challenges related to digital onboarding and sustained use. While adoption rates of mobile banking applications have increased steadily (BdP, 2021; Portugal, 2018), attention is dawned to barriers affecting users' trust, perceived security, privacy, and usability in digital financial services (BdP, 2022; OECD, 2023). These challenges underline a shift from understanding initial adoption towards explaining continuance.

The academic literature mirrors this transition. Early mobile banking research was predominantly adoption-oriented, drawing on Information Systems (IS) models and behavioural theories to identify utilitarian drivers. Further research emphasises post-adoption and continuance intention as distinct phenomena shaped by accumulated experience, satisfaction, trust formation, and routinisation (Bhattacharjee, 2001; Susanto et al., 2016; Veronika et al., 2025). This body of work suggests that once mobile banking use becomes a habit, continuance decisions are driven less by deliberative evaluations of functionality and more by holistic experiential assessments of service performance and reliability. Recent investigation encourages integrating new streams, qualitative methodology and different theories or models (Ali & Subramanian, 2024).

Within this landscape, the role of stable individual characteristics, particularly personality traits, remains theoretically underexplored in shaping continuance intention (Bendahan Bitton et al., 2021; Joshi et al., 2023). While personality influences initial usage decisions (Agyei et al., 2020; Devaraj et al., 2008; Joshi et al., 2023), its relevance in post-adoption contexts is ambiguous. Emerging evidence suggests that dispositional

influences may attenuate as habit strengthens, raising the question of whether personality traits retain impact once technology use becomes routine.

Addressing this gap, this study investigates mobile banking continuance intention through an integrated framework that combines the E-Service Technology Acceptance Model (ETAM) (Taherdoost, 2018) with personality traits drawn from the Five-Factor Model (FFM) (McCrae & Costa, 1987). The ETAM is particularly well suited to the continuance context, as it extends traditional technology acceptance models by incorporating relational and experiential constructs (perceived quality, satisfaction, trust, security, and privacy). Additionally, this study tests if personality continues to shape perceptions of quality and trust in mature usage settings.

This study examines how instrumental and relational factors explain continuance intention while assessing personality traits as distal antecedents. The study seeks to: (i) validate the ETAM for explaining MB continuance; (ii) clarify the mediating roles of satisfaction and trust; and (iii) test whether personality traits retain relevance by shaping perceptions of quality and trust rather than directly driving intention.

Guided by these objectives, the study aims to answer the following research question: How do instrumental and relational factors, together with personality traits, explain mobile banking continuance intention? The question is elaborated through specific sub-questions: 1) To what extent does the ETAM explain users' continuance intention to use MB applications? 2) How do perceived quality, trust, and satisfaction interact to shape continuance intention? 3) Does satisfaction mediate the relationship between perceived quality, trust, and continuance intention? 4) Do personality traits act as distal antecedents by influencing users' perceptions of quality and trust in a post-adoption context? 5) Which service-related dimensions should mobile banking providers prioritise to enhance long-term user retention?

This study contributes to the literature by demonstrating how explanatory mechanisms shift as technology use matures. Managerially, the findings offer guidance for MB design and retention strategies, emphasising experiential quality while clarifying the role of personality-based personalisation.

This study is structured in six chapters, beginning with the present Introduction. It is followed by a literature review on the progression of mobile banking research towards

continuance and beyond the utilitarian perspective. After a well-established background, the chapter three presents the development of the conceptual model, establishes the constructs definition and relationships, and states the hypothesis. The chapter four is dedicated to explaining the methods and measures adopted, followed by the data analysis techniques and results. The next chapter reviews the key points for discussion and gives an interpretation of the results. Lastly, the conclusion closes this study by indicating the main takeaways, limitations and future research agenda.

2. Literature Review

This literature review follows a progressive logic guided by the evolution of mobile banking research from adoption to continuance. As mobile banking has become a mature and routinised service, explanations centred merely on initial acceptance have proven insufficient. The review moves from the characterisation of mobile banking and early adoption-oriented models to post-adoption and continuance frameworks. Finally, the review introduces personality traits as dispositional antecedents to examine whether individual differences continue to matter once usage becomes established.

2.1. The Emergence of Mobile Banking and the Shift Towards Continuance

Mobile banking is widely recognized as a technology-enabled service channel that allows consumers to access financial services through mobile devices, offering ubiquity, immediacy, and convenience. In this study, mobile banking is understood as an extension of electronic banking, distinguished by its mobility and constant availability, characteristics that fundamentally shape user experience and service expectations (Baptista & Oliveira, 2015). Early research on mobile banking was predominantly driven by technological feasibility and infrastructure development (Abbott et al., 1997) (Bong & Chai, 2003). With the widespread use of mobile technologies, research interest gradually moved to behavioural explanations of user adoption. Despite technological readiness, adoption rates can remain lower than expected, revealing that availability alone is insufficient to ensure sustained use (Luarn & Lin, 2005; Rogers, 2003; Shaikh & Karjaluoto, 2015). This gap motivated the application of behavioural and psychological models to understand users' journey.

Over time, mobile banking evolved from an optional innovation into a mainstream financial service. In the European context this evolution has occurred alongside persistent challenges related to digital skills and inclusion. While formal digital literacy levels remain moderate, engagement with online and mobile banking has increased steadily (Eurostat, 2023, 2025; Statista, 2025). This apparent contradiction suggests that continued use is not solely dependent on users' technical competence but driven by the integration of mobile banking into everyday financial routines. Such evidence reinforces the relevance of moving beyond adoption-focused explanations towards post-adoption and continuance perspectives.

Consistent with this shift, the literature on mobile banking has progressively transitioned from explaining initial acceptance to examining continuance intention in MB. To study acceptance and adoption, research relied heavily on Technology Acceptance Model (TAM) (Davis, 1989), and Unified Theory of Acceptance and Use of Technology (UTAUT/UTAUT2) (Venkatesh et al., 2003; Venkatesh et al., 2012). The perspectives ranged from attributes, customer, social influence, trust and barriers, with attributes-based perspective being the main approach. The concepts of perceived usefulness (PU) and perceived ease of use (PEOU) are the key antecedents derived from that approach. In the customer-based perspective, self-efficacy and attitude were frequently used to explain PU and PEOU. Social influence, in turn, tried to explain attitude and PU. Also, trust-based perspective, with a strong link to security and privacy, was applied to predict PU, satisfaction, intention and behaviour. (Souiden et al., 2020) Moving towards continuance, the theoretical landscape changes slightly. TAM and UTAUT-based models persist alongside "IS continuance model" (Bhattacharjee, 2001), and "the IS Success Model" (DeLone & McLean, 2003). (Shaikh & Karjaluoto, 2015; Veronika et al., 2025)

This subsequent line of research demonstrates that the explanatory mechanisms differ between adoption and post-adoption stages. Differences in the time focus, from the beginning to the continuity of the system cycle, and the study objective's move to explain which and how the deliverables sustain the long-term use. The pillars extend past PU and PEOU to capture technical and organisational performance, and user's loyalty. The initial beliefs transform into perceptions based on real cumulated experience. In continuance contexts, experience-based evaluations, such as satisfaction, confirmation, trust, and habit, play a more central role than first-time acceptance beliefs alone. This understanding motivated the development of post-adoption and service-oriented extensions (Bhattacharjee, 2001; Hilal et al., 2022; Saleem & Mirza, 2023; Tam & Oliveira, 2017; Varela-Neira et al., 2026).

Continuance research highlights that MB repeated use is anchored in experiential and relational mechanisms, as perceived quality, satisfaction, trust, and habit (Franque et al., 2020; Susanto et al., 2016; Veronika et al., 2025). Consequently, explaining MB continuance requires theoretical models that go beyond instrumental beliefs to incorporate relational and experiential evaluations developed over time. This progression provides the foundation for the present study's focus on mobile banking continuance intention and justifies the use of service-oriented and post-adoption frameworks capable of capturing these dynamics.

2.2. Beyond the Utilitarian Perspective: Integrating ETAM and FFM

The growing body of research on mobile banking continuance highlights the limitations of purely utilitarian technology acceptance models in explaining sustained use behaviour. Early frameworks offer only partial explanations once usage becomes repeated, routinised, and embedded in everyday practices (Bhattacharjee, 2001; Tam & Oliveira, 2017; Veronika et al., 2025). In post-adoption contexts, users' decisions are shaped by experiential evaluations, relational assurance, and accumulated service interactions, calling for broader theoretical perspectives (Franque et al., 2020; Susanto et al., 2016; Venkatesh et al., 2003).

2.2.1. The ETAM for Continuance

In response to these limitations, the present study adopts the E-Service Technology Acceptance Model (ETAM) as a service-oriented extension of traditional acceptance models (Taherdoost, 2018), while integrating personality traits from the Five-Factor Model (FFM) (McCrae & Costa, 1987) as dispositional antecedents. This section clarifies the theoretical evolution from purely rational adoption models to ETAM and then motivates the integration of personality traits as a complementary explanatory layer in continuance contexts.

Technology acceptance research is historically grounded in cognitive-behavioural theories such as the Theory of Reasoned Action (Ajzen, 1980; Fishbein & Ajzen, 1977) and the Theory of Planned Behaviour (Ajzen, 1991), which conceptualise individuals as rational and intentional decision-makers driven by beliefs, attitudes, and subjective norms. These assumptions informed the development of the Technology Acceptance Model (TAM), which explains technology use primarily through instrumental evaluations such as perceived usefulness and perceived ease of use (Davis, 1989).

Although these models have demonstrated strong explanatory power in initial adoption contexts, they embody an individualistic and rational logic that becomes increasingly restrictive in post-adoption settings. The Expectation–Confirmation Model (ECM) advanced this tradition by introducing satisfaction as a central post-adoption construct, yet it largely preserved the cognitive and evaluative nature of earlier frameworks, linking continued use to confirmation of expectations and perceived performance. (Bhattacharjee, 2001)

The ETAM (Taherdoost, 2018) represents a conceptual broadening of this lineage. Moving beyond an instrumental focus, ETAM explicitly integrates affective variables (e.g. satisfaction), relational variables (e.g. trust), and experiential dimensions associated with service use, aligning with recent calls in the literature to move beyond purely functional evaluations of digital services (Shaikh & Karjaluoto, 2015; Veronika et al., 2025). This integration reflects a more holistic and psychosocial understanding of technology acceptance and continued use, suited to digital service environments where relationship quality and user experience play a decisive role. In service-intensive and high-involvement contexts such as MB, continuance intention is shaped not only by functional assessments but also by users' accumulated experiences, perceived service reliability, and relational assurance (Chen, 2012; Susanto et al., 2016). By incorporating these dimensions, ETAM offers a theoretically appropriate framework for analysing continuance behaviour.

2.2.2. Extending ETAM with FFM

While service-oriented continuance models such as ETAM provide a robust foundation for explaining sustained mobile banking use, they largely assume that users respond homogeneously to service characteristics and experiential cues. This assumption overlooks the possibility that stable individual differences may shape how users perceive, evaluate, and respond to identical service conditions (Devaraj et al., 2008; Joshi et al., 2023). Personality traits, as conceptualised in the Five-Factor Model (FFM), offer a theoretically grounded lens through which such systematic heterogeneity can be examined.

The FFM, commonly referred to as the Big Five, conceptualises personality as a set of relatively stable dispositions that influence cognitive, affective, and behavioural tendencies across contexts (John & Srivastava, 1999; McCrae & Costa, 1987). The five traits are Openness to Experience, Conscientiousness, Extraversion, Agreeableness and Neuroticism. Openness reflects intellectual curiosity, creativity, and a preference for novelty. Conscientiousness captures traits related to self-discipline, organization, and goal-directed behaviour. Extraversion is associated with sociability, assertiveness, and positive emotions. Agreeableness reflects interpersonal tendencies such as empathy, cooperation, tolerance, and trust. Neuroticism represents the tendency to experience negative emotions such as anxiety, insecurity, and emotional instability (John & Srivastava, 1999).

Prior research in information systems and digital services has shown that personality traits can affect technology-related perceptions, particularly in adoption and early-use stages

(Agyei et al., 2020; Bendahan Bitton et al., 2021; Changchit et al., 2026; Devaraj et al., 2008; Joshi et al., 2023; Lakhal & Khechine, 2017; Malik & Singh, 2022). These findings suggest that personality may shape how users form evaluative judgments. Despite the relevance of personality traits in continuance digital contexts (Srivastava & Singh, 2023), their role remains ambiguous. In mobile credit bill payment apps, conscientiousness appears to positively influence continuance intention (Ray et al., 2024). These results align with research on another functional solution, an electronic health record system for nurses, also finding openness to experience relevant for continued use (Alsyof et al., 2024). Other study on streaming services found that agreeableness, conscientiousness, and neuroticism, significantly influence perceived usefulness and enjoyment, which have a positive relationship with continuance (Sae-tae et al., 2024). An investigation on instant messaging continuance concludes that only conscientiousness and extraversion have direct effects on perceived enjoyment (Wang, 2010).

As technology use becomes routinised, behavioural decisions tend to rely less on deliberative evaluation and more on habit, experiential adaptation, and service reliability (Amoroso & Lim, 2017; Limayem et al., 2007; Veronika et al., 2025). Recent continuance studies indicate that experiential mechanisms dominate sustained use decisions, attenuating the direct influence of personality traits (Franque et al., 2020; Yin & Lin, 2022). Although PT have received limited attention in MB continuance research, recent evidence demonstrates its relevance for financial decision-making and financial behaviours, suggesting that dispositional characteristics may also shape how individuals perceive and engage with digital financial services. (Lobão & Ashqar, 2025) In this context, integrating the FFM with ETAM does not imply that PT directly determine CI. Rather, personality is conceptualised as a distal antecedent that may condition how users interpret service experiences, evaluate quality, and form trust over time (Bendahan Bitton et al., 2021; Malik & Singh, 2022). For example, conscientious individuals may place greater emphasis on reliability and security when appraising service performance, while agreeable individuals may be more predisposed towards trust formation based on relational cues. Such influences are expected to operate indirectly, shaping core ETAM constructs rather than exerting strong, direct effects on continued use behaviour.

Accordingly, the integration of the FFM into the ETAM framework serves an exploratory and theoretically clarifying purpose: to test whether dispositional characteristics

retain explanatory relevance in a mature, post-adoption context, and if so, through which evaluative mechanisms.

3. Conceptual model

3.1. Introduction to the Conceptual Model

The present chapter translates the theoretical foundations and the evolution of mobile banking continuance into a conceptual model and a set of hypotheses. The objective is to analyse how instrumental, relational, and experiential mechanisms explain continuance intention in mobile banking, and clarify how personality shapes users' evaluative perceptions.

Building on continuance models grounded in the Expectation-Confirmation tradition (Bhattacharjee, 2001) and service-oriented extensions such as ETAM (Taherdoost, 2018), the proposed framework places perceived quality, trust, and satisfaction at the core of continued use behaviour. At the same time, drawing on personality research in information systems and digital services (Agyei et al., 2020; Joshi et al., 2023), personality traits are incorporated as dispositional factors expected to influence how users form perceptions of quality and trust, rather than as direct drivers of continuance intention.

3.2. Conceptual Model Overview

The conceptual model (see Figure 1) is designed to explain continuance intention as the outcome of a set of interrelated cognitive, affective, and relational mechanisms developed through repeated interaction with mobile banking applications. In line with ETAM, the model distinguishes between service-related perceptions (overall perceived quality, security, privacy), relational assurances (trust), and affective evaluations (satisfaction).

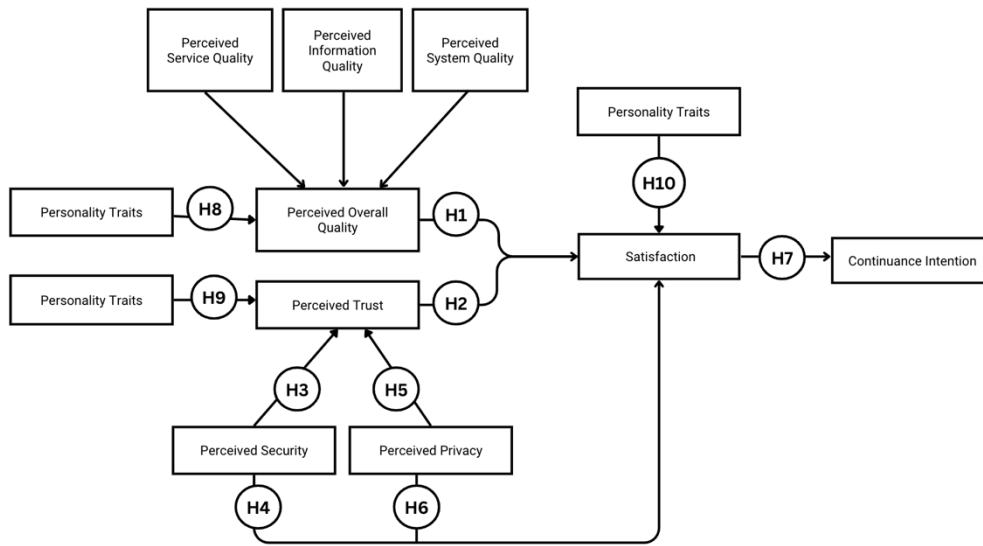
The model is a selective and parsimonious adaptation of the ETAM, tailored to the MB continuance context. This approach was applied as a means to shape ETAM for continuance and expand the model to lead to new findings. The aim is not to reduce complexity, but construct overlap while preserving theoretical coherence. The first findings can then support model compression and allow less complexity. (Dubova et al., 2025)

Perceived quality is a formative higher-order construct (HOC), formed by system, information, and service quality. This conceptualisation reflects users' integrated view of multiple service dimensions (Baabdullah et al., 2019; Delone & McLean, 2003; Petrovic et al., 2022). Satisfaction is the primary driver of continuance intention, as literature consistently demonstrates (Bhattacharjee, 2001; Franque et al., 2020; Veronika et al., 2025). Trust is modelled as a complementary mechanism to satisfaction by reducing uncertainty and reinforcing relational confidence (Bouhlel & Mzoughi, 2024; Susanto et al., 2016). Security

and privacy perceptions are antecedents of trust and satisfaction, reflecting their role in shaping perceived risk and relational assurance in digital financial services (Che et al., 2023; Kim et al., 2008; Kumar et al., 2023). Finally, personality traits are introduced as distal antecedents expected to shape users' perceptions of quality and trust. Consistent with prior research, their effects are not direct or uniform. But rather indirect and trait-specific, potentially attenuated in routinised use contexts (Limayem et al., 2007; Malik & Singh, 2022).

Figure 1

Research model



3.3. Hypothesis Development

3.3.1. Perceived Quality and Satisfaction

Perceived quality is a central construct in information systems success and service marketing research. The DeLone and McLean IS Success Model conceptualises system, information, and service quality as key drivers of user satisfaction and continued use (Delone & McLean, 2003; Delone & McLean, 2016). In mobile banking contexts, empirical studies confirm that higher perceived quality leads to greater satisfaction with the service (Albashrawi, 2021; Palamidovska-Sterjadovska et al., 2025; Rita et al., 2019; Vaddhano, 2023). As users accumulate experience with a mobile banking application, satisfaction reflects an overall evaluation of service performance rather than isolated functional attributes. Therefore, overall perceived quality is expected to be a primary antecedent of satisfaction in mobile banking continuance contexts, as per the first hypothesis:

H1: Overall perceived quality positively influences satisfaction with mobile banking.

3.3.2. Perceived Trust and Satisfaction

Trust plays a fundamental role in digital financial services by mitigating perceptions of risk and uncertainty. Prior studies demonstrate that trust enhances satisfaction by fostering relational confidence and reinforcing users' positive evaluations of the service (Ali & Subramanian, 2024; Bouhlef & Mzoughi, 2024; Chen, 2012; Saibaba, 2024; Susanto et al., 2016). Trust is often found to exert an indirect influence on continuance intention through satisfaction, particularly in post-adoption settings. In mobile banking, where security and financial risk are salient concerns, (Susanto et al., 2016) trust is expected to strengthen users' affective evaluations of the service, contributing to higher satisfaction, as formulated in the second hypothesis:

H2: Trust positively influences satisfaction with mobile banking.

3.3.3. Perceived Security and Privacy

Perceived security and privacy are widely recognised as critical antecedents in digital banking adoption and continuance research. (Che et al., 2023) Security perceptions relate to users' confidence in the safety of financial transactions and data protection, while privacy concerns pertain to the responsible handling and use of personal information. (Kim et al., 2008; Martins et al., 2014)

Empirical evidence suggests that both security (Che et al., 2023) and privacy (Martínez-Navalón et al., 2023) enhance trust (Jafri et al., 2024; Kumar et al., 2023; Veronika et al., 2025) by reducing perceived risk and increasing relational assurance (Brunotte et al., 2023). Research positions perceived security and privacy as direct antecedents of trust (Che et al., 2023) or satisfaction (Yin & Lin, 2022), or even both (Kuncoro et al., 2020; Susanto et al., 2016). The hypotheses capture both pathways:

H3: Perceived security positively influences trust in mobile banking.

H4: Perceived security positively influences satisfaction with mobile banking.

H5: Perceived privacy positively influences trust in mobile banking.

H6: Perceived privacy positively influences satisfaction with mobile banking.

3.3.4. Satisfaction and Continuance Intention

Satisfaction is consistently identified as the most proximal determinant of continuance intention across information systems and digital service contexts (Al Amin et al., 2024; Bouhlel & Mzoughi, 2024; Foroughi et al., 2019; Ho et al., 2025; Lie & Tjhin, 2025; Pokhrel & Anup, 2024; Poromatikul et al., 2019). Expectation-Confirmation Theory posits satisfaction as the key mechanism through which confirmation of expectations translates into continued use (Bhattacharjee, 2001). Meta-analytic and mobile banking-specific studies reaffirm this relationship, highlighting satisfaction as the strongest predictor of sustained use (Franque et al., 2020; Saibaba, 2024; Yin & Lin, 2022).

In mobile banking contexts, characterised by routine use, satisfaction represents users' cumulative evaluation of service performance and experience, directly shaping their intention to continue using the application, as stated in the following hypothesis:

H7: Satisfaction positively influences continuance intention in mobile banking.

3.3.5. Personality Traits as Distal Antecedents

Personality traits have been shown to influence technology-related perceptions, particularly in early-use stages. Studies grounded in the Five-Factor Model indicate that traits such as conscientiousness and agreeableness are associated with higher trust, perceived usefulness, and favourable service evaluations in digital contexts (Agyei et al., 2020; Koloseni, 2021; Lakhal & Khechine, 2017). Nevertheless, evidence regarding the persistence of these effects in continuance settings remains inconsistent (Agyei et al., 2020; Alsyoud et al., 2024; Kim et al., 2016; Koloseni, 2021; Lin & Ong, 2010; Müller & Schwier, 2020; Smith, 2020; J Tang et al., 2022; Zhang et al., 2020). Research suggests that, as technology use becomes routinised, dispositional influences may attenuate, yielding weaker and more indirect effects mediated by experiential mechanisms (Limayem et al., 2007; Malik & Singh, 2022; Ray et al., 2024). Personality traits are conceptualised as distal antecedents that shape evaluative perceptions of quality, trust, and satisfaction instead of directly determining continuance intention as proposed:

H8: Personality traits significantly influence perceived overall quality of mobile banking.

H9: Personality traits significantly influence trust towards mobile banking.

H10: Personality traits significantly influence satisfaction with mobile banking.

4. Methodology

This chapter outlines the methodological approach adopted to test the conceptual model and hypotheses developed in the previous chapter. It describes the research design, data collection procedures, analytical techniques, and measurement instruments. A quantitative approach was selected to answer the research question “How do instrumental and relational factors, together with personality traits, explain mobile banking continuance intention?”.

In line with our conceptual model, the nature of its constructs and hypotheses, the recommended approach is to use Structural Equation Modeling (SEM), which allows the simultaneous estimation of reflective and formative measurement models. In this model, Perceived Overall Quality is conceptualised as a formative HOC. It is formed by system, information, and service quality. Empirical assessment will determine if these dimensions converge sufficiently to justify aggregation into a single construct. The other constructs (Perceived Privacy, Security, Trust, Satisfaction, Intention to Continue Using, and Personality Traits) are treated as reflective, as the indicators are expected to share a common theme and are highly correlated, reflecting an underlying latent variable.

Prior to model estimation, distributional assumptions and sample size requirements must be considered. The partial least squares structural equation modelling (PLS-SEM) is a non-parametric method that does not require the data to be normally distributed, but extreme non-normality can still bias the standard errors in the bootstrapping process. This study utilises the bias-corrected and accelerated (BCa) bootstrapping routine, recommended for its ability to adjust confidence intervals for potential skewness and kurtosis in the data. The minimum sample size was determined using the inverse square root method proposed by Kock & Hadaya (2018). Assuming a minimum path coefficient of 0.20, a statistical power of 0.80, and a significance level of 5%, the inverse square root method indicated a minimum required sample size of approximately 200 observations.

The evaluation of a PLS-SEM study follows a systematic sequence. It begins with a measurement model to verify the reliability (consistency) and validity (accuracy) of the constructs. Once the measurement is validated, the structural model assesses the relationships between constructs using the coefficient of determination (R^2). Then, the statistical significance and relevance of the path coefficients should be evaluated via bootstrapping to test the hypotheses.

4.1. Research Design

The choice of research design was guided by the study's objectives, the theoretical nature of the model, and the need to test a set of hypotheses. Quantitative designs are suitable when the objective is to examine relationships between constructs derived from established theoretical frameworks and to assess their strength and statistical significance. Since the study's objective is within this scope, a quantitative research design was deemed most appropriate (Ibrahim, 2026). The study employs a survey-based data collection method. Surveys are well suited for capturing individuals' perceptions, attitudes, and evaluative judgments related to technology use, especially when the constructs are subjective and cannot be directly observed. It allows comparability with prior empirical studies employing similar measurement approaches.(Bhattacharjee, 2012)

The questionnaire includes closed-ended measurement scales used for hypotheses testing. At the end, there's a Likert-scale question that assesses perceived switching barriers. Lastly, respondents are invited to answer an open-ended question on their primary motivation for using MB. These elements are not intended to constitute a full mixed-methods design. They complement and contextualise the quantitative findings, particularly in relation to routinised use, habit formation, and institutional or procedural lock-in effects. Such an approach is recommended in services and IS research to enrich the interpretation of quantitative models with user narratives and contextual cues (Creswell, 2014; Dillman et al., 2014; Greene et al., 1989). The inclusion of these items aligns with methodological recommendations for enhancing construct validity and understanding latent structural constraints in usage behaviour (Hair et al., 2019).

To analyse the collected data and test the proposed conceptual model, the study relies on SEM as a family of multivariate statistical techniques. The statistical analysis was performed using the SmartPLS 4 software (version 4.1.1.7). SEM enables the simultaneous estimation of relationships between latent constructs while explicitly accounting for measurement error, thus providing advantages over single-equation techniques such as multiple regression analysis (Hair et al., 2019). In particular, this study applies Partial Least Squares Structural Equation Modeling (PLS-SEM), which is considered suitable for predictive research, theory extension, complex models incorporating both reflective and formative constructs, and research contexts where the primary objective is to explain variance in key endogenous variables rather than to achieve overall model fit.

The complementary analysis included a switching costs Likert-scale based item and an open-ended question about salient motives and perceived barriers of MB usage. First, responses to the Likert-scale item were exported to Microsoft Excel and analysed through frequency counts to obtain a descriptive overview of respondents' perceptions. Second, open-ended responses were analysed using a thematic procedure. The tool used for the qualitative coding was Taguette, a free online qualitative data analysis tool, which was used to code responses into thematic categories. The frequency of coded themes ("tags") was then examined to identify the most reported by participants.

4.2. Measurement

The measures considered for this study were adapted from prior research to ensure validity and fit the study's aim (Table 1). To assess personality traits, the 20-item Portuguese Five-Factor Inventory (NEO-FFI-20) (Bertoquini & Pais-Ribeiro, 2006) is used. The 3 dimensions of quality (information, system, service) are adopted from Baabdullah et al. (2019). Satisfaction and continuance intention items were adapted from Bhattacharjee (2001). Trust assessment contains the items from Kim et al. (2009). Perceived security items were retrieved from Salisbury (2001) and perceived privacy from Casoló et al. (2007).

Prior to the data collection phase, the survey underwent a pilot test involving a panel of 30 academic colleagues, following the recommendations of Dillman et al. (2014). Feedback from these reviewers was used to evaluate and refine the instrument's structure and clarity. The reviews indicated that several items within the measurement scales were perceived as redundant, which potentially increased respondent fatigue. To reduce the likelihood of patterned responses, the items were randomised within each construct. Additionally, participants noted that the initial instrument focused predominantly on system-specific attributes, overlooking external factors that influence continued use. In response, the survey was expanded to include an open-ended question about external motivators for retention, as well as a Likert-scale item measuring perceived ease of switching. Finally, to ensure a high response rate and minimise psychological resistance, the section pertaining to personality traits was retitled using more neutral and approachable terminology.

Table 1

Constructs and measures

Items	Measures	Adapted from	Items	Measures	Adapted from
Five-Factor Inventory (NEO-FFI-20)					
<i>Narcissism</i> N1-1 rarely feel fearful or anxious. (Reverse scored)			Perceived Information Quality		
<i>Extraversion</i> E1-1 am a cheerful, high-spirited person.			<i>O1</i> My mobile banking app provides me with information relevant to my needs.		
<i>Openness</i> O1-1 Poetry has little or no effect on me. (Reverse scored)			<i>O11</i> My mobile banking app provides me with sufficient information.		
<i>Agreeableness</i> A1-1 tend to think the best of people.			<i>O6</i> My mobile banking app provides me with accurate information.		
<i>Conscientiousness</i> C1-1 am efficient and effective at my work.			<i>O13</i> My mobile banking app provides me with up-to-date information.		
<i>Narcissism</i> N2-1 often feel helpless and want someone else to solve my problems.			<i>O5</i> My mobile banking app will provide relevant information about transactions.		
<i>Extraversion</i> E2-1 often feel as if I'm bursting with energy.			Perceived Service Quality		
<i>Openness</i> O2-1 Sometimes when I am reading poetry or looking at a work of art, I feel a chill or wave of excitement.			<i>O3</i> The level of service quality I receive from my mobile banking app is high.		Baabdullah et al. (2019)
<i>Agreeableness</i> A2-1 My first reaction is to trust people.		Bertoquini & Ribeiro (2005)	<i>O12</i> The quality of service I receive from my mobile banking app is excellent.		
<i>Conscientiousness</i> C2-1 I am a very competent person.			<i>O9</i> My mobile banking app provides a high level of service quality.		
<i>Narcissism</i> N3-1 rarely feel lonely or blue. (Reverse scored)			Perceived System Quality		
<i>Extraversion</i> E3-1 am a very active person.			<i>O8</i> My mobile banking app quickly loads all the text and graphics		
<i>Openness</i> O3-1 find philosophical arguments boring. (Reverse scored)			<i>O7</i> My mobile banking app is user friendly.		
<i>Agreeableness</i> A3-1 Some people think of me as cold and calculating. (Reverse scored)			<i>O4</i> My mobile banking app is easy to navigate		
<i>Conscientiousness</i> C3-1 strive for excellence in everything I do.			<i>O10</i> My mobile banking app is visually attractive.		
<i>Narcissism</i> N4-1 At times I have been bitter and resentful.			<i>O5</i> I would find Mobile banking secure enough to conduct my banking transactions.		
<i>Extraversion</i> E4-1 am dominant, forceful, and assertive.			Perceived Security		
<i>Openness</i> O4-1 don't take much interest in the arts or aesthetics. (Reverse scored)			<i>SG1</i> I would feel secure sending sensitive information across this mobile banking app.		Salisbury et al. (2001)
<i>Agreeableness</i> A4-1 tend to be cynical and sceptical of others' intentions. (Reverse scored)			<i>SG2</i> This mobile banking app is a secure means through which to send sensitive information		
<i>Conscientiousness</i> C4-1 am a productive person who always gets the job done.			<i>SG3</i> I would feel totally safe providing sensitive information about myself over this mobile		
Perceived Trust					
<i>C1</i> This mobile banking app is trustworthy.		Kim et al. (2009)	<i>SG4</i> Overall, this mobile banking app is a safe place to transmit sensitive information		
<i>C2</i> This mobile banking app gives the impression that it keeps promises and commitments.			Satisfaction		
<i>C3</i> I believe that this mobile banking app has my best interests in mind.			<i>S1</i> This is one of the best mobile banking apps I could have chosen.		
Perceived Privacy					
<i>P1/1</i> I think this mobile banking app shows concern for the privacy of its users			<i>S2</i> My choice to use this mobile banking app is a wise one.		Bhattacharjee, A. (2001)
<i>P1/2</i> I feel safe when I send personal information to this mobile banking app.			<i>S3</i> Using this mobile banking app has been a good experience.		
<i>P1/3</i> I think this mobile banking app abides by personal data protection laws			<i>S4</i> I have truly enjoyed using mobile services.		
<i>P1/4</i> I think this mobile banking app only collects user personal data that are necessary for its activity			<i>S5</i> I am satisfied with mobile banking apps.		
<i>P1/5</i> I think this mobile banking app respects the users' rights when obtaining personal information			<i>S6</i> My mobile banking app services always fully meet my expectations.		
<i>P1/6</i> I think that this mobile banking app will not provide my personal information to other companies without my		Casol6 at al. (2007)	<i>S7</i> Overall, I am very satisfied with mobile banking apps.		
<i>P1/7</i> This mobile banking app does not send e-mail advertising without the users' consent			Continuance Intention		
			<i>CI1</i> I intend to continue using mobile banking apps rather than discontinue its use.		Bhattacharjee, A. (2001)
			<i>CI2</i> My intentions are to continue using mobile banking apps than use any alternative means		
			<i>CI3</i> If I could, I would like to discontinue my use of mobile banking apps (reverse coded).		

4.3. Data Collection

The data was collected through a Microsoft Forms survey, in Portuguese, between February and April 2026. All participants were informed about the purpose of the study, the anonymous and confidential treatment of their responses, and their right to withdraw at any time before submitting the questionnaire. The target respondents were reached through different means, i.e. sharing the link on multiple social media (Facebook, Instagram, LinkedIn, WhatsApp), internal institution communication channels across the academic community, and relatives. This study employs purposive sampling to recruit participants who meet predefined inclusion criteria. This method ensures that the collected data are directly relevant to the research objectives and enhances the methodological rigour of the study. Eligible participants were required to (i) fill the consent form, (ii) be a Portuguese citizen, (iii) be 18 or older and (iv) have current or prior experience using a mobile banking application (Memon et al., 2024).

The survey is divided into 5 sections: 1) general information of the study and inclusion criteria; 2) habits of mobile banking usage (length and frequency of use); 3) personality traits; 4) perceptions on the mobile banking application (quality, satisfaction, trust, privacy, security and continuance intention) and 5) sociodemographic data (age, gender, level of education, occupation, field of work, and digital skills). The respondents are instructed to answer based on an MB app they use or have used. Sections 2 and 3 use a 5-item Likert scale (1= strongly disagree and 5= strongly agree).

To address potential common method bias (CMB), the questionnaire included conceptually unrelated items regarding preferences for dark mode measured with a Likert scale. This marker variable serves as a procedural diagnostic for common method variance in self-reported survey research. It helps to assess whether systematic measurement effects influence observed relationships (Podsakoff, 2003). Following established recommendations, the marker variable was specified as a reflective construct and incorporated into the PL-SEM model for subsequent analysis. The marker variable was included in the PLS-SEM model as an exogenous construct. The inclusion of the marker variable did not lead to substantive changes in the magnitude or significance of the hypothesised structural paths, nor did it meaningfully alter the explained variance (R^2) of the endogenous constructs. These results indicate that common method variance is unlikely to have materially biased the findings.

5. Data Analysis and Results

5.1.1.Descriptive Analysis

The final sample for this study consisted of 321 valid responses. There was a predominance of female participants, representing 53% (n=170) of the sample, while men accounted for 46% (n=148). The age distribution shows that all respondents were 18 years or older, with the highest representation in the 18–25 (42%) and 26–35 (31%) age groups. Most of the participants held higher education degrees, predominantly undergraduate degrees (40%) and master's degrees (26%). Regarding occupation and field of work, the most represented category was unemployed (24%), followed by professionals in IT (17%) and Health/Social Care (13%). Concerning usage habits, 51% of users reported weekly use and 42% daily use. Table 2 presents a detailed summary of the respondents' profiles, including gender, age, education, and occupation.

Table 2

Participants' demographic profile

Demographic Factor		Frequency	Percentage (%)
Gender	Female	170	53
	Male	148	46
	Other	3	1
Age (years)	18-25	135	42
	26-35	98	31
	35-45	39	12
	46-55	32	10
	>55	15	5
	Not reported	2	1
Level of Education	Degree	129	40
	Highschool	95	30
	Master's	83	26
	Other	5	4
Occupation and Field of Work	Other	79	25
	Unemployed	78	24
	IT	53	17
	Health/Social Care	41	13
	Education	21	7
	Administrative	17	5
	Finance	16	5
	Student	16	5
Frequency of MB Use	Weekly	163	51
	Daily	134	42
	Monthly	19	6
	Occasionally	5	2

5.1.2.Measurement model

5.1.2.1. Reflective Measurement Models

The key steps for the outer model assessment are to ensure the reliability and validity of the constructs before testing hypotheses in the structural model. Reflective constructs were evaluated based on indicator and internal consistency reliability, and convergent and discriminant validity. For indicator reliability, the recommendation is to check items' outer loadings against the threshold of ≤ 0.708 , as this indicates the construct explains more than 50% of the indicator's variance. Consistent with recommendations by Hair et al.(2019), composite reliability (CR) is prioritised in PLS-SEM. CR values should fall between 0.70 and 0.90 to be considered satisfactory to good. Convergent Validity was assessed using Average Variance Extracted (AVE), with a minimum of 0.50, indicating that at least 50% of each indicator's variance is explained by its construct. Discriminant Validity was assessed using the Heterotrait-Monotrait (HTMT) ratio. For conceptually distinct constructs, values below 0.85 were required, while 0.90 was used for conceptually similar constructs (Henseler et al., 2015; Hair et al., 2019).

The reflective measurement model shows that most outer loadings exceed 0.708, and all constructs have AVEs above 0.50, supporting convergent validity. During the convergent validity assessment phase, it was observed that the Average Variance Extracted (AVE) for Extraversion (0.483) and Neuroticism (0.474) fell below the universally accepted threshold of 0.50. A diagnostic review of the indicator loadings revealed that items E4 and N4 were the primary contributors to this lack of variance captured. Following the guidelines established by Hair et al. (2019), these two items were systematically removed. This refinement successfully increased the AVE of both constructs to levels exceeding the 0.50 requirement, thereby confirming convergent validity and ensuring the reliability of the constructs before proceeding to structural model testing.

Following the guidance of Hair et al. (2019), this study evaluates internal consistency reliability using Composite Reliability (CR) instead of Cronbach's alpha. Cronbach's alpha is a conservative measure that assumes indicators have equal loadings and may underestimate reliability. In contrast, CR (rho_c) offers a more accurate assessment. All constructs yielded strong rho_c values well above the recommended 0.70 threshold. Therefore measurement model demonstrates robust internal consistency. Accordingly, these constructs are

considered reliable and appropriately specified for subsequent structural model analysis. The evaluation metrics for the measurement model are detailed in Table 3.

Table 3
Measurement Scale and Scale Reliability Values

Constructs	Items	Factor Loading	Rho_C	AVE
Openness	O1	.831	.871	.629
	O2	.779		
	O3	.703		
	O4	.851		
Conscientiousness	C1	.836	.875	.637
	C2	.810		
	C3	.681		
	C4	.855		
Extraversion	E1	.835	.801	.575
	E2	.644		
	E3	.783		
Agreeableness	A1	.741	.819	.535
	A2	.821		
	A3	.561		
	A4	.775		
Neuroticism	N1	.829	.829	.621
	N2	.641		
	N3	.876		
Perceived Security	SG1	.914	.963	.866
	SG2	.940		
	SG3	.927		
	SG4	.940		
Perceived Privacy	PV1	.817	.926	.646
	PV2	.812		
	PV3	.863		
	PV4	.809		
	PV5	.898		
	PV6	.796		
	PV7	.593		
Perceived Trust	CF1	.888	.909	.770
	CF2	.915		
	CF3	.827		
Satisfaction	S1	.807	.940	.692
	S2	.842		
	S3	.894		
	S4	.736		
	S5	.903		
	S6	.763		
	S7	.861		
Continuance	CT1	.904	.833	.638
	CT2	.919		
	CT3	.502		

Discriminant validity was assessed using the heterotrait–monotrait (HTMT) ratio. As shown in Table 4, the HTMT values for the reflective constructs included in the structural model are below the conservative threshold of 0.85, indicating satisfactory discriminant validity (Hair et al., 2019). The results suggest that the latent constructs are empirically distinct and that multicollinearity among conceptually different constructs does not pose a concern in the present model.

Table 4

Heterotrait–Monotrait Ratio (HTMT) Matrix

	Agreeableness	Conscientiousness	Continuance	Extraversion	Neuroticism	Openness	Perceived Privacy	Satisfaction	Perceived Security	Perceived Trust
Agreeableness	-	-	-	-	-	-	-	-	-	-
Conscientiousness	.133	-	-	-	-	-	-	-	-	-
Continuance	.189	.142	-	-	-	-	-	-	-	-
Extraversion	.416	.603	.137	-	-	-	-	-	-	-
Neuroticism	.355	.400	.064	.680	-	-	-	-	-	-
Openness	.149	.139	.200	.150	.182	-	-	-	-	-
Privacy	.202	.202	.517	.254	.167	.159	-	-	-	-
Satisfaction	.207	.242	.615	.244	.137	.094	.517	-	-	-
Security	.140	.158	.509	.206	.150	.159	.730	.450	-	-
Trust	.185	.279	.633	.280	.209	.203	.736	.775	.678	-

Note. Values represent HTMT ratios for discriminant validity assessment. HTMT values below 0.85 indicate adequate discriminant validity.

To assess the potential impact of common method variance, the marker variable was included in the PLS-SEM model as an exogenous construct. The inclusion of the marker variable did not lead to substantive changes in the magnitude or significance of the hypothesised structural paths, nor did it meaningfully alter the explained variance (R^2) of the endogenous constructs. These results indicate that common method variance is unlikely to have materially biased the findings.

5.1.2.2. Formative Measurement Models

The formative construct Overall Quality was evaluated by examining both multicollinearity and the statistical significance and relevance of its indicator weights, following established guidelines for formative measurement assessment. Convergent validity was assessed by correlating the formative construct with an alternative reflective measure, establishing a rigorous theoretical definition of the three quality dimensions and the subsequent assessment of indicator relevance, as recommended by Hair et al. (2021). The structural path between 'Overall Quality' and 'Satisfaction' yielded a strong correlation (β) of 0.716, exceeding the recommended threshold of 0.708 (Hair et al., 2019), and thereby confirming adequate convergent validity.

Collinearity among the formative indicators was subsequently assessed using the variance inflation factor (VIF). As reported in Table 3, all VIF values fall within acceptable limits and do not indicate critical multicollinearity issues that would compromise the estimation of the formative construct. Although certain indicators exhibited relatively lower outer weights, their associated t-values and p-values demonstrate statistical significance, justifying their retention in the model. This approach is consistent with prior recommendations suggesting that theoretically meaningful indicators should be retained even when weights are modest, provided they are statistically significant. (Hair et al., 2019).

Table 5 confirms that all dimensions contribute uniquely and significantly to the formation of the Overall Quality construct. The results satisfy the requirements for formative model validation and provide a robust foundation for the structural model evaluation.

Table 5

Formative Measurement Model Assessment for HOC Overall Quality- Two-stage Approach

Higher-Order Construct	First-Order Construct (LV scores)	Outer Weight	t statistic	p-value	VIF
Overall Quality	Information Quality	.332	3.774	< .001	2.441
	Service Quality	.370	3.688	< .001	3.645
	System Quality	.386	3.778	< .001	3.435

Note. The table reports formative indicator outer weights, t-statistics, p-values, and VIF values. Significance was assessed using bootstrapping with 10,000 subsamples. VIF values were examined to assess collinearity among indicators.

5.2. Structural model

Following the guidelines proposed by Hair et al. (2019), the structural model was evaluated to test the hypothesised relationships and to assess potential collinearity among the predictor constructs. Collinearity diagnostics were examined using the VIF. Table 6 shows that all inner VIF values fall below the critical threshold of 3, indicating that multicollinearity does not pose a concern for the estimation of the structural relationships. Therefore, the structural path coefficients can be interpreted reliably.

Table 6

Variance Inflation Factor Values

Predictor	Satisfaction	Perceived Trust	Overall Perceived Quality	Continuance
Overall Perceived Quality	2.059	–	–	–
Trust	2.732	–	–	–
Privacy	2.338	1.955	–	–
Security	2.088	1.909	–	–
Agreeableness	1.179	1.154	1.35	–
Conscientiousness	1.302	1.276	1.261	–
Extraversion	1.584	1.584	1.575	–
Neuroticism	1.365	1.363	1.362	–
Openness	1.065	1.056	1.034	–
Satisfaction	–	–	–	1.000

Note. All VIF values are below the recommended threshold of 3.

The model's explanatory power was assessed using the coefficient of determination (R^2), which reflects the proportion of variance explained in each endogenous construct. Following the guidelines proposed by Hair et al. (2021), R^2 values of 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak explanatory power, respectively. The results show that the model explains a moderate proportion of variance in Satisfaction ($R^2 = 0.737$) and Trust ($R^2 = 0.502$). For Continuance Intention ($R^2 = 0.285$) it exhibits weak levels of explained variance. Collectively, these findings suggest that the framework provides a robust explanation of user satisfaction and subsequent continuance behaviour in the mobile banking context.

The significance of the structural paths was assessed using a bootstrapping procedure with 10,000 resamples. Paths were considered statistically significant when $p < 0.05$ or $t > 1.96$. As reported in Table 7, Overall Quality exerts a strong and positive effect on Satisfaction ($\beta = 0.716$, $t = 15.576$, $p < 0.001$), providing support for H1. Trust significantly influences Satisfaction ($\beta = 0.231$, $t = 3.617$, $p < 0.001$), supporting H2, and Satisfaction strongly predicts Continuance Intention ($\beta = 0.534$, $t = 10.855$, $p < 0.001$), supporting H7.

With respect to risk-related constructs, Security does not exert a significant direct effect on satisfaction (H3), but it has a significant positive effect on Trust ($\beta = 0.299$, $t = 3.972$,

$p < 0.001$), supporting H4. Similarly, Privacy positively influences trust ($\beta = 0.411$, $t = 6.072$, $p < 0.001$), supporting H5, while its direct effect on satisfaction is not significant (H6).

Regarding personality traits, only Conscientiousness demonstrates a significant positive effect on Trust ($\beta = 0.107$, $p = 0.018$), providing partial support for H8. Agreeableness and Conscientiousness exhibit significant effects on Overall Quality, partially supporting H9, whereas no personality traits show significant direct effects on Satisfaction, leading to the rejection of H10. Taken together, these findings support the relevance of quality and trust-based relationships and establish a foundation for the subsequent mediation analysis.

Table 7

Structural Model Results and Hypothesis Testing

<i>Hypothesis</i>	<i>Structural Path</i>	β	t	p	<i>Decision</i>	f^2	<i>Effect Size</i>
<i>H1</i>	Perceived Overall Quality $\rightarrow$ Satisfaction	.716	15.576	< .001	Supported	0.948	Large
<i>H2</i>	Trust $\rightarrow$ Satisfaction	.231	3.617	< .001	Supported	0.074	Small
<i>H3</i>	Security $\rightarrow$ Satisfaction	-.007	.14	.89	Not supported	0.000	Small
<i>H4</i>	Security $\rightarrow$ Trust	.299	3.972	< .001	Supported	0.094	Small
<i>H5</i>	Privacy $\rightarrow$ Trust	.411	6.072	< .001	Supported	0.174	Medium
<i>H6</i>	Privacy $\rightarrow$ Satisfaction	-.059	1.408	.159	Not supported	0.006	Small
<i>H7</i>	Satisfaction $\rightarrow$ Continuance Intention	.534	10.855	< .001	Supported	0.399	Large
<i>H8a</i>	Agreeableness $\rightarrow$ Trust	.047	1.129	.259	Not supported	0.004	Small
<i>H8b</i>	Conscientiousness $\rightarrow$ Trust	.107	2.359	.018	Supported	0.018	Medium
<i>H8c</i>	Extraversion $\rightarrow$ Trust	.010	.195	.846	Not supported	0.000	Small
<i>H8d</i>	Neuroticism $\rightarrow$ Trust	-.015	0.306	.760	Not supported	0.000	Small
<i>H8e</i>	Openness $\rightarrow$ Trust	-.067	1.687	.090	Not supported	0.009	Small
<i>H9a</i>	Agreeableness $\rightarrow$ Perceived Overall Quality	.194	3.298	.001	Supported	0.037	Small
<i>H9b</i>	Conscientiousness $\rightarrow$ Perceived Overall	.164	2.491	.013	Supported	0.024	Small
<i>H9c</i>	Extraversion $\rightarrow$ Perceived Overall Quality	.053	.792	.428	Not supported	0.002	Small
<i>H9d</i>	Neuroticism $\rightarrow$ Perceived Overall Quality	.012	.208	.835	Not supported	0.000	Small
<i>H9e</i>	Openness $\rightarrow$ Perceived Overall Quality	-.109	1.844	.065	Not supported	0.013	Small
<i>H10a</i>	Agreeableness $\rightarrow$ Satisfaction	-.007	.218	.827	Not supported	0.000	Small
<i>H10b</i>	Conscientiousness $\rightarrow$ Satisfaction	.031	0.864	.388	Not supported	0.003	Small
<i>H10c</i>	Extraversion $\rightarrow$ Satisfaction	.024	.602	.547	Not supported	0.001	Small
<i>H10d</i>	Neuroticism $\rightarrow$ Satisfaction	.019	.539	.590	Not supported	0.001	Small
<i>H10e</i>	Openness $\rightarrow$ Satisfaction	.042	1.275	.202	Not supported	0.006	Small

Note. Effect sizes were assessed using Cohen's (1988) guidelines, where f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

In addition to statistical significance, the substantive impact of the structural relationships was assessed using Cohen's f^2 effect size. Overall Quality displays a large effect on Satisfaction and Satisfaction exhibits a large effect on Continuance Intention, underscoring the importance of quality-driven satisfaction in explaining sustained mobile banking use. With respect to trust-related mechanisms, Privacy demonstrates a small effect on Trust, indicating that it acts as a complementary factor. Overall, the effect size analysis reinforces the structural model results by highlighting the primary role of Perceived Quality and Satisfaction.

5.3. Exploratory Analysis of Low-Order Quality Dimensions

To complement the general and abstract representation of the reflective–formative HOC (Perceived Overall Quality), an additional exploratory analysis was conducted at the level of the lower-order quality dimensions. Prior research highlights that the HOC aggregation may mask potential differences in how antecedent variables influence individual dimensions (Becker et al., 2012; Sarstedt et al., 2019). The aim is to identify whether personality traits exert differentiated effects across the specific quality components. This analysis should be interpreted as complementary and exploratory, intended to provide insight into the underlying mechanisms of the model. The primary conclusions of the study remain based on the HOC specification.

The results in Table 8 indicate that Agreeableness and Conscientiousness are the only personality traits that exhibit consistent and significant effects across the perception of the three quality dimensions. Specifically, Agreeableness shows positive and significant relationships with perceived information quality ($\beta = 0.200$, $p = 0.001$), perceived system quality ($\beta = 0.196$, $p = 0.001$), and perceived service quality ($\beta = 0.141$, $p = 0.015$). Similarly, Conscientiousness positively influences perceived information quality ($\beta = 0.220$, $p = 0.001$) and perceived service quality ($\beta = 0.148$, $p = 0.024$). In contrast, Extraversion, Neuroticism, and Openness do not show significant effects on any of the quality dimensions perception, indicating limited relevance of these traits in shaping quality perceptions in this context.

Table 8

Bootstrapping results of the exploratory analysis

Personality Trait	Information Quality	System Quality	Service Quality
Agreeableness	.200*** ($p = 0.001$)	.196*** ($p = 0.001$)	.141** ($p = .015$)
Conscientiousness	.220*** ($p = 0.001$)	.092 ($p = .172$)	.148** ($p = .024$)
Extraversion	-.009 ($p = .907$)	.068 ($p = .302$)	.082 ($p = .224$)
Neuroticism	-.016 ($p = .789$)	.006 ($p = .916$)	.035 ($p = .548$)
Openness	-.093 ($p = .119$)	-.097 ($p = .127$)	-.108 ($p = .065$)

Note. $p < 0.05 = **$; $p < 0.01 = ***$; n.s. = not significant.

The observed effects of Agreeableness and Conscientiousness are relatively consistent across all three quality dimensions, with no single dimension exhibiting a substantially stronger or exclusive influence. The relatively uniform pattern across dimensions suggests that personality traits influence a general quality perception rather than dimension-specific evaluations. Detailed bootstrapping results are reported in the Appendix.

5.4. Mediation Analysis

The mediating relationships proposed in the model were examined by assessing the significance of the specific indirect effects using bootstrapping with 10,000 resamples. As reported above, several paths provide evidence of mediation effects operating through Satisfaction, Trust, and Overall Quality. Notably, Overall Quality exhibits a significant indirect effect on Continuance Intention through Satisfaction ($\beta = 0.382$, $p < 0.001$), indicating that its influence on continuance intention is largely transmitted via user Satisfaction. Additionally, Trust demonstrates a significant indirect effect on Continuance Intention through Satisfaction, ($\beta = 0.123$, $p = 0.001$), highlighting its complementary role in shaping sustained use behaviour.

With respect to risk-related antecedents, Privacy and Security display significant indirect effects on CI through Trust and Satisfaction. Specifically, Privacy $\rightarrow$ Trust $\rightarrow$ Satisfaction $\rightarrow$ Continuance Intention ($\beta = 0.051$, $p = 0.003$) and Security $\rightarrow$ Trust $\rightarrow$ Satisfaction $\rightarrow$ Continuance Intention ($\beta = 0.037$, $p = 0.008$) are both significant, indicating that trust serves as an important intermediary mechanism, linking risk-related perceptions to satisfaction and subsequent continuance intention.

In addition, personality traits also exhibit significant indirect effects within the model. Agreeableness shows a significant indirect effect on Satisfaction through Overall Quality ($\beta = 0.139$, $p = 0.001$), as well as on CI via Overall Quality and Satisfaction ($\beta = 0.074$, $p = 0.002$). Similarly, Conscientiousness demonstrates significant indirect effects on Satisfaction through Overall Quality ($\beta = 0.118$, $p = 0.014$) and on CI through the sequential pathway Overall Quality $\rightarrow$ Satisfaction ($\beta = 0.063$, $p = 0.023$).

Collectively, these findings indicate that the effects of Overall Quality, Trust, risk perceptions, and PT on CI are largely indirect (Table 9). Satisfaction emerges as the central mediating mechanism, while Trust and Overall Quality play key intermediary roles in transmitting the effects of upstream constructs. Some personality traits shape MB outcomes indirectly by influencing user's perceptions instead of exerting direct effects. The absence and limited influence of PT reveal their distal role on MB long-term relationship cycle.

Table 9*Specific Indirect Effects (Mediation Analysis)*

Indirect Path	β	<i>t</i>	<i>p</i>
Overall Quality → Satisfaction → Continuance Intention	.382	9.008	< .001
Trust → Satisfaction → Continuance Intention	.1235	3.055	.001
Privacy → Trust → Satisfaction	.093	3.11	.002
Security → Trust → Satisfaction	.069	2.832	.005
Privacy → Trust → Satisfaction → Continuance Intention	.050	2.832	.003
Security → Trust → Satisfaction → Continuance Intention	.037	2.658	.008
Agreeableness → Overall Quality → Satisfaction	.139	0.326	.001
Agreeableness → Overall Quality → Satisfaction → Continuance Intention	.074	3.055	.002
Conscientiousness → Overall Quality → Satisfaction	.118	2.458	.014
Conscientiousness → Overall Quality → Satisfaction → Continuance Intention	.063	2.278	.023

Note. Results are based on bootstrapping with 10,000 resamples. β = standardised indirect effect.

5.5. Total Effects

To comprehensively assess the overall influence of the model constructs, total effects were examined by combining direct and indirect relationships. As shown in Table 10, Satisfaction exhibits the strongest total effect on Continuance Intention ($\beta = 0.534$, $p < 0.001$), confirming its central role in sustaining mobile banking usage. Overall Quality also demonstrates a substantial total effect ($\beta = 0.382$, $p < 0.001$), confirming its importance as a key antecedent of CI. Among the remaining predictors, Trust shows a significant but comparatively smaller total effect ($\beta = 0.123$, $p < 0.001$). Similarly, Conscientiousness ($\beta = 0.092$, $p < 0.01$) and Agreeableness ($\beta = 0.076$, $p < 0.01$) exert modest yet statistically significant total effects on continuance intention. Together, these findings reinforce the dominant role of Satisfaction and Overall Quality. In a less extent, PT contribute indirectly to the explanation of CI.

Table 10*Total Effects on Continuance Intention*

Predictor	β	<i>t</i>	<i>p</i>
Satisfaction	0.534	10.85	< .001
Overall Quality	0.382	9.008	< .001
Trust	0.123	3.452	.001
Conscientiousness	0.092	2.583	< .001
Agreeableness	0.076	2.641	< .001

Note. Total effects represent the combined direct and indirect effects obtained from bootstrapping with 10,000 resamples. β = standardised total effect.

5.6. Qualitative Analysis

The qualitative findings serve to contextualise and deepen the interpretation of the quantitative results, illustrating the mechanisms through which Perceived Overall Quality, Satisfaction, and habitual use contribute to CI in mobile banking usage.

5.6.1. Motives for Using the Mobile Banking Application

To complement the quantitative analysis, open-ended responses regarding application usage motives were analysed using a thematic approach. The analysis revealed a high degree of convergence across responses, allowing the identification of a limited number of recurring themes. The most frequently reported theme concerns ease of use and simplicity. Participants repeatedly described the application as easy to use, intuitive, and straightforward, emphasising the low effort required to perform routine banking tasks. Closely related to this theme, convenience and time efficiency emerged as a central motive for usage. Respondents highlighted the ability to perform banking operations without physical displacement to branches or ATMs and its 24/7 availability.

A second prominent theme relates to financial management and monitoring. Many respondents reported using the application to check balances, review transaction histories, monitor expenses, and manage savings or investments. These responses position the application as both a transactional tool and a mechanism for ongoing financial oversight. A third theme concerns the necessity of payments and transfers, including peer-to-peer payments, service payments, and mobile payment solutions such as MB Way. These functionalities were mentioned as integral and indispensable to daily financial activities.

Finally, some respondents referred to habit and familiarity as reasons for continued use. Long-term usage, familiarity with the interface, or the application being associated with their primary bank suggest that routinised behaviour also contributes to sustained use.

5.6.2. Perceived Switching Costs

The quantitative data reveals a noteworthy paradox regarding user retention and switching costs. When presented with the statement 'If an equivalent alternative existed, it would be easy to stop using my banking application and opt for another,' a significant majority of respondents expressed agreement (n=148) combining 'Agree' and 'Strongly Agree'), suggesting a high level of perceived technological self-efficacy. However, this perceived ease of transition stands in contrast to the motives of use. This discrepancy

suggests that while users possess high self-efficacy regarding their ability to adapt to new digital interfaces, their actual mobility is constrained by structural 'lock-in' effects. Consequently, the continuity of app usage appears to be driven more by the complexity of the underlying financial relationship than by loyalty to the application's specific features or user experience.

Several respondents pointed to the role of habit and familiarity in sustaining current usage. Additionally, practical considerations such as salary domiciliation, integration of multiple services within a single application, and stored transactional information were mentioned as elements increasing perceived switching effort. Switching costs are not interface-driven, but dependent on the client-bank ecosystem (mortgage, insurance, payslip). Loyalty is purely functional or convenient.

Having established the statistical validity of the proposed model, the following section discusses the findings in relation to the research questions and existing literature.

6. Discussion

6.1. Introduction

This study aims to examine the determinants of CI in mobile banking, with particular emphasis on the role of PT alongside system-related and perceptual factors. The model is grounded in continuance and post-adoption theories, integrating experiential mechanisms (Perceived Overall Quality, Satisfaction, and Trust) and individual differences. The discussion is structured around the main empirical results, synthesizing the key quantitative and qualitative findings, and interpreting them in light of the literature.

6.2. Synthesis of Results

The empirical results support that continuance intention in mobile banking is primarily driven by experiential and service-related mechanisms. Perceived overall quality emerged as the most influential antecedent of satisfaction, which in turn exerted the strongest effect on continuance intention. Trust was also validated as a significant construct, operating mainly through satisfaction, while privacy and security perceptions influenced continuance intention indirectly via trust. These findings indicate that quality-based satisfaction functions as the central explanatory mechanism in the post-adoption phase.

The hypotheses regarding personality traits were partially supported. None of the personality traits demonstrated a significant direct effect on satisfaction, but results reveal significant indirect effects. Conscientiousness and agreeableness exhibited indirect effects through perceived quality and trust, suggesting a nuanced and distal role of personality in this context.

The qualitative findings reinforce these results by highlighting routine usage, convenience, and system integration as key drivers of continued use. Participants emphasised habit formation, institutional anchoring, and perceived behavioural switching costs, thereby providing deeper insight into why experiential mechanisms dominate continuance decisions.

6.3. Interpretation of Results

6.3.1. The Dominant Role of Quality and Satisfaction

Perceived Overall Quality emerged as the most influential antecedent of satisfaction, which in turn exerted the strongest effect on continuance intention. This finding aligns with prior continuance research, demonstrating that satisfaction mediates the effects of quality on

CI (Pokhrel & Anup, 2024; Saibaba, 2024). These studies consistently demonstrate that as users accumulate experience with MB, continued use decisions become grounded in holistic evaluations of performance rather than isolated functional attributes. This finding is consistent with prior research with distinct models, indicating that satisfaction is a key element to foster customers' retention (Hidayat-ur-Rehman et al., 2021; Nguyen & Dao, 2024; Yin & Lin, 2022).

Theoretically, this result aligns with the Expectation-Confirmation Model and its extensions, which position satisfaction as the most proximal driver of continuance intention. In mature usage contexts, users rely less on the cognitive evaluation of individual features and more on integrated experiential judgments. From a managerial standpoint, these findings highlight the importance of ensuring consistent system reliability, seamless service execution, and accurate information provision, as incremental improvements in perceived quality translate into satisfaction and retention.

6.3.2. Trust as a Complementary Mechanism

Trust was also confirmed as a relevant construct, operating through satisfaction. This relationship mirrors previous findings in which trust enhances satisfaction and contributes to long-term usage through indirect mechanisms (Poromatikul et al., 2019; Saibaba, 2024).

In line with this perspective, privacy and security perceptions influence continuance indirectly by strengthening trust, suggesting that risk-related concerns shape relational assurance instead of directly motivating continued use. This is in line with Saibaba's (2024) finding of a less significant link between risk and continuance. At the same time, Poromatikul et al (2019) reports a strong mediation effect of satisfaction on trust and CI, indicating that satisfaction acts as a key transmission mechanism through which trust translates into continued use (Poromatikul et al., 2019). By contrast, Yuan et al. (2016) found perceived risk to strongly impact CI more than it affects satisfaction, a discrepancy that may be explained by the absence of trust as an explicit mediating mechanism in that model.

While these studies typically treat trust as independent from risk-related constructs, the present findings suggest a more integrated process. Specifically, a notable association was found between perceived security and privacy in trust formation, aligning with Che et al. (2023). In this sequence, trust precedes satisfaction judgments and functions as a reinforcing mechanism that stabilises continued use.

6.3.3. Personality Traits as Distal Antecedents

The personality traits hypotheses were primarily derived from adoption-oriented research, where individual differences influence perceptions and behavioural intentions (Agyei et al., 2020). This expectation is only partially supported. The findings suggest that personality traits effects do not necessarily persist in post-adoption contexts. Malik and Singh (2022) give a valuable insight on this topic with a longitudinal study. Personality traits are important starters, and trust and satisfaction are the main drivers to the end of the chain. Notably, this does not imply that personality is irrelevant. Rather, influence appears to operate upstream, shaping evaluative perceptions instead of directly driving continuance behaviour.

The study by Huseynov (2020) gives another perspective on the interpretation of our results. Their research demonstrates that personality traits are not equally influential across all application types. Transposing this logic to our study, it suggests that MB operates as a strictly utilitarian environment where usage is driven by functional necessity rather than psychological disposition. This is in line with Tang et al. (2022), who found connections between PT and user's privacy perceptions. As opposed to our findings, the authors also state that Agreeableness and Neuroticism positively affect trust.

Among the Five-Factor dimensions, only Conscientiousness and Agreeableness exhibited consistent indirect effects. Koloseni (2021) reached to similar conclusions except for Extraversion. The difference may account for the distinction between intention and usage. The author studies behaviour, as opposed to the present model that establishes a psychological motivation for continuance intention. This trait-specific pattern is theoretically coherent. Conscientious individuals value reliability, structure, and risk minimisation, making them responsive to service quality and security cues that foster trust. Similarly, agreeable individuals are predisposed towards benevolent and cooperative expectations, facilitating trust formation and favourable quality evaluations in digital service environments. The absence of effects for remaining traits suggests that characteristics related to novelty-seeking, emotional reactivity, or social stimulation become less salient since mobile banking is a utilitarian application.

6.3.4. Qualitative Findings

The qualitative results provide additional explanatory depth, as participants emphasised convenience and routine usage within a single application. These insights align with IS Continuance Model, which posits that long-term usage is driven by expectation-confirmation and satisfaction (Bhattacharjee, 2001). Once digital financial services become infrastructural (supporting payments, savings, budgeting, and account monitoring), continuance behaviour shifts from deliberative choice to habit-driven reliance (Venkatesh et al., 2011). This transition suggests that system reliability and experiential adaptation become the primary determinants of continued use (Zhou, 2011). Recent studies on Fintech routinisation bare out that CI in digital banking is driven by lifestyle integration and trust instead of functionalities (Hui et al., 2023).

The qualitative evidence indicates that switching costs are experienced less as technical barriers and more as behavioural and procedural frictions. Due to its nature, mobile banking applications rarely function as an independent pull factor capable of inducing bank switching. Byung-Yup Kong (2025) supports this idea in their study by acknowledging the significant influence of service conditions (e.g. interest rates) and convenience on switching. Both trust and switching costs are significant drivers of continuance with the main bank. These findings support that usage is institutionally anchored. With respect to MB and loyalty and retention, findings are mixed. Although evidence suggests MB acts as a retention mechanism (Ahmadi et al., 2022; Astrid M. Lindqvist, 2026), other findings suggest it might not be sufficient (Rafiq et al., 2020). Switching costs demonstrate low power towards loyalty, and they are not meaningful to this study's sample either, suggesting MB is not a retention barrier. This strengthens the idea that MB ecosystem is driven by continuous value delivery and experiential quality (Zhengmeng et al., 2024). Substandard performance may act as a push factor that progressively weakens the customer-bank relationship, whereas positive experiences reinforce existing ties (Hidayat & Idrus, 2023).

6.3.5. Implications for Personalisation and Continuance Strategy

Evidence from prior research shows that personalised features can enhance customer engagement and satisfaction in digital financial services (Lindqvist, 2026; Moquillaza & Paz, 2025; Nawaz et al., 2018; Sasono et al., 2025; Wang, 2017). The findings of this study indicate that personality traits have limited influence on continuance intention, which may not constitute a relevant foundation for personalisation strategies in this context. This does not

imply that personalisation is irrelevant. It suggests that its effectiveness may not be meaningfully explained by stable personality characteristics in this context. Personalisation may depend more on perceived functional relevance than on user-specific dispositional characteristics. Therefore, practical implications derived from these findings highlight the importance of maintaining reliable, efficient, and need-oriented MB services as key drivers of CI.

Consistent with the weak influence of personality traits observed in this study, the findings indirectly point to the importance of user's interactions and service experience. In this sense, forms of personalisation grounded in usage behaviour, transactional needs, or interaction history may be more compatible with the determinants of continuance identified in the present model. However, it is important to note that such mechanisms were not directly examined in this study. This interpretation is merely indicative, not conclusive.

7. Conclusion

The accelerated diffusion of mobile banking applications has shifted the competitive focus of the banking sector from user acquisition to sustained engagement. With broader processes of digital transformations, regulators and financial institutions increasingly recognise that ensuring the continued use of digital channels is critical for efficiency, inclusion, and customer protection. Against this backdrop, this study addresses the research question of how instrumental and relational factors interact with personality traits to explain mobile banking continuance intention, thereby responding to both academic and practical challenges associated with long-term digital service usage.

By answering this research question, the study's primary contribution lies in demonstrating that mobile banking continuance is fundamentally driven by experiential mechanisms rather than dispositional factors. Perceived overall quality emerges as the dominant driver of satisfaction, which acts as the most proximal determinant of continuance intention. Contrasting with common findings in early adoption research, personality traits reveal only a distal and indirect effect on long-term usage behaviour.

The empirical findings demonstrate that mobile banking continuance intention is mainly motivated by experiential and performance-based mechanisms. Perceived overall quality emerges as the strongest antecedent of satisfaction, which in turn acts as the most proximal determinant of CI. Trust plays a complementary role, shaped by security and privacy perceptions, reinforcing satisfactions rather than directly driving continued use. These results extend expectation-confirmation logic and support that, in post-adoption contexts, users rely on accumulated experience instead of isolated evaluations of functionality.

The integration of personality traits from the FFM yields results that are both informative and partially unexpected. Contrary to much adoption-oriented research that links personality traits to behavioural intention, in this continuance study they are conceptualised as distal antecedents. Only specific traits, particularly conscientiousness and agreeableness, shape user's perceptions of quality and trust. Their effects are transmitted indirectly through satisfaction. These findings refine existing theory by delineating the boundary conditions under which personality traits remain relevant and by showing that dispositional effects attenuate as MB use becomes routinised and embedded in everyday financial practices.

The qualitative findings further clarify what has been learned from the quantitative results. User's continued reliance on MB is driven by convenience, habit, and institutional integration as opposed to novelty and personal predispositions. Although respondents report high technological self-efficacy and low-interface related switching barriers, their behaviour remains anchored in broader bank-customer relationships, such as salary domiciliation and integrated financial services. This helps explain why experiential quality and satisfaction dominate continuance decisions and why personality-based effects remain limited.

From a managerial perspective and regulatory perspective, these insights provide explicit direction. For banks, sustained MB use depends more on improvements that reinforce core drivers of continuance (overall quality and trust), and less on personality-based tailoring. Such a strategy allows delivering reliable, secure and frictionless services that users can seamlessly integrate into their routines. For regulatory entities, the findings emphasise the promotion of transparency, security, usability, and trust in digital banking. This approach supports consumer confidence and financial inclusion in digitalised markets.

The present study makes several contributions and opens important opportunities for further refinement and extension. One promising avenue concerns the use of research designs that go beyond self-reported, cross sectional survey data. Futures studies could adopt longitudinal approaches or incorporate objective usage data to observe how continuance mechanisms evolve over time. In particular, the progressive implementation of Open Banking may alter current lock-in mechanism. Additional opportunities arise from extending the empirical scope beyond the Portuguese context. Comparative cross-country research would help assess the stability of proposed relationships. Finally, qualitative and mixed-methods approaches could enrich quantitative models and deepen the understanding.

Further refinement of the model could also be achieved by incorporating broader relationship-level and institutional factors, such as contractual conditions, switching costs, and long-term bank-customer relationship. Future research could extend the model to better capture continuance dynamics. Lastly, although personality traits played a limited role in this study, future studies may examine whether dispositional characteristics exert stronger effects in other digital financial services, where usage is less routinised.

In sum, this thesis shows that MB continuance is driven by perceived quality and satisfaction. Continuance with MB depends less on who users are and more on how their experiences with the service shapes satisfaction. Personality traits play only an indirect role. Their relevance is heavily superseded by the user's accumulated experience.

8. Appendix

Table A

Exploratory Analysis- Bootstrapping Results

Path	β	Std. Error	t-value	p-value
Agree $\rightarrow$ Information Quality	.200	.058	3.456	.001
Agree $\rightarrow$ System Quality	.196	.060	3.284	.001
Agree $\rightarrow$ Service Quality	.141	.058	2.426	.015
Conscientiousness $\rightarrow$ Information Quality	.220	.064	3.434	.001
Conscientiousness $\rightarrow$ System Quality	.092	.067	1.367	.172
Conscientiousness $\rightarrow$ Service Quality	.148	.065	2.264	.024
Extraversion $\rightarrow$ Information Quality	-.009	.073	.117	.907
Extraversion $\rightarrow$ System Quality	.068	.066	1.032	.302
Extraversion $\rightarrow$ Service Quality	.082	.068	1.217	.224
Neuroticism $\rightarrow$ Information Quality	-.016	.060	0.267	.789
Neuroticism $\rightarrow$ System Quality	.006	.060	0.106	.916
Neuroticism $\rightarrow$ Service Quality	.035	.058	0.601	.548
Openness $\rightarrow$ Information Quality	-.093	.060	1.559	.119
Openness $\rightarrow$ System Quality	-.097	.064	1.528	.127
Openness $\rightarrow$ Service Quality	-.108	.059	1.845	.065

Note. Standard errors, t-values, and p-values are based on bootstrapping with 10,000 subsamples. Statistically significant paths ($p < 0.05$) are interpreted in the main text.

Table B

Coefficient of Determination (R^2) for Quality Subdimensions

Endogenous Construct	R^2	Adjusted R^2
Information Quality	.104	.090
System Quality	.074	.060
Service Quality	.074	.059

Note. R^2 values indicate the proportion of variance explained in each quality dimension by the predictor constructs included in the exploratory model.

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