

The Effects of Service Quality of Cashless Payments on the Financial Behavior of Consumers in Digos City

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Abstract

The increasing popularity of cashless payment methods has raised concerns about their potential impact on consumers' spending behavior and financial management, as they may contribute to excessive spending and reduced financial control. This study aimed to ascertain how consumers' financial behavior in Digos City has been affected by the quality of the cashless payment service. It evaluated the quality of cashless payment services in terms of ease of use, reliability, and customer support, and consumers' financial behavior in terms of spending behavior, promptness and timeliness of bill payment, long-term financial goals, and incidence of debt. The study also highlighted the importance of the relationship between the service quality of cashless payments and consumers' financial behavior. The study uses a correlational quantitative research design. Using simple random sampling, 400 respondents were collected. The results revealed that both the service quality of cashless payments and financial behavior were high. In addition, the results showed a strong positive relationship between cashless payment and financial behavior. This indicates that consumers might adopt much better financial practices because of enhancements in the service quality of cashless payment systems. Thus, researchers recommend that consumers set financial goals to prevent unwanted spending and to increase the chances of financial literacy.

Keywords: cashless payment, service quality, financial behavior, digital payment, consumers, Digos City

Introduction

Consumers' use of cashless payments, such as mobile apps, e-wallets, or cards, reduces their connection to physical cash, leading to overspending and weakening their financial control (Manshad & Brannon, 2021). The service quality of cashless payments may be inconsistent due to connectivity issues, system unavailability, and transaction delays, which can lead to payment failures, disrupt consumers and merchants, and negatively affect user satisfaction (Ali, 2024). As the use of e-wallets rises, these tools encourage consumers to spend more. When consumers repeatedly use this for spending, it becomes a habit. As this spending is repeated, it influences a person's behavior and personality (Aji & Adwiyah, 2022). Globally, especially in Turkey, the rapid shift to cashless payment methods such as e-wallets and QR codes has changed how consumers spend. Nowadays, consumers want a fast, safe, and dependable

payment method, making service quality an important part of the consumer experience (Eren et al., 2022). The quality of cashless payments mainly influences consumer financial behavior, as it has been recognized and is increasingly evident, particularly in service-based sectors. Perceived Ease of Use contributes positively to Perceived Enjoyment. When using an application, the Perceived Ease of Use variable will significantly influence consumers' convenience (Jasin, 2022). A study from Europe finds that reliance on digital payments, though convenient, may undermine financial literacy, underscoring the need for qualitative research into how consumers balance convenience, trust, and self-discipline in their daily spending (Lo Prete, 2022).

In the Philippines, the shift towards cashless payments is rising. Transitioning financial management and payment process from traditional payment to digital platforms, leading to an increasing reliance on electronic money for transactions (Yang et al., 2021). The ease of use, effectiveness, and security of cashless payment systems are their greatest strengths. Digital banking platforms and mobile applications now provide continuous access to banking services, enhancing the convenience of financial transactions and account management (Venkatesan, 2025). Furthermore, adolescents in the Philippines are more likely to use e-wallets in malls and restaurants when e-service quality, particularly promptness and reliability, is strong (Cruz & Kim, 2023).

The adoption of digital payment methods in Digos City has led to extreme spending among consumers. As more shops and malls adopt digital wallets and other cashless payment options, consumers tend to spend more freely than when using cash. Money stored in digital wallets or other cashless payment tools is perceived by consumers as intangible or unreal, reducing their awareness of actual spending. This mindset leads to overspending and impulse buying. Understanding this behavior is important for consumers in Digos City to address the economic impact of cashless transactions properly and to develop strategies that promote responsible spending while maintaining convenience.

This study relies on theoretical frameworks that clarify how service quality influences the customers' financial behavior. The Theory of Planned Behavior (Ajzen, 1991) posits that customers' perceptions of accessibility, trust, and the security of the electronic transaction system influence their attitudes toward using these technologies. In situations where e-service quality is high, consumers develop a favorable view and trust, leading to increased willingness to use the service and actual use, which in turn affects their spending behavior and financial practices. To support this, the Unified theory of Acceptance and Use of Technology (Venkatesh et al., 2016) highlights that perceived performance benefits, ease of use, social factors, and facilitating conditions influence consumers' acceptance of cashless payments. The adoption of a cashless payment system has a major effect on consumers, prompting adjustments to spending habits, from daily purchase choices to financial planning. These theories collectively provide a thorough framework for understanding how the quality of digital transactions influences psychosocial factors, affects consumers, and shapes their spending habits. This framework emphasizes that higher service quality positively influences both adoption and consumers' effective financial management.

The significance of this study is that it provides empirical evidence that e-service quality is almost perfectly correlated with positive financial behavior among consumers in Digos City. Emphasizing that the findings indicate that high levels of system efficiency and ease of use directly drive strategic budgeting and long-term financial goals, suggesting that digital payment infrastructure is a primary catalyst for financial discipline and enhances financial knowledge in the local economy.

Research Objectives

To determine the influence of cashless payment on service quality in the financial behavior of consumers in Digos City.

1. To assess the level of service quality of cashless payment in Digos City in terms of:
 - 1.1 Ease of use;
 - 1.2 Reliability; and
 - 1.3 Customer Support.
2. To determine the level of financial behavior of consumers in Digos City in terms of:
 - 2.1 Purchasing Behavior;
 - 2.2 Promptness and Timeliness of Bills Payment;
 - 2.3 Long-term Financial goals; and
 - 2.4 Incidence of Debt.
3. To ascertain the significance of the relationship between service quality of cashless payments and the financial behavior of consumers in Digos City.

Respondents

The selected respondents to this study were 400 users of cashless payment and residents of Digos City. Respondents were male and female, 18 years old and above, used cashless payment for their consumption, and lived in Digos City. However, those below 18 years old, non-residents of the city, and not using cashless payments were excluded from the study as respondents. The respondents were selected through simple random sampling to ensure that every individual had an equal chance to participate in the study. Simple random sampling is a common method used in quantitative studies with survey questionnaires. It is considered effective when the population is homogeneous, and each individual has an equal chance of being selected (Noor et al., 2022).

Table 1 presents the respondents' demographic profile by age, sex, employment status, cashless payments, monthly income or salary, and type of store where cashless payments are used. In terms of sex, the majority of respondents were female, with a frequency of 250 (62.5%) of the total. At the same time, the male respondents were only 150 (37.5%). Regarding the age, the bracket 18-25 got the highest frequency of 225 (56.3%) of the respondents; followed by bracket 26-41 with 108 (27.0%); bracket 41-50 with 42 (10.5%); bracket 51-60 with the second lowest frequency of 21 (5.3%); and the bracket 61 and above got the lowest frequency of 4 (1.0%) of the total respondents. Regarding employment status, full-time employees are the largest group among respondents, with a frequency of 168 (42.0%), followed by students with 161 (40.3%), part-time employees with 44 (11.0%), and the unemployed with the lowest frequency of 27 (6.8%).

In the context of cashless payments, the most used is reported to be GCash with a frequency of 295 (73.8%); online bank with 48 (12.0%); Maya with 28 (7.0%), credit card with the second least of (6.5%), and others with the lowest frequency of 3 (0.8%). This indicates that GCash is mostly used in payments. In terms of monthly income or salary, majority of respondents have a monthly income or salary of P5,000-P10,000 with a frequency of 204 (51.0%), followed by the monthly income or salary of P10,000-P15,000, with 66 (16.5%); monthly income or salary of P30,001 and above, with 52 (13.0%), monthly income or salary of P15,001-P20,000 with the second least frequency of 41 (10.31%), and only 37 (0.3%) of the respondents, have the monthly income or salary of P20,001-P30,000.

Table 1. Characteristics of 400 respondents included in the study

Profile	f	%
Sex		
Female	250	62.5
Male	150	37.5
Age		
18-25 years old	225	56.3
26-40 years old	108	27.0
41-50 years old	42	10.5
51-60 years old	21	5.3
61 years old and above	4	1.0
Employment Status		
Student	161	43.3
Part-time	44	11.0
Full-time	168	42.0
Unemployed	27	6.8
Cashless Payments		
Gcash	295	73.8
Maya	28	7.0
Credit Card	26	6.5
Online Bank	48	12.0
Others	3	0.8
Monthly Income or Salary		
P5,000-P10,000	204	51.0
P10,001-P15,000	66	16.5
P15,001-P20,000	41	10.3
P20,001-P30,000	37	9.3
P30,001 and above	52	13.0
Type of Store Where Cashless Payments is Used		
Grocery Store	117	29.3
Convenience Store	52	13.0
Restaurant/Café	44	11.0
Online Store	151	37.8
Transportation Services	11	2.8
Others	25	6.3

Finally, in the level of type of store where cashless payment is used, the mostly used were online store with a frequency of 151 (37.8%); grocery store with 117 (29.3%), followed by convenience store with 52 (13.0%); restaurant/café with 44 (11.0%); others with a frequency of 25 (6.3%), and transportation services with the lowest frequency of 11 (2.8%).

Instruments

The study used an adapted questionnaire from Rodriguez (2025, pp. 4871-4896), Abidi & Khan (2019), Cruz et al., (2022) entitled “Financial Management and Spending Behavior among 4ps Beneficiaries” and “Impact of E-Service Quality of Cashless Payment on Customer Loyalty” which served as the main tool for data collection.

Table 2. Interpretation of the 5-Point Likert Scale on the service quality of cashless payments

Numerical Scale	Range of Means	Descriptive Levels	Descriptive Interpretation
5	4.20-5.00	Strongly Agree	This implies that there is a very high level of service quality of cashless payments among the respondents
4	3.40-4.19	Agree	This implies that there is a high level of service quality of cashless payments among respondents
3	2.60-3.39	Neutral	This implies that there is a moderate level of service quality of cashless payments among the respondents
2	1.80-2.59	Disagree	This implies that there is a low level of service quality of cashless payments among the respondents
1	1.00-1.79	Strongly Disagree	This implies that there is a very low level of service quality of cashless payments among the respondents

The first part categorized the demographic profile, such as age and sex; it also included a category that indicates which consumer they are. The second part assessed the service quality of cashless payment. The final part assessed consumers' financial behavior. The questionnaire used a 5-point Likert scale to quantify responses. The modified and adopted questionnaire was divided into three parts. Moreover, the collected data were analyzed using weighted calculations to assess respondents' perceptions and behaviors regarding cashless payment systems

Table 3. Interpretation of the 5-Point Likert Scale on the financial behavior of consumers in Digos City

Numerical Scale	Range of Means	Descriptive Levels	Descriptive Interpretation
5	4.20-5.00	Strongly Agree	This implies that there is a very high level of financial behavior among the respondents
4	3.40-4.19	Agree	This implies that there is a high level of financial behavior among the respondents
3	2.60-3.39	Neutral	This implies that there is a moderate level of financial behavior among the respondents
2	1.80-2.59	Disagree	This implies that there is a low level of financial behavior among the respondents
1	1.00-1.79	Strongly Disagree	This implies that there is a very low level of financial behavior among the respondents

Design and Procedure

This study used a correlational quantitative research design to examine the relationship between customers' experiences with cashless payment systems and consumers' financial decision-making. A correlational design was used to examine the relationships among two or more variables within a single group. This approach helps the study collect numerical data and analyze connections among variables. This design is most appropriate for the study because it aims to determine the relationship of variables without controlling or manipulating them. This design helps the researcher analyze the direction and strength of the connection between variables in a natural setting using statistical analysis (Devi et al., 2022).

The researchers gathered the data for this study through a survey questionnaire they prepared. Before distributing the questionnaire, the researchers formally requested a letter of permission from the Research and Innovation Center to conduct the survey. Once the questionnaire had completed its validation process, the researchers sought approval from the selected respondents to carry out the study. After obtaining the necessary approval, they proceeded to collect data using the approved research instrument. Before distributing the questionnaire, the researchers obtained consent from the respondents to participate in the study. They also provided a brief orientation, explaining the instructions and guidelines for properly answering the questionnaire. This step ensured that the respondents fully understood the purpose of the study and could answer the questionnaire accurately. The survey questionnaire was then distributed to all selected respondents in Digos City in accordance with the established criteria. The researchers ensured that each respondent received an individual copy of the questionnaire. After the data collection process was completed, the researchers organized and tabulated the gathered responses. The data were then forwarded to the statistician for appropriate analysis in line with the study's objectives and problems. Finally, the researchers interpreted the data to derive the study's significant findings and results.

In addition, the study used three statistical tools to analyze the data. First, the frequency and percentage distribution were used to describe the demographic profile of the respondents. The researchers provide empirical evidence that computing distribution distances in the frequency domain reduces the loss of positional information in the spatial domain, thereby preserving the structure of the predicted results (Ni et al., 2024). Second, to ascertain the level of service quality of cashless payments and the financial behavior of consumers in Digos City, the mean and standard deviation were computed, with the latter used to assess the validity of the sample mean (Darling, 2022). Lastly, Spearman's rho was used to assess the relationship between the service quality of cashless payments and the financial behavior of consumers in Digos City, as it is a primary inferential procedure used by researchers to determine the degree of association between two variables (Okoye & Hosseini, 2024).

Table 4. Interpretation of the Correlation Matrix between Service Quality of Cashless Payments and the Financial Behavior of Consumers in Digos City

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative)
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	negligible correlation

Using a correlational table, the level and importance of the relationship between two variables can be determined (Dufera et al., 2023). By understanding the strengths and weaknesses of this method, researchers can use it effectively in various social and academic contexts (Putri et al., 2025).

Ethical Considerations

With respect to the ethical considerations involved in the study titled "The Effects of Service Quality of Cashless Payments on the Financial Behavior of Consumers in Digos City," it was conducted in strict adherence to ethical standards. Throughout the study, the researchers obtained approval from the UM Digos Research and Innovation Center, ensuring compliance with the specified criteria and protocols. Special attention was given to the ethical management of participants, and data confidentiality was maintained to uphold the integrity and safety of the population involved.

Voluntary Participation. The researchers guaranteed that consumers had the freedom to choose whether to participate in the study. The researchers explained the study's objectives to the respondents.

Privacy and Confidentiality. Confidentiality and privacy were maintained, ensuring that no information was disclosed to anyone involved in the study. The collection of data was not disclosed to anyone, and everything was kept strictly private and confidential.

Informed Consent Form. The researchers ensured that the questionnaires were distributed only after obtaining the respondents' consent. The target respondents of the study consisted of consumers in Digos City who met the criteria of being knowledgeable and having a clear understanding of their role in the research process.

Benefits. This study provided consumers with a deeper understanding of how cashless payments affected their financial challenges during each transaction.

Plagiarism. Proper credit was attributed to the respectful owners of all cited sources to maintain the originality of their work. The researchers meticulously collected and paraphrased all information, ensuring that citations were properly presented to show respect for other scholars' contributions.

Fabrication. The researchers ensured that all data presented were accurate and that no data was falsified to maintain research integrity.

Conflict of Interest. Any relevant financial or personal interests that could and would affect the study were disclosed to ensure objectivity and fairness.

Deceit. The data collection process was conducted with honesty, and informed consent was obtained from all respondents before participation to maintain transparency and consistent monitoring of the study.

Permission from Organization/Location. Following consultations with the adviser, the researchers incorporated the necessary changes to the text, and any publishing or presentations required approval from both parties.

Results and Discussion

Level of Service Quality of Cashless Payments in Digos City

Table 5 shows the level of service quality of cashless payment in Digos city in terms of ease of use, reliability, and customer support. The overall mean level of service quality for cashless payments is 4.02 (SD = 0.55), which is interpreted as high. This high level indicates that most consumers in Digos City believe that cashless payment services are efficient, reliable, and effective in enhancing their financial transactions. The result indicates that cashless payment systems are becoming increasingly common and that they give consumers a positive experience.

Table 5. Level of service quality of cashless payment in Digos City, n =400

Indicators	$\bar{x}$	SD
Ease of Use	4.27	0.61
Reliability	3.93	0.63
Customer Support	3.85	0.68
Overall	4.02	0.55

The items in the ease-of-use category encompassed the practicality and simplicity of using cashless payment systems. This includes how easy it is for consumers to use cashless payment applications, understand the payment method, and complete transactions. The reliability section focused on the dependability and consistency of cashless payment systems in processing transactions carefully and frequently. It emphasized the importance of constant system performance. The customer support showed the effectiveness and accessibility provided to consumers of cashless payment services. This includes responding to user concerns, resolving transaction errors, providing platform instructions, and ensuring consumers receive immediate support when issues arise.

Among the indicators, ease of use got the highest mean of 4.27 (SD=0.61), interpreted as high. Followed by customer support and got a mean score of 3.93 (SD=0.63), which is also considered high. Lastly, reliability with a mean score of 3.85 (SD=0.68), which is still considered high.

Ease of use had the highest mean, 4.27 (SD=0.61), indicating a very high level of service quality for cashless payments among respondents and serving as the main indicator of cashless payment service quality. According to Kurniasih et al. (2022), Khiong (2022), and Huang et al. (2022), perceived ease of use has a positive and significant relationship with the intention to use an application. Perceived ease of use is considered an important factor in increasing users' behavioral intention. This is also supported by Malizar et al. (2021) and Nelwan et al. (2021), who state that ease of use significantly affects usefulness and perceived enjoyment when adopting specific information systems. Moreover, this result aligns with Faridah & Kuswati (2024), who emphasize several aspects of ease of use in cashless payments, such as intuitive interfaces, 24/7 accessibility, and efficiency in time and cost. It indicates that consumers strongly agree that cashless payments are easy and simple to use.

The second indicator is reliability, which obtained the second-highest mean score of 3.85 (SD=0.68). This is interpreted as high in terms of respondents' perceived level of service quality for cashless payments. This indicates that respondents have confidence in the reliability and proper use of cashless payment systems. As cited by Chen & Jiang (2022, as cited in Fachrudin et al., 2025), when consumers perceived their expectations regarding system reliability of providers and banks. Furthermore, providers' speed and reliability instill a sense of safety in users (Syifa & Tohang, 2020, as cited in Hendratno, 2022).

The last indicator is customer support, with a mean score of 3.93 (SD=0.63). This implies a high level of service quality regarding cashless payments among the respondents. This finding aligns with Winata & Arma (2025), who emphasize the effectiveness of reactive customer support, and Monir et al. (2025), who suggest that dependability in service significantly impacts customer satisfaction. Furthermore, Sharma & Padashetty (2025) argue that strong support communication is crucial for retaining users and cultivating loyalty.

Hence, the results indicate that Digos City's cashless payment services present a high level of service quality. This is supported by Sheu & Chang (2022), who state that customer satisfaction is highly

influenced by e-service quality, which measures the competence of an online platform to meet consumers' expectations. This aligns with the Unified Theory of Acceptance and Use of Technology, which says that individuals' acceptance and use of technology are influenced by the ease of use, reliability, and customer support. Prastiawan et al. (2021) also claim that the influence of mobile banking, through perceived usefulness, affects perceptions of use. Furthermore, through the perceived ease of use of cashless payments, users' acceptance and adoption are increasing and have had a positive impact (Alswaigh & Aloud, 2021).

Level of Financial Behavior of Consumers in Digos City

Table 6 presents the four indicators of the level of financial behavior of consumers in Digos City, which are purchasing behavior, promptness and timeliness of bill payment, long-term financial goals, and incidence of debt. With a mean of 3.70 (SD = 0.52), it is considered high. This shows that consumers usually control their funds carefully.

The items in the purchasing behavior addressed how consumers handle purchases and make spending decisions regarding their financial behavior. This includes prioritizing important items, minimizing impulsive spending, and evaluating needs before making purchases. The promptness and timeliness of bill payment focused on consumers' ability to meet financial obligations, such as utilities, dues, and other payments, before the required deadlines. The long term financial goals section emphasized the importance of preparing to maintain financial stability in the future. This involves making financial goals, saving money, and choosing financial decisions that ensure long-term financial security. The incidence of debt focused on the presence and control of consumer debt, particularly frequent borrowing, and on consumers' ability to manage and comply with their financial obligations responsibly.

Table 6. Level of financial behavior of consumers in Digos City, n = 400

Indicators	$\bar{x}$	SD
Purchasing Behavior	4.15	0.62
Promptness and Timeliness of Bills Payment	3.85	0.72
Long-term Financial goal	4.06	0.58
Incidence of Debt	2.75	1.09
Overall	3.70	0.52

Among the four indicators, purchasing behavior had the highest mean score of 4.15 (SD = 0.62), which is considered high. Followed by long-term financial goals with a mean of 4.06 (SD=0.58); the promptness and timeliness of bill payment with a mean of 3.85 (SD=0.72), which are both categorized as high. Lastly, the incidence of debt had a mean of 2.75 (SD = 1.09), which is interpreted as moderate.

The purchasing behavior item, which was most relevant to consumers, has the highest mean, is considered high, and serves as the primary indicator of consumers' financial behavior. This result is supported by Bhoopathy & Kanagaraj (2023), who assert that the complex effects of cashless payments affect customer behavior. In addition, Kasuma et al. (2024) found that perceived enjoyment positively influences impulsive buying behavior. Lastly, perceived usefulness and consumer attitude positively affect impulsive behavior in relation to digital wallet (Sari et al., 2021).

The next indicator is long-term financial goals, which had the second highest mean and were also considered high in consumers' financial behavior. People who set long-term saving goals tend to save

more and make financial decisions (Ouyang et al., 2025). Planning for the future, such as setting long-term goals, is a key part of managing money well (Yeo et al., 2024). Good habits like budgeting, saving, and planning help people stay financially stable (Nogueira et al., 2025). This shows that having clear long-term goals can encourage smart financial choices and that high-quality cashless payment services can make it easier for people to stick to these goals.

Furthermore, the promptness and timelines of bill payment, which had the third-highest mean, were also considered high in consumers' financial behavior. For most consumers, e-wallets are not only easy to use but also allow them to complete transactions more rapidly and conveniently (Moraga et al., 2026). As cited in Batican et al. (2023), e-wallets are the most commonly used cashless payment method for utility bills among adopters, highlighting how the service quality of cashless payment systems, particularly mobile wallets, influences consumers' financial behavior. This has supported the study conducted by Soodan & Rana (2020), users do appreciate the ability to pay bills quickly and efficiently without the need to travel, queue, or handle cash, thus saving time and reducing expenses, and these insights suggest that cashless payment systems meet a critical demand for efficiency and ease, making them an attractive option for many users.

The last indicator is the incidence of debt, which is only considered moderate. This finding is significant because debt behavior among students and millennials is often shaped by a combination of financial literacy, peer influence, and psychological traits such as impulsivity (Geriadi & Dwijayanthi, 2024). Furthermore, research by Fitriadi et al. (2025) indicates that while digital finance and financial inclusion play a role, financial literacy remains the strongest individual factor in determining how consumers manage debt. Ultimately, this moderate level of debt implies that consumers need to balance their shopping habits with disciplined financial behavior to avoid the risks associated with fintech lending in the digital era (Parameswari & Putra, 2025).

Hence, the respondent's financial behavior underscores the importance of maintaining sound financial practices. Financial management practices, as part of positive financial behavior and the encouragement of financial inclusion, have a positive impact on financial well-being (Stefani et al., 2022). This result aligns with the Theory of Planned Behavior, which posits that people's attitudes, intentions, and perceptions influence their financial decisions and behavior. Yeo et al. (2024) also stated that financial awareness helps assess financial planning and its effects on consumers' financial behavior. Consumers with good financial behavior, such as saving and investing, can improve financial well-being (Yakoboski & Sticha, 2024).

Correlation matrix between service quality of cashless payments and the financial behavior of consumers in Digos City

Table 7 presents the correlation matrix, which analyzes the relationships between cashless payment service quality and consumers' financial behavior in Digos City. The findings indicated that all key service quality dimensions, including ease of use, reliability, and customer support, revealed statistically significant positive associations with most financial behavior constructs. Based on this result, consumers' willingness to utilize cashless payment systems is influenced by the effort expectancy as an internal factor and social impact as an external factor (Bemby & Qomariyah, 2023).

The statistical analysis revealed a moderate, statistically significant positive correlation between the overall service quality of cashless payment systems and consumers' commitment to long-term financial goals ($r = 0.521$). This suggests that as the service quality of digital payment infrastructure improves, there

is a corresponding increase in consumer financial awareness and goal attainment. By linking people's digital literacy levels and their savings behavior to national digital systems and regulatory frameworks, the study provides a more comprehensive and theoretically grounded lens for examining FinTech and household financial choices (Doğam Başar et al., 2025).

On the other hand, overall service quality shows a negligible correlation with the incidence of debt ($r=0.200$), indicating that the overall service quality of cashless payments does not directly affect consumers' debt incidence. The result indicates no clear evidence that consumers intentionally select payment methods or manage cash to control their spending. Furthermore, present bias does not significantly influence the choice between cash and cashless methods, nor frequent withdrawals (Brown et al., 2023)

With regards to the overall financial behavior of consumers, it also shows a moderate positive correlation with customer support ($r=0.519$), indicating that when customer support is high, consumers' overall financial behavior also increases. The perception of reliability has a significant positive impact on perceived ease. In addition, it indicates that perceived ease of use significantly enhances attitude and perceived usefulness (Denovan & Marsasi, 2025). While overall financial behavior has a low positive correlation with ease of use ($r=0.402$), this suggests that ease of use slightly affects consumers' overall incidence of debt. The results show that although PayLater promotes both household spending and the development of the digital economy, it also increases dependence on short-term loans and causes personal financial challenges, particularly among young people (Bahasoan & Qamariah, 2025).

Table 7. Correlation matrix between service quality of cashless payments and the financial behavior of consumers in Digos City

Service Quality of Cashless Payments		Financial Behavior of Consumers				
		Purchasing Behavior	Promptness and Timeliness of Bill Payment	Long-term Financial Goals	Incidence of Debt	Overall
Ease of Use	r-value	0.444**	0.309**	0.478**	0.085**	0.402**
	p-value	<.001	<.001	<.001	<.001	<.001
Reliability	r-value	0.421**	0.367**	0.454**	0.199**	0.477**
	p-value	<.001	<.001	<.001	<.001	<.001
Customer Support	r-value	0.462**	0.373**	0.426**	0.245**	0.519**
	p-value	<.001	<.001	<.001	<.001	<.001
Overall	r-value	0.517**	0.406**	0.521**	0.200**	0.541**
	p-value	<.001	<.001	<.001	<.001	<.001

* $p<.05$; ** $p<.01$

Among the indicators of service quality of cashless payments and financial behavior of consumers, ease of use and long-term financial goals got the highest value ($r=0.478$) indicates a low positive correlation among the indicators. This suggests that ease of use slightly affects consumers' long-term financial goals. The rapid growth of digital transaction platforms and mobile wallets has transformed financial services worldwide, influencing how consumers manage money and control their spending (Younas et al., 2025). Meanwhile, the indicators ease of use and incidence of debt had the lowest value ($r=0.085$), indicating a negligible correlation between the two indicators. This indicates that ease of use does not directly affect the incidence of debt among consumers. Recent research has begun examining FinTech's broader economic and social effects, including how it supports traditional banks and how it affects financial risks, credit availability, and local growth. However, the behavioral and psychological factors that affect borrowing in FinTech contexts have received minimal attention in the literature (Warokka et al., 2025).

Conclusion

The researchers examined cashless payment consumers within Digos City to better understand the effect of cashless payment systems on their financial behavior. There are key indicators that directly affect customers' behavior: ease of use, reliability, and customer support. These factors were examined using statistical methods and found to have a significant impact on consumers' financial behavior. The results show that their long-term financial goals and purchasing behavior are positively affected by the system's accessibility and reliability. At the same time, promptness and timeliness of bill payment and incidence of debt are slightly affected by these factors. Overall, improving ease of use, reliability, and customer support further encourages responsible financial behavior and improves consumers' financial experiences.

Recommendation

Based on the results of this study, the researchers proposed the following recommendations:

1. For consumers, the result of this study offers a useful and reliable guide on how consumers must continue to manage their finances properly when using cashless payment methods. Even if cashless payment is efficient and simple, consumers still need to be aware of their spending habits, keep a close watch on their spending, and practice financial control to prevent debt and unwanted expenses.
2. The researchers suggests that the Local Government Units (LGUs) work together with financial institutions to offer workshops, seminars, and financial programs to improve consumers' financial control.
3. This study also suggests businesses in Digos City accept safe and effective cashless payment methods. As well as enhancing transparency and efficiency, it guides consumers on how to use digital payment methods properly, which may help foster responsible financial practices.
4. For future researchers, the researchers recommend examining further factors that might affect consumers' financial behavior when using cashless payment systems. Researchers may include other factors, such as financial literacy or income level. They may also expand the study's scope to include other cities.

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