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Readiness and Acceptability of Cashless Transactions of Food and Hospitality Industries in Dapitan And Dipolog City

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ABSTRACT: This study aimed to assess the readiness and acceptability of cashless transactions of food and hospitality industries in Dapitan and Dipolog Cities during the calendar year 2024. It employed quantitative methods, which included descriptive survey and descriptive-correlational research methods. There were one hundred employees involved as the respondents. Weighted mean, standard deviation and Spearman Rank-Order Correlation Coefficient (Spearman rho) were the statistical tools utilized with JAMOVI as the statistical software. The level of readiness for cashless transactions was very ready, while the level of acceptability for cashless transactions was also highly acceptable. The levels of readiness and acceptability for cashless transactions were moderately and positively correlated.

Based on the findings, the author recommends that the government agencies (DOT, DTI, BIR, LGUs) would use the findings of the study as a reference in the enhancement of policies on cashless transactions. The owners/managers of the hospitality establishments would gain valuable insights from this study for the benefit of using cashless transactions. Clients/customers would benefit from the findings of this study for easy, faster, and safer cashless transactions.

KEYWORDS: readiness, acceptability, cashless transactions, hospitality industry

INTRODUCTION

The rise of digital payments globally signifies the growing importance of cashless transactions across various sectors, including the hospitality industry. McKinsey & Company's 2016 report highlighted a compound annual growth rate of 12.7% between 2010 and 2015 in the global adoption of digital payments. This surge is attributed to technological advancements and the advantages of cashless transactions, such as streamlined payment processes and enhanced customer experience. Allied Market Research (2016) forecasted that the global mobile payment market in the hospitality industry would reach $3.27 billion by 2023, growing at a compound annual rate of 20.8% from 2017 to 2023 (Bruno et al., 2019). The global shift toward digital transactions has reshaped how businesses operate and how customers pay.

Cashless transactions have gained widespread acceptance in numerous industries. In the hospitality industry, a cashless system offers speed, convenience, and safety. The convenience and efficiency of cashless payment methods have transformed how businesses operate and how customers interact with their services. As such, the hospitality industry needs to evaluate the readiness and acceptability of cashless transactions to meet the changing needs and expectations of businesses and consumers. However, the potential implications of adopting cashless payments on the economy, including issues like corruption, youth bankruptcy, and weakened control over monetary system policies, warrant further investigation **(**Ozturk, 2016).

Cashless societies have utilized various trading methods, such as bartering, demonstrating the endurance of cashless systems (Gundaniya et l., 2024). The evolution of cashless payment systems has been significantly influenced by technological advancements, especially the rise of digital wallets (Gundaniya et al., 2024). In the Philippines, mobile wallets like GCash and PayMaya (now Maya Wallet) have swiftly gained prominence and have grown pervasive throughout multiple industries, particularly in the food and hospitality industry. These systems have facilitated restaurants, food couriers, sari-sari stores, and cafes in accepting digital payments with QR PH codes, providing ease and flexibility for both merchants and consumers. By mid-2025, GCash has over 81 million active users, whilst Maya Wallet has more than 50 million registered users, collectively enhancing the QR PH ecosystem that facilitates interoperability between food service enterprises and consumers (Mananzan, 2025).

Although prior research has investigated the overall acceptance and effects of digital payments, there is a paucity of studies addressing the particular difficulties and environment of the hotel industry, especially with the preparedness and acceptability of cashless transactions. In our local setting, it is unclear whether hospitality businesses and employees are fully ready and accepting of this shift. This thesis aims to address the gap by examining the hotel industry's readiness for and receptiveness to cashless payments. It enhances scholarly research and provides practical

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insights for organizations adjusting to the swiftly changing payment environment. The results are significant for hospitality operators, policymakers, technology suppliers, and other parties engaged in the development of cashless economies.

LITERATURE REVIEW

Readiness Cashless Transactions

The Technology Readiness Index 2.0 (TRI-2.0, Parasuraman 2000/2014) categorizes guests into "high-TR" and "low-TR" groups to analyze the impact of technology readiness traits (optimism, innovativeness, discomfort, insecurity) on guests' experiences with contactless hospitality services (e.g., mobile check-in, QR-code restaurant menus, tap-to-pay). Guests with elevated TRI scores experience increased ease, enhanced emotional satisfaction, and more trust, thereby augmenting their propensity to utilize cashless choices during their stay. Significantly, "low-TR" passengers indicated a willingness to utilize contactless payment solutions, provided these services are straightforward and reliable, underscoring design considerations for providers aiming to enhance cashless preparedness beyond the technologically adept (Hao & Chon, 2021).

A meta-analysis of technology readiness research on self-service technologies in the tourist and hospitality sectors, such as hotel kiosks, airport check-ins, and self-ordering restaurants. Their analysis of 320 respondents in fast-food and tourism contexts confirmed that optimism and innovativeness are good predictors of sustained digital service usage, whereas discomfort (anxiety associated with technology use) significantly hinders adoption, even when performance expectations are fulfilled. Notably, insecurity (concerns over loss of control) exerted a minimal influence on usage intention within tourism contexts. This elucidates why numerous tourists may bypass self-ordering kiosks, not out of mistrust but rather due to anxiety, implying that preparedness in tourism is more contingent on user experience and familiarity than on apprehension of system malfunction (Na et al. 2021).

Choi & Yoo (2021) surveyed 284 international tourists to examine the influence of low versus high perceived risks (e.g., privacy, financial) and cultural self-construal (independent vs interdependent) on tourism consumers' willingness to adopt mobile applications commonly utilized for payments, bookings, and destination services. Research indicates that heightened risk perception markedly diminishes preparedness, particularly among interdependent (collectivist) consumers, whereas autonomous tourists exhibit greater openness in the presence of low risk. In summary, for global or multicultural tourism destinations, even experienced travellers may be reluctant to utilize cashless tools unless perceived risks are mitigated and confidence is expressly established.

Optimism

Optimism is a favorable conviction that technology improves control, efficiency, and convenience, and serves as a pivotal motivator for the willingness to embrace cashless or self-service technologies within tourism settings. Hassan, Nassar, & Abdien (2024) indicate that guests exhibiting greater optimism regard hotel self-service technologies (such as mobile check-in, robotic food ordering, and contactless payments) as more accessible and beneficial, thereby improving overall readiness and acceptance. Pham et al. (2019) conducted a study involving 828 international tourists residing in luxury hotels in Vietnam, revealing that optimism significantly enhances perceived ease of use, perceived usefulness, and customer satisfaction regarding hotel technologies, whereas traditional inhibitors such as discomfort and insecurity exhibited lesser impacts. The research together confirm that optimism is the most reliable and potent precursor of tourist readiness, influencing guests' readiness to adopt and interact with cashless and automated service technologies, hence informing implementation strategies for hospitality providers.

Innovativeness

Innovativeness reflects an individual's openness to adopting new technologies, playing a significant role in transitioning to cashless payments. Higher innovativeness directly enhanced readiness for cashless adoption (Balakrishnan & Shuib, 2021). Technological innovations like mobile payments and e-wallets further underscore the importance of users' willingness to embrace digital solutions (Bilińska-Reformat & Kieżel, 2016).

Discomfort

Discomfort reflects hesitation or unease with digital payments, often stemming from concerns about security and unfamiliarity. Studies identified discomfort as a barrier to cashless adoption, negatively affecting readiness (Balakrishnan & Mohd Shuib, 2021). Addressing these concerns through education and support can improve user confidence and readiness.

Insecurity

Insecurity, a critical barrier to cashless adoption, arises from risks like data breaches, phishing, and system failures. These threats highlight vulnerabilities in the digital payment infrastructure, particularly in underdeveloped regions (World Bank, 2020). Advanced security measures, such as encryption, multi-factor authentication, and regulatory frameworks like GDPR and PCI standards, mitigate these risks (European Commission, 2019). Emerging technologies like blockchain and AI also enhance transaction security by increasing transparency and fraud detection. While cashless transactions offer significant advantages, addressing security challenges is essential to build trust and readiness for widespread adoption (Zhang et al., 2019).

Acceptability in Cashless Transactions

Acceptability in cashless transactions refers to the readiness and willingness of individuals or societies to adopt digital payment methods as their preferred mode of transaction. It encompasses trust, positive attitudes, and satisfaction toward cashless systems and observed stable growth in non-cash methods like e-banking in Malaysia, with significant usage of debit cards and online banking (Mering, 2019). The Cashless Transaction Adoption Model (CTAM) provides a framework for understanding factors influencing user acceptance, including ease of use, usefulness, trust, and social influence. Efforts to promote cashless societies are reflected in measures like the cashless payment ratio, defined as the percentage of non-cash payments relative to consumption expenditure (Kitamura, 2022).

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Performance Expectancy

Performance expectancy measures the anticipated benefits of a system in accomplishing tasks. Studies show its influence across domains, including mobile banking and voting technologies, where perceived usefulness and outcome expectations drive adoption (Rahman et al., 2021; Merhi et al., 2019). However, its relevance may vary, as seen in gaming platforms where its significance is limited (Ramírez-Correa et al., 2019).

Effort Expectancy

Effort expectancy reflects the ease of using a technology. It influences purchasing decisions, as simpler systems are more appealing (Hamid et al., 2016; Chawla et al., 2020). Perceived ease of use also shapes perceived usefulness, directly impacting attitudes and intentions to adopt systems, as demonstrated in studies on mobile banking (Mohammadi, 2015; Davis, 1993).

Social Influence

Social influence describes how individuals modify behavior based on societal expectations. Studies show its critical role during the initial phases of technology adoption, particularly in mobile banking and cashless payment systems (Rahman et al., 2021; Sair & Danish, 2018). Its impact diminishes post-adoption but remains a strong predictor of initial acceptance (Dwivedi et al., 2019).

Facilitating Conditions

Facilitating conditions, such as infrastructure, technical support, and system compatibility, significantly influence technology adoption. Research highlights their strong impact across various platforms, including mobile banking and e-learning (Khechine et al., 2020; Zhou et al., 2010). In Malaysia, addressing these conditions can boost the acceptability of cashless payment systems by enhancing user experiences and reducing barriers. By fostering trust and addressing key factors like performance expectancy, effort expectancy, social influence, and facilitating conditions, stakeholders can effectively enhance the adoption and acceptability of cashless payment methods(Patil et al., 2020).

CONCEPTUAL FRAMEWORK

Figure 1 presents the conceptual framework of the study. The independent variable is cashless transactions, measured through four indicators with a total of twenty items: optimism, innovativeness, discomfort, and insecurity. On the other hand, the dependent variable is the acceptability of cashless transactions, which is assessed using four indicators with twenty items: performance expectancy, effort expectancy, social influence, and facilitating conditions. Figure 1 further illustrates the conceptual framework of the study.

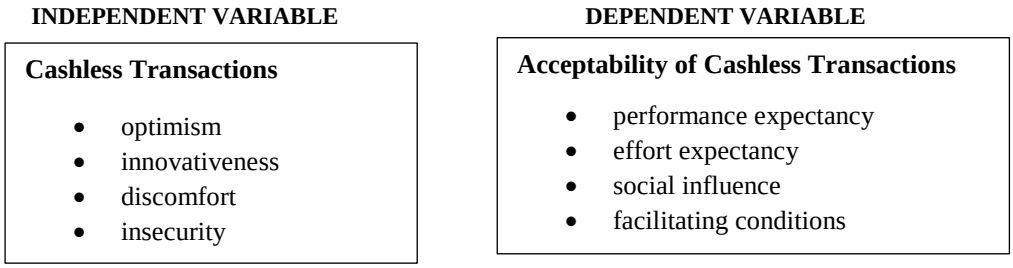


Figure 3. Conceptual framework of the study

Statement of the Problem

This study aimed to assess the readiness and acceptability of cashless transactions of food and hospitality industries in Dapitan and Dipolog Cities during the calendar year 2024.

Specifically, it sought to answer the following questions:

1. What is the respondents' level of readiness for cashless transactions in terms of:
   - 1.1 optimism;
   - 1.2 innovativeness;
   - 1.3 discomfort; and
   - 1.4 insecurity?
2. What is the respondents' level of acceptability of cashless transactions in terms of:
   - 2.1 performance expectancy;
   - 2.2 effort expectancy;
   - 2.3 social influence; and
   - 2.4 facilitating conditions?
3. Is there a significant relationship between the level of readiness for cashless transactions and acceptance of cashless transactions?

Hypothesis

Numerous studies have demonstrated the significant influence of readiness for cashless transactions and acceptability of cashless transactions.Building on this research, the current study seeks to explore the effects and relationships between readiness for cashless transactions and acceptability of cashless transactions.

Scope and limitations of the study

This study assessed the readiness for and acceptance of cashless transactions among 100 individuals in the food and hospitality industries in Dapitan and Dipolog Cities in 2024. The respondents consisted of staff, employees, and managers from various establishments in the food and hospitality industries across both cities. They were selected to represent a variety of positions and establishments, providing diverse perspectives

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within the local food and hospitality sector. The scope of the study was limited to two variables: readiness for cashless transactions and acceptance of cashless transactions. Specifically, it sought to determine the factors that influence readiness for and acceptance of cashless transactions.

RESEARCH METHODOLOGY

This study adopted a quantitative research approach using the descriptive-survey and descriptive-correlational methods. The descriptive-survey method was employed because data were gathered through a questionnaire designed to measure readiness for cashless transactions and acceptance of cashless transactions. Creswell and Guetterman (2019) described a survey as a research method used to collect data from a predetermined group of respondents in order to obtain information and insights about various topics of interest. In contrast, correlational research is a non-experimental method that involves measuring variables and determining the statistical relationship between them without controlling or manipulating extraneous variables (Bhat, 2019). Thus, correlational analysis was used in this study to determine the significant relationship between readiness for cashless transactions and acceptance of cashless transactions.

This study obtained approval from the Research and Ethics Committee of the Hospitality Industry. The identities of the respondents were protected, their voluntary participation was ensured, and all ethical considerations were properly observed throughout the study. Confidentiality was maintained by preserving the anonymity of the participants. At the conclusion of the research, relevant information that may support future studies was carefully preserved by the researcher. In compliance with basic research ethics, the study observed informed participation, confidentiality, and the proper handling of responses. Given that the study did not involve sensitive topics and posed minimal risk to the participants, a full ethical review was not deemed necessary.

Research Instrument

The pilot testing was conducted in Sindangan, Zamboanga del Norte, during the calendar year 2024. To ensure the reliability of the instrument, the researcher carried out the pilot study rather than relying on previously reported measures. The pilot involved 30 respondents who were representative of the target population but were not included in the main study. Internal consistency was assessed using Cronbach's Alpha, yielding an overall coefficient of 0.83. Additionally, all individual constructs exceeded the accepted threshold of 0.70, confirming that the self-constructed questionnaire exhibits strong reliability for use in the present study. The questionnaire used in the study consisted of two Parts: Part I is the independent variable, the readiness for cashless transactions, which consists of four (4) indicators with twenty (20) items, namely: optimism, innovativeness, discomfort, and insecurity. Part II, the dependent variable is acceptability of cashless transactions, which consists of four (4) indicators with twenty (20) items, namely: performance expectancy, effort expectancy, social influence, and facilitating conditions.

The following ranges of values with their descriptive interpretation will be used:

Readiness Cashless Transaction

Scale	Range of Values	Description	Interpretation
4	3.41-4.20	Strong Agree	Very Ready
3	2.61-3.40	Agree	Ready
2	1.81-2.60	Disagree	Somewhat Ready
1	1.00-1.80	Strongly Disagree	Not Ready

Acceptability of Cashless Transactions

Scale	Range of Values	Description	Interpretation
4	3.41-4.20	Strong Agree	Highly Acceptable
3	2.61-3.40	Agree	Acceptable
2	1.81-2.60	Disagree	Somewhat Acceptabl
1	1.00-1.80	Strongly Disagree	Not Acceptable

Data presentation and analysis

The data are presented in accordance with the statement of the problems of the current study. The study aimed to answer the following questions:

1. What is the respondents' level of readiness for cashless transactions in terms of:

1.1 optimism;

1.2 innovativeness;

1.3 discomfort; and

insecurity?

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Table 1: Level of Readiness for Cashless Transactions in Terms of Optimism

A. Optimism	AWV	SD	Description	Interpretation
1. I believe that the implementation of cashless transactions in our hotel/restaurant offers convenience, security, and efficiency, enhancing our customers' payment experience.	3.50	0.52	Strongly Agree	Very Ready
2. I have positive expectations about the benefits of cashless transactions, such as the ability to offer contactless payments and reduce physical interactions during transactions.	3.50	0.52	Strongly Agree	Very Ready
3. I am optimistic about cashless transactions as they provide a seamless and hassle-free way to handle payments in our hotel/restaurant, ensuring a smoother customer experience.	3.69	0.46	Strongly Agree	Very Ready
4. I see cashless transactions as a convenient solution that allows our customers to make payments without the need for physical cash, enhancing safety and hygiene in our establishment.	3.58	0.55	Strongly Agree	Very Ready
5. I have confidence in the reliability and effectiveness of cashless payment methods in our hotel/restaurant, which increases my optimism towards implementing them.	3.53	0.52	Strongly Agree	Very Ready
Overall	**3.56**	**0.45**	**Strongly Agree**	**Very Ready**

AWV=Average Weighted Value, SD=Standard Deviation

Table 1 discloses the perceived level of readiness for cashless transactions in terms of optimism. Based on the data, the respondents demonstrate a very ready level of optimism regarding the implementation of cashless transactions. With an overall mean score of 3.56 and all individual statement scores ranging from 3.50 to 3.69, the consensus is a uniform "Strongly Agree." This indicates a strong, positive belief in the benefits of cashless systems, particularly in enhancing customer experience through convenience, security, efficiency, and hygiene. The very low standard deviations (0.45-0.55) across all items further show that there is little to no disagreement among the respondents, signifying a solid and cohesive positive attitude. This collective optimism is interpreted as the establishment being "Very Ready" for this technological shift from a motivational and perceptual standpoint. The current finding is supported by Aji et al. (2020) study, which indicated that employee and customer optimism regarding mobile and cashless payments stems from perceived advantages such as faster transactions, improved service convenience, enhanced safety, and hygienic benefits, particularly relevant in post-pandemic operational settings. High optimism among hospitality employees, therefore, signifies readiness and confidence in transitioning toward fully digital and contactless payment systems.

Table 2: Level of Readiness for Cashless Transactions in Terms of Innovativeness

B. Innovativeness	AWV	SD	Description	Interpretation
1. I am willing to embrace new technologies and implement cashless payment methods in our hotel/restaurant to adapt to the evolving trends in the hospitality industry.	3.61	0.51	Strongly Agree	Very Ready
2. I am eager to explore innovative solutions and adopt new payment methods that enhance our customers' experience in our hotel/restaurant.	3.62	0.51	Strongly Agree	Very Ready
3. I consider our hotel/restaurant an early adopter of cashless payment methods in the hospitality industry, staying updated with the latest advancements.	3.59	0.55	Strongly Agree	Very Ready
4. I actively seek out new ways to make digital payments possible and am excited about the possibilities that cashless transactions offer in our hotel/restaurant.	3.53	0.50	Strongly Agree	Very Ready
5. I am open-minded and receptive to using cutting-edge technologies for transactions in our hotel/restaurant, as they can provide unique and enhanced experiences.	3.50	0.52	Strongly Agree	Very Ready
Overall	**3.57**	**0.46**	**Strongly Agree**	**Very Ready**

AWV=Average Weighted Value, SD=Standard Deviation

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Table 2 conveys the perceived level of readiness for cashless transactions in terms of innovativeness. As conveyed in the table, the respondents exhibit a very high level of innovativeness, indicating a strong readiness for cashless transactions from a technological adoption perspective. With an overall mean score of 3.57 and all individual item scores consistently above 3.50, the respondents "Strongly Agree" that they are willing and eager to embrace new payment technologies. This reflects a proactive attitude characterized by a willingness to be early adopters and to explore innovative solutions to enhance customer experience. The very low standard deviations (around 0.50) further confirm that this positive and forward-looking mindset is a unanimous and cohesive sentiment among the staff. This collective innovativeness is interpreted as the establishment being "Very Ready" to integrate and adapt to new cashless systems. The current finding is similar to Kumar and Ayedee (2021) study, which highlighted that innovativeness among hospitality staff enhances organizational competitiveness by improving customer service efficiency and satisfaction. The high level of innovativeness exhibited by respondents in this study thus indicates a strong internal capability and readiness to transition toward modern, technology-driven operations.

Table 3: Level of Readiness for Cashless Transactions in Terms of Discomfort

C. Discomfort	AWV	SD	Description	Interpretation
1. I feel comfortable and confident implementing cashless payment methods in our hotel/restaurant, with minimal anxiety or unease.	3.45	0.56	Strongly Agree	Very Ready
2. I find the technology intuitive and user-friendly, reducing any discomfort or resistance in its implementation.	3.40	0.49	Agree	Ready
3. I have no significant issues or concerns when implementing cashless transactions in our hotel/restaurant, and I am comfortable with the process.	3.39	0.51	Agree	Ready
4. I quickly overcome any initial discomfort and embrace cashless payment methods as they become a natural part of our hotel/restaurant's operations.	3.61	0.51	Strongly Agree	Very Ready
5. I appreciate the convenience and efficiency of cashless transactions, which outweigh any minor discomfort or adjustment period in their implementation.	3.46	0.52	Strongly Agree	Very Ready
Overall	**3.46**	**0.46**	**Strongly Agree**	**Very Ready**

AWV=Average Weighted Value, SD=Standard Deviation

Table 3 manifests the perceived level of readiness for cashless transactions in terms of discomfort. The data claims that the respondents demonstrate a high overall readiness in terms of discomfort, with an overall score of 3.46 indicating they "Strongly Agree" that they are "Very Ready." This suggests that any initial unease with cashless systems is minimal and is outweighed by a strong appreciation for their convenience and efficiency. However, a closer look reveals a slight but notable hesitation. While respondents strongly agree they feel comfortable and can quickly overcome initial discomfort, their agreement is slightly lower on items related to the technology's intuitiveness and having no significant concerns. This subtle dip in scores for these specific items suggests that, despite high overall confidence, there may be some underlying apprehension about the user-friendliness of the systems or minor unresolved issues during implementation. The low standard deviations confirm this sentiment is consistent across the group, indicating a universal experience where comfort is high but could be solidified further with an intuitive system design and support. The current finding is supported by Ukpabi and Karjaluoto (2017) study, which indicates that continuous exposure and support systems within hospitality establishments strengthen user confidence, reducing discomfort over time. Hence, the slight but notable hesitation observed in this study aligns with literature suggesting that while staff generally embrace cashless systems, sustained support, intuitive interface design, and user training are vital to fully eliminating residual discomfort.

Table 4: Level of Readiness for Cashless Transactions in Terms of Insecurity

D. Insecurity	AWV	SD	Description	Interpretation
1. I am confident in our ability to use cashless payment methods effectively and securely in our hotel/restaurant.	3.69	0.49	Strongly Agree	Very Ready
2. I trust the security measures implemented in cashless transactions and have no major doubts or concerns about their reliability.	3.52	0.56	Strongly Agree	Very Ready
3. I feel secure implementing cashless payment methods in our hotel/restaurant and have no significant insecurities regarding the safety of our	3.63	0.49	Strongly Agree	Very Ready

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customers' financial information.				
4. I take necessary precautions, such as using secure networks and regularly monitoring transactions, to ensure the security of our cashless transactions in our hotel/restaurant.	3.74	0.46	Strongly Agree	Very Ready
5. I have faith in the encryption and authentication protocols used in cashless payment systems, which alleviates any concerns about the security of our customers' financial data in our hotel/restaurant.	3.50	0.52	Strongly Agree	Very Ready
Overall	**3.62**	**0.44**	**Strongly Agree**	**Very Ready**

AWV=Average Weighted Value, SD=Standard Deviation

Table 4 portrays the perceived level of readiness on cashless transactions in terms of insecurity. Based on the data portrayed in Table 11, respondents exhibit a very high level of readiness regarding security concerns, with an overall score of 3.62 indicating they feel "Very Ready." The scores reflect strong confidence in the security of cashless systems, with the highest agreement on taking proactive precautions like using secure networks. While there is strong trust in their own ability to implement these systems and in the general security measures, a slightly lower (though still strong) score on faith in specific encryption protocols suggests that while practical confidence is very high, a nuanced understanding of the underlying technical security features may be the area with the least absolute certainty. The low standard deviations confirm that this high level of security confidence is a unanimous feeling among the respondents, indicating that insecurity is not a significant barrier to adoption. The current finding agrees with Zhang et al. (2019**) s**tudy, which indicates that the high readiness level in terms of insecurity reflects a mature stage of trust and confidence, indicating that perceived security concerns are effectively managed within the hospitality establishments surveyed.

Table 5: Summary of the Level of Readiness for Cashless Transactions

	AWV	SD	Description	Interpretation
A. Optimism	3.56	0.45	Strongly Agree	Very Ready
B. Innovativeness	3.57	0.46	Strongly Agree	Very Ready
C. Discomfort	3.46	0.46	Strongly Agree	Very Ready
D. Insecurity	3.62	0.44	Strongly Agree	Very Ready
Overall	**3.55**	**0.49**	**Strongly Agree**	**Very Ready**

AWV=Average Weighted Value, SD=Standard Deviation

Table 5 summarizes the perceived level of readiness for cashless transactions. Based on the summary data, the respondents demonstrate a high and consistent level of overall readiness for cashless transactions, with a composite mean score of 3.55 indicating a "Very Ready" interpretation. This strong readiness is uniformly high across all four key dimensions. The highest level of readiness is in the area of Insecurity (3.62), showing that respondents have significant confidence in the security and their ability to manage cashless systems. This is closely followed by Innovativeness (3.57) and Optimism (3.56), reflecting a strong positive attitude and a willingness to embrace new technology. While the score for Discomfort (3.46) is slightly lower than the others, it still falls squarely in the "Very Ready" range, indicating that any initial unease is minimal and does not detract from the overall preparedness. The consistently low standard deviations (all below 0.50) across all dimensions confirm that this high level of readiness is a shared and cohesive sentiment among the entire group of respondents, with very little disagreement. The current finding agrees with Alwi et al. (2021**)** study, which indicates that high overall readiness in cashless transaction adoption among hospitality employees is often a result of institutional support, training, and the visible advantages of digital systems in ensuring faster, more secure, and contactless transactions, especially in business models.

2. What is the respondents' level of acceptability of cashless transactions in terms of:

2.1 performance expectancy;
2.2 effort expectancy;
2.3 social influence; and
2.4 facilitating conditions?

Level of Acceptability of Cashless Transactions

Table 6: Level of Acceptability of Cashless Transactions in Terms of Performance Expectancy

A. Performance Expectancy	AWV	SD	Description	Interpretation
1. I perceive cashless transactions in our hotel/restaurant as a convenient, secure, and efficient payment method, offering benefits such as quick and hassle-free transactions.	3.68	0.49	Strongly Agree	Highly Acceptable

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2. I expect cashless payment methods to enhance our customers' overall dining experience by providing a seamless and reliable payment process.	3.89	0.35	Strongly Agree	Highly Acceptable
3. I believe that cashless transactions can improve the efficiency of transactions in our hotel/restaurant, reducing wait times and ensuring a smoother customer journey.	3.80	0.43	Strongly Agree	Highly Acceptable
4. I trust that cashless transactions will provide accurate and real-time transaction records, allowing for easy tracking of revenue and expenses in our hotel/restaurant.	3.50	0.66	Strongly Agree	Highly Acceptable
5. I have witnessed the benefits of cashless transactions firsthand, such as faster checkout times and the ability to split bills easily, which reinforces my positive performance expectations for our hotel/restaurant.	3.58	0.67	Strongly Agree	Highly Acceptable
Overall	**3.69**	**0.51**	**Strongly Agree**	**Highly Acceptable**

AWV=Average Weighted Value, SD=Standard Deviation

Table 6 illustrates the perceived level of acceptability of cashless transactions in terms of performance expectancy. The data asserts that the respondents demonstrate a very high level of acceptability for cashless transactions in terms of performance expectancy, with an overall score of 3.69 indicating a "Highly Acceptable" interpretation. The scores reveal a strong agreement that cashless payments are expected to significantly enhance operational performance and the customer experience. This is particularly evident in the exceptionally high agreement on items related to improving the customer dining experience (3.89) and increasing transaction efficiency (3.80). While all items scored as "Strongly Agree," the slightly lower scores on trust in real-time record keeping (3.50) and firsthand witness of benefits (3.58) suggest that while the perceived potential is very high, the absolute confidence in specific administrative benefits and direct personal experience may be marginally less pronounced. The low standard deviations confirm that this positive performance expectancy is a widely shared belief among the respondents. The current finding is supported by *Oliveira* et al. (2016) study, which indicates that perceived performance benefits, such as reduced transaction times, improved financial tracking, and seamless customer interactions, drive positive attitudes toward adopting mobile and cashless payment systems. In hospitality environments, such benefits translate directly into improved guest satisfaction and operational productivity.

Table 7: Level of Acceptability of Cashless Transactions in Terms of Effort Expectancy

B. Effort Expectancy	AWV	SD	Description	Interpretation
1. I find cashless transactions in our hotel/restaurant easy to implement, with intuitive interfaces and straightforward processes that require minimal effort.	3.66	0.50	Strongly Agree	Highly Acceptable
2. I appreciate the simplicity and user-friendliness of cashless payment methods, which make transactions effortless for our customers, reducing the complexity and effort involved in cash payments.	3.54	0.56	Strongly Agree	Highly Acceptable
3. I consider cashless transactions as a convenient way to handle payments, reducing the need for handling physical cash and making the payment process more efficient in our hotel/restaurant.	3.67	0.49	Strongly Agree	Highly Acceptable
4. I enjoy the speed and efficiency of cashless transactions, as they save time and effort compared to traditional payment methods in our establishment.	3.61	0.51	Strongly Agree	Highly Acceptable
5. I find it convenient to have multiple cashless payment options available in our hotel/restaurant, allowing us to cater to the needs and preferences of a diverse customer base.	3.62	0.51	Strongly Agree	Highly Acceptable
Overall	**3.62**	**0.41**	**Strongly Agree**	**Highly Acceptable**

AWV=Average Weighted Value, SD=Standard Deviation

Table 7 reveals the perceived level of acceptability of cashless transactions in terms of effort expectancy. The data articulates that the respondents find cashless transactions to be highly acceptable in terms of effort expectancy, with a strong overall agreement (AWV=3.62) that they are easy to use and implement. The high scores across all items indicate a clear agreement that these systems are intuitive, user-friendly, and simplify the payment process by reducing the physical effort of handling cash. The perception of convenience is further reinforced by the

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appreciation for multiple payment options and the speed of transactions. While all items scored as "Strongly Agree," the slightly lower score on the user-friendliness for customers (3.54) suggests that while staff find the systems easy, there may be a slightly less pronounced, though still positive, perception of the customer's ease of use. The consistently low standard deviations confirm that this perception of low effort and high convenience is a widely and uniformly held view among the respondents, making cashless transactions highly acceptable from an ease-of-use standpoint. The current finding is similar to Oliveira et al. (2016) study, which indicates that ease and simplicity are critical in driving user satisfaction and adoption of cashless systems. Their findings show that when systems minimize cognitive effort and streamline processes, users are more likely to accept them as part of daily operations

Table 8: Level of Acceptability of Cashless Transactions in Terms of Social Influence

C. Social Influence	AWV	SD	Description	Interpretation
1. I am influenced by industry peers, colleagues, and influencers who use and endorse cashless payment methods in their hotels and restaurants.	3.47	0.66	Strongly Agree	Highly Acceptable
2. I observe other establishments successfully implementing cashless transactions and feel encouraged to adopt the same payment methods based on their positive experiences.	3.62	0.51	Strongly Agree	Highly Acceptable
3. I value the opinions and recommendations of industry experts and peers, which positively influence my acceptance of cashless transactions in our hotel/restaurant.	3.82	0.41	Strongly Agree	Highly Acceptable
4. I appreciate the social aspect of using cashless payment methods, as it allows our establishment to connect with modern trends and practices in the hospitality industry.	3.67	0.53	Strongly Agree	Highly Acceptable
5. I feel motivated to implement cashless payment methods when I see other hotels and restaurants benefitting from the convenience and advantages they offer.	3.67	0.53	Strongly Agree	Highly Acceptable
Overall	**3.65**	**0.53**	**Strongly Agree**	**Highly Acceptable**

AWV=Average Weighted Value, SD=Standard Deviation

Table 8 shows the perceived level of acceptability of cashless transactions in terms of social influence. Based on the data shown in Table 15, social influence is a strong and highly acceptable factor in the adoption of cashless transactions, with an overall score of 3.65. The respondents demonstrate a clear tendency to be motivated by the successful practices and endorsements of others within their industry. This is most pronounced in their high regard for the opinions of industry experts and peers (3.82), indicating that professional validation is a powerful driver. Furthermore, observing the tangible benefits in other establishments (3.62) and the desire to connect with modern industry trends (3.67) serve as significant motivators. While the direct influence from individual peers and influencers' scores slightly lower (3.47), it remains strongly positive, suggesting that broader industry norms and observed success are more influential than personal endorsements alone. The low standard deviations confirm that this responsiveness to social influence is a consistent view across the respondent group. The current finding confirms Oliveira et al. (2016) study, which indicates that social influence strongly predicts the adoption of mobile payment systems, especially when users observe the tangible advantages experienced by others. Their study concluded that social validation creates a ripple effect where success stories and institutional practices build collective trust in the technology.

Table 9: Level of Acceptability of Cashless Transactions in Terms of Facilitating Conditions

D. Facilitating Conditions	AWV	SD	Description	Interpretation
1. I consider the availability of reliable payment systems as a crucial factor in facilitating the acceptance of cashless transactions in our hotel/restaurant.	3.63	0.51	Strongly Agree	Highly Acceptable
2. I appreciate the presence of adequate training and technical assistance provided by our establishment to facilitate the use of cashless payment methods for our customers.	3.54	0.52	Strongly Agree	Highly Acceptable
3. I find the supporting infrastructure, such as contactless payment terminals and secure online platforms, important for the smooth implementation of cashless transactions in our hotel/restaurant.	3.61	0.51	Strongly Agree	Highly Acceptable
4. I value the convenience of having our hotel/restaurant and other establishments accepting cashless payments, which makes it easier for our	3.77	0.45	Strongly Agree	Highly Acceptable

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customers to use this method during their visits.				
5. I appreciate the seamless integration of cashless payment methods into various systems in our hotel/restaurant, making it effortless for our customers to make transactions.	3.69	0.49	Strongly Agree	Highly Acceptable
Overall	**3.65**	**0.48**	**Strongly Agree**	**Highly Acceptable**

AWV=Average Weighted Value, SD=Standard Deviation

Table 9 presents the perceived level of acceptability of cashless transactions in terms of facilitating conditions. The results signify that the respondents perceive the facilitating conditions for cashless transactions as highly acceptable, with a strong overall mean of 3.65. The results indicate a clear agreement that the necessary infrastructure and support systems are in place to enable successful implementation. The highest-rated factor is the convenience of widespread acceptance across establishments (3.77), highlighting the importance of an ecosystem where customers can easily use cashless methods. This is closely followed by the value placed on seamless system integration (3.69) and the availability of reliable payment systems (3.63), underscoring that both technical reliability and interoperability are crucial. While all conditions are viewed positively, the slightly lower score on the adequacy of training and technical assistance (3.54) suggests that this area, though still strong, may have a slight relative opportunity for enhancement to further support adoption. The low standard deviations confirm that this positive assessment of the supporting environment is a shared and consistent view among the respondents. The current study is similar to Al-Saedi et al. (2020) study, which indicates that facilitating conditions significantly predict the intention to use digital payment technologies among consumers, particularly when infrastructure reliability and technical assistance are present. Their study concluded that environments providing consistent access to reliable systems and support encourage positive attitudes and long-term behavioral commitment to cashless transactions.

Table 10: Summary of the Level of Acceptability of Cashless Transactions

	AWV	SD	Description	Interpretation
A. Performance Expectancy	3.69	0.51	Strongly Agree	Highly Acceptable
B. Effort Expectancy	3.62	0.41	Strongly Agree	Highly Acceptable
C. Social Influence	3.65	0.53	Strongly Agree	Highly Acceptable
D. Facilitating Conditions	3.65	0.48	Strongly Agree	Highly Acceptable
Overall	**3.65**	**0.42**	**Strongly Agree**	**Highly Acceptable**

AWV=Average Weighted Value, SD=Standard Deviation

Table 10 summarizes the perceived level of acceptability of cashless transactions. Based on the summary data, the overall acceptability of cashless transactions among respondents is exceptionally high, with an overall mean score of 3.65, firmly placing it in the "Highly Acceptable" and "Strongly Agree" category. This strong acceptance is consistently high across all four key dimensions, indicating a powerful and multi-faceted endorsement. The highest acceptability is found in Performance Expectancy (3.69), showing that respondents have the strongest belief in the tangible benefits and effectiveness of cashless systems. This is closely followed by Social Influence and Facilitating Conditions (both 3.65), indicating that peer influence and the availability of necessary infrastructure and support are equally powerful drivers. The slightly lower, though still very high, score for Effort Expectancy (3.62) confirms that the systems are perceived as easy to use. The consistently low standard deviations, particularly the overall SD of 0.42, confirm that this highly positive perception is a unanimous and clear view among the entire group, with very little internal disagreement. This supports findings by Al-Saedi et al. (2020), who concluded that reliable technology infrastructure, interoperability, and institutional readiness are vital components that enhance users' confidence and willingness to accept digital payment systems.

3. Is there a significant relationship between the level of readiness for cashless transactions and acceptance of cashless transactions?

Table 11: Test of Relationship between the Levels of Readiness and Acceptability of Cashless Transactions

Variables	rho-value	p-value	Interpretation
Readiness of Cashless Transactions and Acceptability of Cashless Transactions	0.315	0.001	Medium/Moderate Positive Correlation Significant

Table 11 discloses the test of the relationship between the levels of readiness and acceptability of cashless transactions. Employing the Spearman Rank-Order Correlation Coefficient (Spearman rho), the result affirms that there exists a statistically significant, moderate positive relationship (rho = 0.315, p = 0.001) between the level of readiness and the level of acceptability of cashless transactions. Thus, the null hypothesis is rejected. This means that as an individual's or an establishment's readiness for cashless systems increases, their perception of its acceptability

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also tends to increase correspondingly. The significant p-value confirms that this observed relationship is very unlikely to be due to chance. The "moderate" strength of the correlation suggests that while readiness and acceptability are clearly linked, they are not synonymous; other factors not measured in this relationship also influence acceptability. This finding is crucial as it implies that efforts to enhance readiness through training, improving infrastructure, and building confidence are likely to have a direct and positive effect on how acceptable cashless transactions are perceived to be, thereby fostering a more successful adoption. The current finding is consistent with Ali Al-Qudah et al. (2022) study, which indicates that organizational readiness of cashless transactions significantly influences the acceptability of cashless transactions and continued use of electronic payment systems. Their study found that when employees and establishments are adequately prepared through technological infrastructure, system familiarity, and digital literacy, their acceptability and willingness to use cashless systems increase substantially. This reinforces the current result that a higher level of readiness corresponds to greater acceptability of cashless transactions.

DISCUSSION

The findings of the study revealed that respondents in the food and hospitality industries demonstrated a very high level of readiness for cashless transactions, with all dimensions of readiness optimism, innovativeness, discomfort, and insecurity garnering favorable evaluations. Among these, insecurity registered the highest rating, indicating that respondents possessed strong confidence in the security and reliability of cashless transaction systems. Although discomfort obtained the lowest rating among the dimensions, it still remained within the "Very Ready" category, suggesting that any feelings of hesitation or uneasiness in using cashless systems were minimal. Likewise, the acceptability of cashless transactions was found to be very high, interpreted as "Highly Acceptable," reflecting the respondents' strong recognition of the usefulness, ease of use, social influence, and facilitating conditions of such payment methods. Performance expectancy emerged as the highest-rated dimension of acceptability, signifying that respondent believed cashless transactions could greatly improve efficiency, convenience, and customer service in their establishments. Moreover, the significant relationship between readiness and acceptability suggests that as respondents become more prepared, confident, and open to the adoption of cashless systems, their level of acceptance likewise increases. Although the degree of correlation was moderate, the result confirms that readiness is an important factor influencing the acceptability of cashless transactions. In general, the findings indicate that respondents are both prepared for and receptive to the adoption of cashless transactions, underscoring the need to sustain institutional support, technical training, and secure infrastructure to further enhance their implementation in the food and hospitality industries.

CONCLUSION

The study concludes that respondents in the food and hospitality industries are very ready for and highly accepting of cashless transactions. Their strong confidence in the security, usefulness, and convenience of cashless systems reflects a positive disposition toward digital payment adoption. Furthermore, the significant relationship between readiness and acceptability confirms that greater preparedness leads to higher acceptance of cashless transactions. Therefore, enhancing readiness through training, support, and reliable infrastructure is essential to strengthen the adoption of cashless transactions in the food and hospitality industries.

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