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The Moderation Role of Fintech Business Coopetition on Services Delivery and Customer Satisfaction in Tanzania

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Abstract

The study examined the role of business cooptition in strengthening the relationship between service delivery and customer satisfaction in the fintech industry. Perceived service was conceptualized in terms of ease of use, trust, and convenience. An online survey was conducted with 384 mobile payment service users in Tanzania from two platforms: Tigopesa and Mpesa. Structural equation modeling was used to test the study model with SmartPLS 4 software. The findings revealed that trust in fintech services and convenience of service delivery positively influenced customer satisfaction, supporting the study hypothesis. However, perceived ease of use did not directly impact customer satisfaction. Furthermore, the findings supported the moderating role of fintech business coopetition. This moderation effect was significant between trust and perceived ease of use on customer satisfaction. The moderation effect of business coopetition on the relationship between convenience and customer satisfaction was not significant. These findings offer valuable insights for fintech companies seeking to enhance customer satisfaction and retain their customer base. They suggest the need to prioritize trust-building, convenience, and ease-of-use services, while considering the impact of coopetition dynamics.

Keywords: Trust, convenience, Perceived ease of use, fintech business coopetition, Customer satisfaction.

Introduction

Fintech, which is the amalgamation of finance and technology, encompasses a collection of emerging companies that challenge the traditional financial institutions by providing a wide range of services (Darolles, 2016) The evolution of fintech can be divided into two distinct phases, with the initial phase primarily focusing on payment systems and lending activities, followed by a subsequent phase that encompasses international financial transfers, wealth management, and insurance services (Arner et al., 2018). Awoke (2015) outlines the various multifaceted benefits associated with customer satisfaction, emphasizing its crucial role in creating sustainable advantages, reducing costs, attracting new customers, generating positive outcomes, distinguishing customers from competitors, and minimizing the costs associated with failure. In the constantly evolving and dynamic realm of financial technology, customer satisfaction emerges as a pivotal metric that determines the overall success of fintech companies (Alkhazaleh & Haddad, 2021).

In Tanzania, fintech services are becoming more and more common, with mobile money payment services setting the pace (Suri, 2017). The first mobile money payment service in Kenya

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was M-Pesa, a mobile phone-based money transfer system launched in 2007 by Safaricom and Vodacom. Since then, it has expanded to other countries in Sub-Saharan Africa, including Tanzania, Lesotho, Mozambique, and Ghana, as well as Albania, Romania, and India (Bongomin et al., 2019; Suri, 2017). By the end of March 2023, there were 61.9 million active mobile money subscribers in Tanzania, up 1.2% from 60.3 million in December 2022. With a 0.97% annual growth rate, there will be 4.2 billion mobile money transactions in 2022 compared to 3.4 billion in 2020 (TCRA, 2023). In terms of mobile money innovation, uptake, and usage, Tanzania has emerged as a major player in Africa. Mobile money is essential to the provision of financial services.

Moreover, it is important to note that the term "mobile money subscriptions" in Tanzania refers to all active SIM cards that possess mobile money service accounts and have been utilized at least once in the three months preceding the current period. The count of such subscriptions experienced an upward trajectory, increasing from 42.1 million accounts in January 2023 to 44.4 million accounts in March 2023, with Vodacom dominating the market with a share of 36%, followed by Tigo with 31%, Airtel with 21%, Halotel with 9%, and TTCL with 3% (TCRA, 2023).The study variables were from the theory of Theory of Reasoned Action (TRA) whereby study convenience is one of the variables from this theory and will be used to this study but this this theory has limited explanatory power to explain all the variables in the context of Fintech and this gives a way to use Technology Acceptance Model (TAM) (Kim, 2019). TAM has several rigorous studies have indicated that the uptake of Fintech services can be explored in the TAM Model (Wilson & Mbamba, 2017). This is due to the usage of characteristics like trust and perceived ease of use to explain Fintech business coopetition. TAM improves the limitations of TRA by including additional factors related to technological acceptance. TAM considers variables including trust, perceived ease of use and moderating role of fintech business coopetition (Arner et al., 2019)

Furthermore, the influence of trust in fintech business services on customer satisfaction has been studied in various countries, including Malaysia, Indonesia, Vietnam, Brazil, China, and Saudi Arabia. For instance, Arner et al. (2019) found that security and privacy are strong significant elements of satisfaction towards fintech mobile payment, followed by service quality, information presentation, and ease of use. Mainardes et al. (2022) also revealed that perceived usefulness of services, trust in fintech services, and customer innovativeness influence customer satisfaction with fintechs in Brazil. Furthermore, Roh et al. (2022) found that perceived security and privacy are positively connected with customers' trust in fintech services, which in turn supports the formation of positive attitudes towards and intentions to use those services. Bajunaied et al. (2023) highlighted the crucial role of security systems provided by fintech companies in enhancing customer trust in these financial services.

Several studies have explored the influence of fintech services on customer satisfaction in different countries and contexts. For example, research by Alkhazaleh and Haddad (2021) revealed that customer satisfaction in the Jordanian banking industry is impacted by the provision of fintech services. Similarly, Lotto (2018) reported that convenience in fintech services improves customer satisfaction and access to electronic financial services in Tanzania. Other studies have focused on the behavioral intention to embrace fintech services, emphasizing the importance of trust and convenience. Also, Wahome et al. (2023) found that convenience has

a major influence on the ease of access to digital credit in Kenya, leading to customer satisfaction.

Moreover, a study by Tapanainen (2022) on Vietnam's mobile banking business emphasized the essential role of perceived ease of use in encouraging use intention for mobile banking, leading to customer satisfaction. Additionally, Ayanyemi- adeboje and Adeboje (2020) study in Lagos, Nigeria, identified perceived ease of use as a significant predictive factor for boosting behavioral intention to use mobile loans as fintech services among Micro, Small, and Medium Enterprises (MSMEs). Furthermore, in the moderating influence of fintech business coopetition on the nexus between service delivery and customer satisfaction within the dynamic fintech industry. Drawing from key studies, Crick et al. (2022) highlighted the centrality of trust in cooperative marketing tactics, emphasizing its role in amplifying performance outcomes. Also, the study conducted by Rehman et al. (2022) in the banking industry of Pakistan highlighted the revolutionary effect of fintech integration on operational efficiency, exposing related advantages including heightened trust and competitive edge. Laksamana (2023) further contributed insights by demonstrating the time-saving convenience of fintech during the pandemic. In their study of the factors affecting customer acceptability, Jin et al. (2018) emphasized the critical importance of perceived ease of use. This study integrates these perspectives to assess how fintech business coopetition shapes the interplay between service delivery and customer satisfaction. Based on the foregoing, this study attempts to examine the impact of service delivery on customer satisfaction in Tanzania, with a particular emphasis on the moderating role of fintech business coopetition.

Literature Review

This study employed variables like Trust, Convenience, and Perceived Ease of Use. Rather than a single theory explaining all elements, the study utilized multiple theoretical perspectives as follows;

Theory of Reasoned Action (TRA)

Fishbein and Ajzen (1975) introduced TRA, suggesting attitudes and norms shape behavior. Convenience explains why people prefer certain behaviors, like using mobile money over traditional banking (Fishbein & Ajzen, 1975). While TRA informs this study, its explanatory power is limited for all fintech variables, leading to the Technology Acceptance Model (TAM) to address this gap. The study found convenience positively impacts customer satisfaction in fintech service delivery.

Technology Acceptance Model (TAM)

Davis (1989) created TAM, a predictive model in information systems and fintech (Venkatesh & Bala, 2008). TAM provides insights to technology users (Zhang et al., 2023) and has been applied to fintech service adoption (Wilson & Mbamba 2017). TAM complements TRA by incorporating technology acceptance criteria like trust and ease of use. The study revealed trust significantly boosts customer satisfaction, while ease of use showed a positive but not significant influence. TAM also highlighted fintech business coopetition as a significant moderating factor on these relationships.

Empirical Framework

The previous studies have focused specifically on the following factors, such as trust, convenience, perceived ease of use and Fintech business Coopetition (moderating factor) to

determine connection with customer satisfaction as follows;

Trust and Customer Satisfaction

Trust emerges as a universal cornerstone in the adoption and success of fintech services across diverse global contexts. In Vietnam, Hoang et al. (2021) highlighted trust as a major influencer of customer satisfaction and fintech adoption. Similarly, Mainardes et al. (2022) in Brazil identified perceived trust as pivotal for consumer contentment with fintech offerings. In China, Roh et al. (2022) linked trust, along with perceived security and privacy, to positive attitudes and intentions towards fintech use. Meanwhile, Bajunaied et al. (2023) emphasized in Saudi Arabia the critical role of robust security systems in bolstering customer trust and satisfaction. Collectively, these studies underscore the paramount importance of trust in shaping consumer behavior and satisfaction across fintech landscapes globally. Based on the above literature, it is hypothesized that.

H_1: Trust of fintech services has a positive influence on customer satisfaction.

Convenience of Fintech Services Delivery and Customer Datisfaction

Lotto (2018) investigated financial inclusion in Tanzania, finding that fintech services' convenience, including cost and time savings, significantly boosts customer satisfaction and electronic financial service accessibility, despite security challenges. Similarly, Bajunaied et al. (2023) in Saudi Arabia highlighted fintech services' user-friendliness and accessibility, attributing them to enhanced customer satisfaction. In contrast, Hoang et al. (2021) in Vietnam found convenience doesn't directly influence behavior but remains crucial for customer satisfaction. Wahome et al. (2023) in Kenya emphasized convenience as a key driver of digital credit adoption, leading to increased customer satisfaction by reducing costs and improving access. Collectively, these studies underscore convenience's varied yet pivotal role in fintech adoption and satisfaction globally. Based on the above literature it is hypothesized that,

H_2: Convenience of fintech service delivery has a positive influence on customer satisfaction.

Perceived Ease of Use of Fintech Services and Customer Satisfaction

Alkhazaleh and Haddad (2021) examined fintech service delivery's impact on customer satisfaction in Jordan, finding that perceived ease of use, performance, transaction costs, and security significantly influence customer satisfaction. Tapanainen (2022) studied mobile banking in Vietnam, highlighting the Theory of Reasoned Action's importance and emphasizing the need for high-level implementation of perceived ease of use to enhance customer experience. Suriaty and Abdul (2021) employed the Technology Acceptance Model (TAM), concluding that ease of use significantly affects customer satisfaction in mobile money services. Ayanyemi-adeboje and Adeboje (2020) in Nigeria identified ease of use, financial costs, and self- efficacy as crucial factors influencing MSMEs' adoption of mobile loans. Overall, these studies collectively stress the pivotal role of perceived ease of use in driving fintech adoption and satisfaction globally. Based on the above literature it is hypothesized that.

H_3: perceived ease of use of fintech services has positive influence on customer satisfaction.

Moderation Role of Fintech business Coopetition

Crick et al. (2022) explored how industry expertise and coopetition influence the link between market orientation and customer satisfaction in fintech. Their findings highlight trust as crucial for enhancing performance through cooperative marketing, suggesting fintech growth hinges on trust between providers and customers. Meanwhile, Rehman et al. (2022) studied FinTech adoption in Pakistan, revealing its potential to boost banking operational performance, cut costs, and improve customer satisfaction. Together, these studies underscore the pivotal role of trust and strategic FinTech adoption in driving fintech success and operational efficiency. Based on the above literature it is hypothesized that.

H_{4a}: Fintech business Coopetition moderates the relationship between trust of fintech services and customer satisfaction.

Furthermore, Laksamana (2023) conducted a study and through determining variables of continuation intention in mobile payment in the fintech industry. The data for this study was analysed using structural equation modelling and an online survey with 673 responses from customers. The study's findings demonstrated that the convenience of using fintech not only saves time by eliminating physical queues, but also increases safety, especially during the pandemic era, causing financial technology to acquire speed to the maximum level. These findings highlight the accelerated momentum of financial technology, emphasizing its increasing relevance and speed in meeting evolving customer needs and preferences. Based on the above literature it is hypothesized that.

H_{4b}: Fintech business Coopetition moderates' relationship between convenience of fintech services and customer satisfaction.

Moreover, a study conducted by Jin et al. (2018) on factors influencing Malaysian customer acceptance of fintech products and services. The Technology Acceptance Model (TAM) was utilised as the primary paradigm in the study to explain the fintech business in the studied area. The perceived simplicity of use has a big impact on customers' willingness to use fintech services such as mobile banking. These insights emphasize the importance of user-friendly interfaces and intuitive design in driving fintech adoption and enhancing customer engagement in the Malaysian market. Based on the above literature it is hypothesized that.

H_{4c}: Fintech business Coopetition moderates' relationship between perceived ease of use of fintech services and customer satisfaction.

Furthermore, the moderating role of fintech business coopetition is investigated, specifically in relationship to trust (H4a), convenience (H4b), and perceived ease of use (H4c), in order to understand how both competitive and coopetition factors among FinTech companies moderate the effects of all of these independent variables on customer satisfaction. The study aims to provide significant knowledge into improving service delivery and increasing customer satisfaction in Tanzania's FinTech business by taking these variables and their interactions into account.

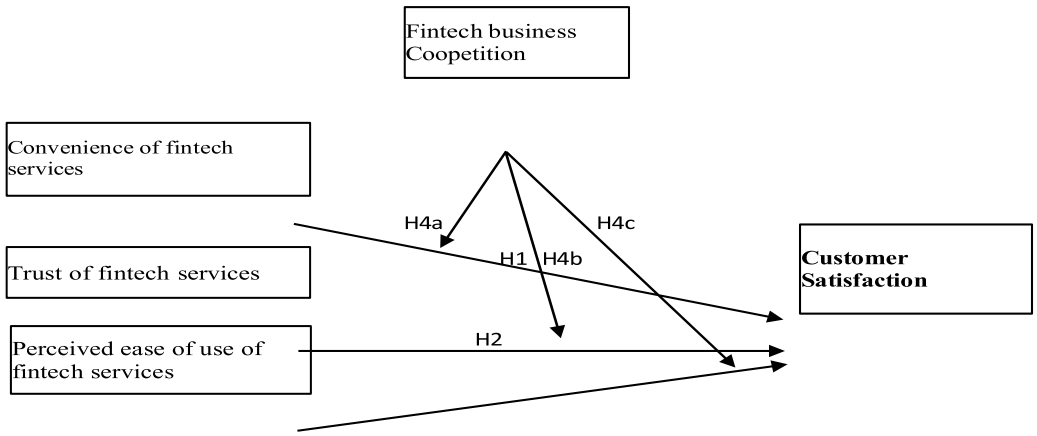


Figure 1: Conceptual Framework

Methodology

Sample and Procedures

The study was specifically situated in the bustling Dar es Salaam region of Tanzania, a hub of economic and technological activity, targeting users of various mobile payment services. These services included Airtel Money, Halopesa, TTCL Pesa, Tigopesa, and the widely recognized Mpesa. Remarkably, there was a noticeable uptick in total subscriptions over the quarter, with numbers rising by 1.2%. This growth translated to an increase from 60.3 million subscribers in December 2022 to 61.9 million by the end of March 2023, averaging a 0.59% monthly increase (TCRA, 2023), subscriptions in Tanzania, totaling 33,090,834 million by March 2023. This extensive population dataset served as the foundation for constructing the study's sample frame, which was instrumental in guiding the research process. Adapting an explanatory research design, the study aimed to delve deep into understanding the cause-and-effect relationships between various variables pertinent to mobile payment adoption and usage. The sampling methodology chosen was convenience sapling. This approach was deemed most appropriate due to the inherent challenges associated with executing a truly random sampling method in the context of Dar es Salaam's diverse and expansive population.

This convenience sampling strategy has been previously employed in research contexts similar to the present study, particularly in studies focusing on fintech adoption. The choice of telecommunication companies included in the sampling frame Airtel Money, Tigo pesa, Halopesa, M-Pesa, and TTCL pesa was strategic, reflecting their dominant presence and influence in the Tanzanian mobile money ecosystem. To ascertain the optimal sample size for the study, the Krejcie and Morgan (1970) method was utilized. The methodological approach employed a 95% confidence level with a 5% margin of error, yielding a calculated sample size of 384 respondents. To facilitate efficient data collection, SurveyMonkey, a cloud-based survey tool, was employed. This choice was driven by its widespread accessibility and user-friendly interface, which was expected to boost response rates among the targeted mobile money users in Tanzania.

Analysis and Interpretation of Findings

Sample Profile

Table 1 presents an in-depth analysis of socio-demographic variables for the 384 respondents, shedding light on their profiles and potential correlations. Notably, 48.7% of respondents are aged 26-40, suggesting involvement of individuals in their prime working years or early career stages. Gender distribution shows 59.1% male and 40.9% female respondents, prompting considerations of gender-based response variations. Marital status indicates 67.7% are married, potentially impacting household financial decisions. Education-wise, 30.2% hold university degrees, while varied educational backgrounds from no formal education to diploma holders were observed. Occupationally, 47.7% are self-employed, highlighting fintech industry engagement, with 25.5% formal/civil servants. Income-wise, 48.9% fall in the 100,000 to 500,000 currency units' range, suggesting a middle-income majority. M-Pesa emerges as the preferred mobile money service for 44.3%. These findings align with Lotto's 2018 study, indicating similar factors influencing both traditional and mobile banking services in Tanzania and a growing preference for mobile transactions.

Table 1: Respondents' profile

Variables	Categories	Frequency	Percent (%)
Age	18-25 years	38	9.9
	26-40 years	187	48.7
	41-55 years	139	36.2
	Above 55 years	20	5.2
Gender	Female	157	40.9
	Male	227	59.1
Marital status	Divorced	12	3.1
	Married	260	67.7
	Separated	2	0.5
	Single	110	28.6
Education level	Diploma /Certificate	70	18.2
	No formal Education	11	2.9
	Primary	53	13.8
	Secondary/High school	93	24.2
	Technical education	41	10.7
	University	116	30.2
Occupation	Formal/Civil servant	98	25.5
	Self-employed	183	47.7
	Unemployed	56	14.6
	Wage labourer	47	12.2
Average monthly earnings	100,000-500,000	188	48.9
	500,000-1,000,000	91	23.7
	1,000,000-2,000,000	64	16.7
	2,000,000-4,000,000	28	7.3
	4,000,000+	13	3.4
Most mobile money	Airtel Money	61	15.9

service convenient to transaction	EazyPesa	3	0.8
	HaloPesa	24	6.3
	M-Pesa	170	44.3
	Others	7	1.8
	Tigo Pesa	118	30.7
	TTCL Pesa	1	0.3
Total		**384**	**100**

Measurement Model

Evaluation of the Measurement Model Results

In this study, SmartPLS 4 was used to analyze all three independent variables: trust in fintech services, convenience of fintech services, and perceived ease of use. Furthermore, this study used fintech business coopetition as a moderator and customer satisfaction as the dependent variable. The evaluation of the measurement model included a thorough examination of reliability, validity, and the common bias approach.

Reliability Results

The reliability of the measurement model was assessed at two levels: the indicator level, which is concerned with the reliability of the individual indicators, and the construct level, which is concerned with the reliability of the internal consistency as explained here below. In the study, indicators for various fintech constructs demonstrated strong associations with their corresponding latent variables. Customer Satisfaction (CS) indicators, like CS1-CS4, showed loadings between 0.821-0.909, assessing mobile payment reliability, persistence, recommendation likelihood, and perceived value. Convenience of Fintech Services (CO) indicators (CO1-CO3) had loadings of 0.765-0.886, evaluating availability, personalization, and accessibility. Perceived Ease of Use (PEU) indicators (PEU1-PEU3) ranged from 0.605-0.897, assessing interface understanding, learning ease, and cognitive exertion. Trust in Fintech Services (TR) indicators (TR1- TR5) had loadings of 0.858-0.910, focusing on service provider trust, security, problem resolution, and fulfillment of expectations. Fintech Business Coopetition (FBC) indicators (FBC1-FBC3) showed loadings of 0.800-0.892, assessing coopetition advantages, breakthroughs, and improved customer experiences. Table 2 showcases the reliability and validity of the study's measuring scales. Cronbach's alpha values, a measure of internal consistency, were satisfactory for all constructs: convenience (0.802), customer satisfaction (0.881), perceived ease of use (0.684), and trust (0.927). These high values suggest strong internal consistency, particularly for customer satisfaction and trust (Cheung et al., 2023). Composite Reliability (CR) values, which consider intercorrelations between items, were also acceptable: convenience (0.829), customer satisfaction (0.883), perceived ease of use (0.852), and trust (0.930). These results confirm the scales' reliability, supporting the validity of the study's measurements.

Table 2: Indicators Outer Loadings

Coding	Variable /Construct	Loadings
Customer Satisfaction (CS)		
CS1	Mobile payment services are reliable	0.821
CS2	I am willing to keep using use mobile money payment services.	0.859

CS3	I will recommend my friends to use mobile money payment services.	0.909
CS4	I feel valued when I use mobile money payment services.	0.845
Convenience of Fintech Services (CO)		
CO1	Mobile money payment services are available 24/7, enabling users to access financial information and perform transactions whenever convenient.	0.765
CO2	Mobile money payment provides personalized features and more suggestions.	0.882
CO3	Mobile money payment is accessible to everyone.	0.886
Perceived Ease of Use (PEU)		
PEU1	Mobile payment services interface is easy to understand.	0.784
PEU2	I think that learning to use mobile payment would be easy	0.605
PEU3	I think that interaction with mobile payment does not require a lot of mental effort	0.897
Trust of Fintech Services (TR)		
TR1	I trust my mobile payment service provider	0.910
TR2	I trust the security measures or mechanisms of the third-party mobile payment	0.879
TR3	I trust that when payment security problems arise	0.858
TR4	My mobile payment service provider is able to solve these problems in time	0.862
TR5	Mobile payment behavior meets my expectations.	0.892
Fintech Business Coopetition (FBC)		
FBC1	Benefits of Fintech Business Coopetition outweigh risks.	0.800
FBC2	Fintech Business Coopetition drives advancements in financial technology.	0.827
FBC3	Coopetition improves customer experiences in financial services.	0.892

Source: Field data (2023)

Table 3: Cronbach's alpha (α), Composite Reliability (CR) and average Variance extracted (AVE)

Construct	Cronbach's Alpha	rho_A	rho_c	AVE
Convenience of Fintech Services	0.802	0.829	0.883	0.716
Customer Satisfaction	0.881	0.883	0.918	0.738
Perceived Ease of Use of Fintech Services	0.684	0.852	0.811	0.595
Trust of Fintech Services	0.927	0.930	0.945	0.775

Note: rho_C; Composite Reliability, rho_A; Reliability Coefficient, AVE; Average Variance Extracted Source: Field data (2023)

Validity Results

The validity results of the measurement model were assessed at two factors such as the Fornell-Larcker Criterion and the cross loadings for various constructs with their supported indicators in order to ensure there is a discriminant validity between the tested variables. The Fornell-Larcker Criterion evaluates discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with their inter-construct correlations using structural equation modeling (Henseler et al., 2015). Table 4 affirms this criterion's application, showing that each construct's AVE exceeds its correlations. TR has the highest AVE at 0.880, indicating strong construct interconnectedness, while FBC x PEU has the lowest at 0.186, suggesting weaker interconnectedness. This confirms the study's concept uniqueness and discriminant validity, though other methods also exist (Fornell & Larcker, 1981). Table 6 within a research study that investigates the factors associated with fintech services showcases the cross loadings for various constructs. The cross loadings offer valuable insights into the extent to which items from one construct load onto factors from another construct (Henseler *et al.,* 2015; Rönkkö & Cho, 2022). The cross loadings for the construct termed "Convenience of Fintech Services (CO)" reveal substantial associations with their intended factor, suggesting that the items successfully capture the concept of convenience within the context of fintech services. The cross loadings pertaining to "Customer Satisfaction (CS)" demonstrate strong connections to the customer satisfaction construct, indicating that these items serve as dependable measures of customer satisfaction within the fintech service domain.

The cross loadings pertaining to the "Perceived Ease of Use of Fintech Services (PEU)" exhibit considerable congruence with the intended construct, indicating that these indicators effectively evaluate the perceived ease of use of fintech services. Lastly, the cross loadings associated with the "Trust of Fintech Services (TR)" indicate that the indicators consistently capture the trust construct within the realm of fintech services. These findings offer support for the validity of the measurement model employed in assessing the fundamental dimensions of fintech service experiences.

Table 4: Fornell-Larcker Criterion for Discriminant Validity

Construct	Convenience of fintech services	Customer Satisfaction	Perceived ease of use of fintech services	Trust of fintech services
Convenience of fintech services	0.846			
Customer Satisfaction	0.420	0.859		
Perceived ease of use of fintech services	0.282	0.216	0.771	
Trust of fintech services	0.406	0.326	0.281	0.880

Source: Field Data (2023)

Note: *The bolded figures shows a threshold of 0.05 or higher which show correration between two test scores* (Fornell & Larcker, 1981).

Table 5 : Cross Loading

Construct	Convenience of fintech services	Customer Satisfaction	Perceived ease of use of fintech services	Trust of fintech services
CO1	**0.765**	0.279	0.177	0.263
CO2	**0.882**	0.368	0.253	0.355
CO3	**0.886**	0.403	0.273	0.396
CS1	0.375	**0.821**	0.134	0.303
CS2	0.333	**0.859**	0.210	0.273
CS3	0.381	**0.909**	0.171	0.299
CS4	0.351	**0.845**	0.233	0.242
PEU1	0.217	0.131	**0.784**	0.186
PEU2	0.038	0.088	**0.605**	0.206
PEU3	0.306	0.232	**0.897**	0.257
TR1	0.401	0.287	0.270	**0.910**
TR2	0.418	0.289	0.240	**0.879**
TR3	0.338	0.249	0.278	**0.858**
TR4	0.330	0.312	0.235	**0.862**
TR5	0.300	0.291	0.219	**0.892**

Source: Field data (2023)

Evaluation Results of the Structural Model

The investigation utilized two structural frameworks in order to assess six suppositions, whereby the initial framework focused on three suppositions (H1, H2, and H3) in a Figure 4.1 that scrutinized the direct impact of the convenience of financial technology services, the perceived simplicity of utilization, and the trust in financial technology services on customer contentment regarding coopetition.

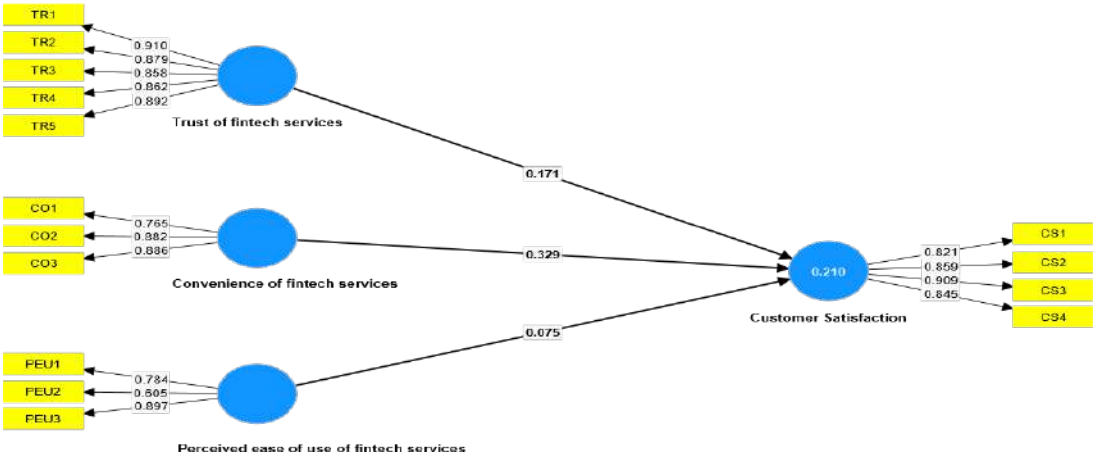


Figure 2: The First Structural Model without Moderator

Moreover, in this study, the second conceptual framework explicated three hypotheses (H4a,

H4b, H4c) as explained in Figure 2 that scrutinized the moderating impact of fintech business coopetition on the association between service delivery and customer satisfaction, which was meticulously analyzed using SmartPLS 4. This specifically concerns the direct correlation between the moderator variable and the dependent variable. Furthermore, the study assessed the indirect effect on moderation by investigating the correlations between fintech business coopetition, trust of fintech services, and customer satisfaction, fintech business coopetition, convenience of fintech services, and customer satisfaction, and lastly fintech business coopetition, perceived ease of use of fintech services, and customer satisfaction. Table 6 evaluates multicollinearity among independent variables concerning Customer Satisfaction using the Variance Inflation Factor (VIF). A VIF of 3 or higher suggests potential multicollinearity (Kim, 2019). The VIF values for Convenience, Perceived Ease of Use, and Trust of Fintech Services are 1.243, 1.127, and 1.242, respectively, all below the critical threshold. Thus, no significant multicollinearity issues exist (Kim, 2019), ensuring reliable regression model interpretation. Therefore, Table 9 contrasts the fit of estimated and saturated models using SRMR, d_ULS, d_G, Chi-square, and NFI measures. Lower SRMR, d_ULS, and d_G values indicate the estimated model fits better. The estimated model's Chi-square is lower, suggesting improved fit, and its NFI is slightly higher than the saturated model's, indicating better alignment (Kenny et al., 2015).

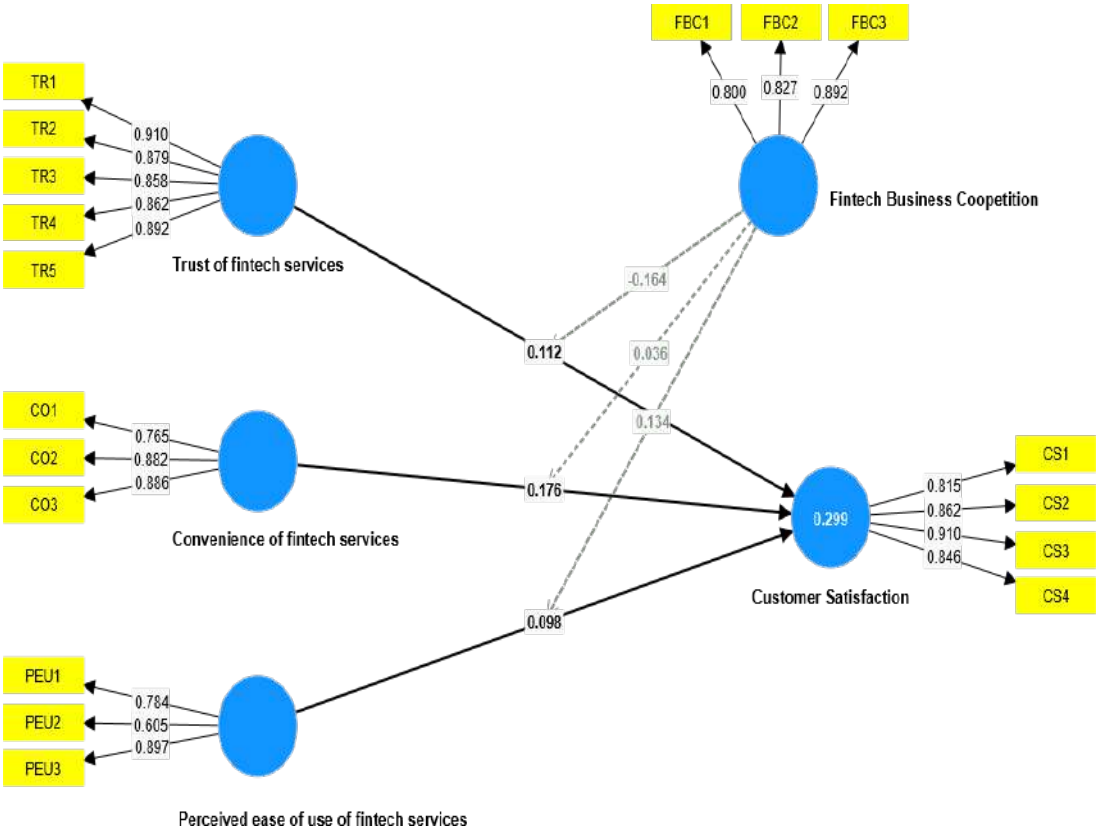


Figure 3: The Second model Structural Model with Moderator Effect

Table 6: Multicollinearity Results

Independent variable	Dependent variable Customer Satisfaction	Collinearity problemVIF ≥3
Convenience of fintech services	1.243	No
Perceived ease of use of fintech services	1.127	No
Trust of fintech services	1.242	No

Source: Field data (2023)

Table7: Model-fit

	Saturated model	Estimated model
SRMR	0.059	0.058
d_ULS	0.601	0.580
d_G	0.290	0.282
Chi-square	690.630	666.661
NFI	0.826	0.832

Source: Field Data (2023).

Direct Effects of Factors Influencing Service Delivery on Customer Satisfaction.
In Figure 4, the study revealed an R-square (R^2) value of 0.210, explaining 21.0% of the variance in customer satisfaction. Despite a significant portion of the variance being explained, 79.0% remains unexplained, indicating a relatively low R- square, as noted by Ozili (2023). Trust in fintech services showed a significant positive influence on customer satisfaction ($\beta = 0.210$, $t = 2.855$, $p = 0.004$). Similarly, convenience of fintech services had a notable positive impact ($\beta = 0.329$, $t = 6.003$, $p < 0.001$). Perceived ease of use, though positive, was not statistically significant ($\beta = 0.075$, $t = 1.342$, $p = 0.180$), suggesting that customers prefer easily usable fintech services.

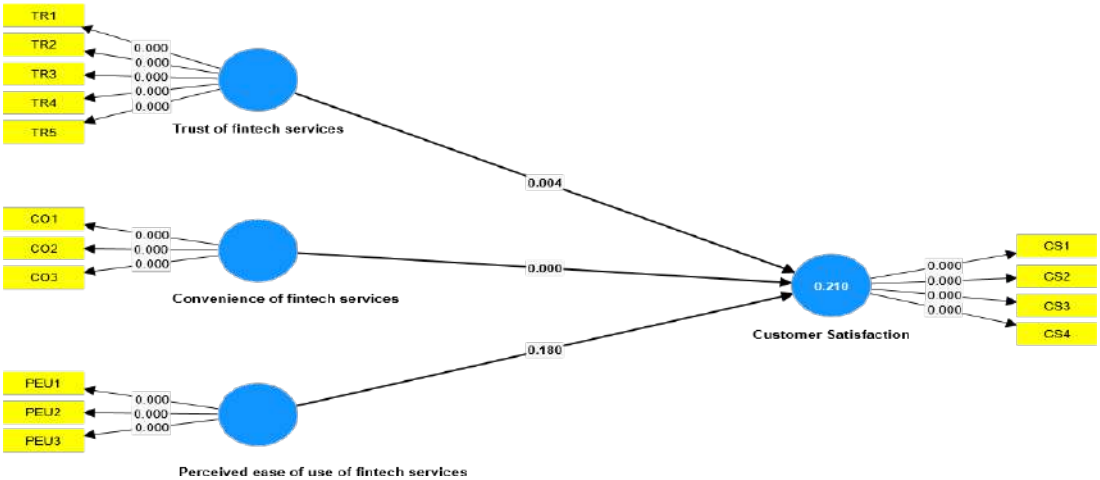


Figure 4: Coefficient of Determination and Path Coefficient for direct effect without moderator

Moderation Effect of Fintech Business Coopetition

The R-Square value of 0.299 indicates that 29.9% of customer satisfaction variance is explained by independent variables and their interactions (Figure 4). Fintech Business Coopetition notably influences customer satisfaction directly and interacts with trust, convenience, and perceived ease of use in indirect effects. The study found a direct positive relationship ($\beta = 0.235$, $t = 3.60$, $p = 0.000$) between Fintech Business Coopetition (FBC) and Customer Satisfaction (CS). The confidence interval (0.106 to 0.361) supports this significant association, rejecting the null hypothesis. Analyzing the indirect relationship, FBC negatively moderates the link between trust in fintech services and CS ($\beta = -0.164$, $t = 2.965$, $p = 0.003$). The confidence interval (-0.261 to -0.059) confirms this significant negative moderation, rejecting the null hypothesis. Also, the study found no significant moderation effect of FBC on the relationship between convenience of fintech services and CS ($\beta = 0.036$, $t = 0.560$, $p > 0.05$). The confidence interval (-0.121 to 0.138) supports this lack of significance, failing to reject the null hypothesis. FBC was found to positively moderate the relationship between perceived ease of use of fintech services and CS ($\beta = 0.134$, $t = 2.278$, $p = 0.023$). The confidence interval (0.023 to 0.236) supports this significant moderation, rejecting the null hypothesis.

Table 8: Hypothesis Testing Results

No.	Path	R^2	Std. Beta (β)	Std. Error	t-value	p-value	97.5% CI	Remarks
	Hypotheses with direct effects							
H1	TR -> Customer Satisfaction	0.210	0.171	0.031	2.855	0.004	[0.059; 0.291]	Rejected
H2	CO -> Customer Satisfaction		0.329	0.028	6.003	0.000	[0.222; 0.434]	Rejected
H3	PEU -> Customer Satisfaction		0.075	0.029	1.342	0.180	[-0.021; 0.192]	Fail to Reject
	Hypotheses with indirect (moderation) effects							
H4	FBC -> CS	0.299	0.235	0.032	3.603	0.000	[0.106; 0.361]	Rejected
H4a	FBC x TR -> CS		-0.164	0.026	2.965	0.003	[-0.261;-0.059]	Rejected
H4b	FBC x CO -> CS		0.036	0.033	0.560	0.575	[-0.121; 0.138]	Fail to Reject
H4c	FBC x PEU -> CS		0.134	0.030	2.278	0.023	[0.023; 0.236]	Rejected

Note: *p<0.5, *t>1.96 at a 5% significant level, 2-tail test.*

Source: Field data (2023)

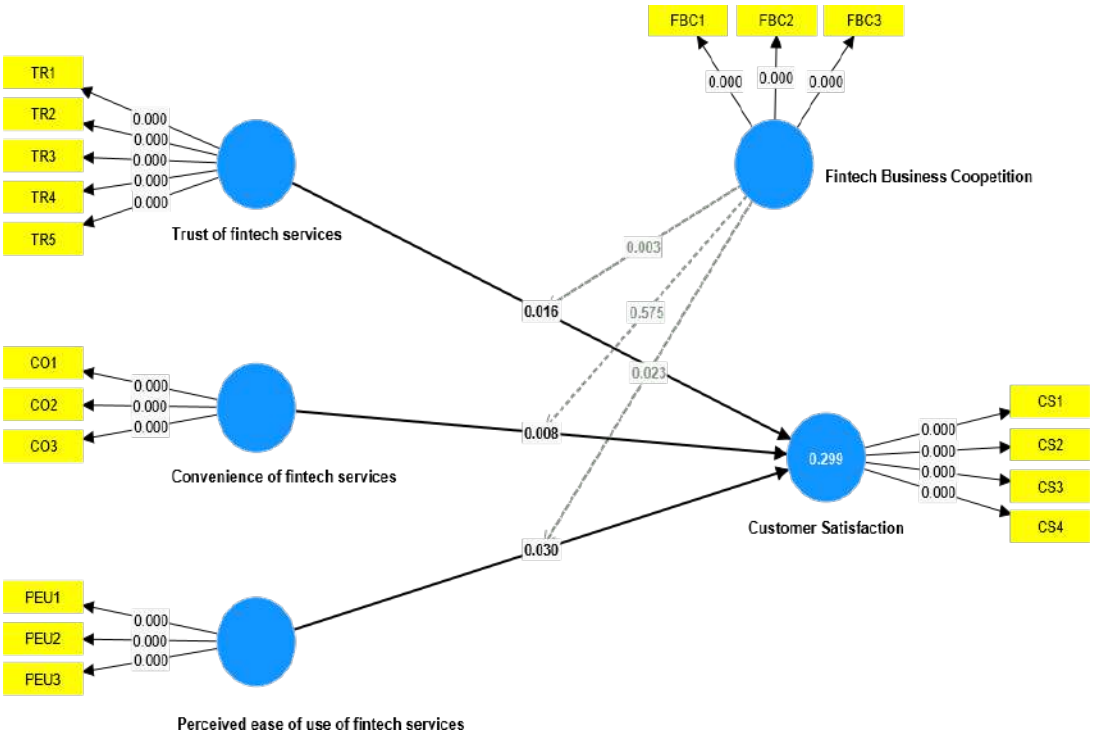


Figure 5: Coefficient of Determination and Path Coefficient for Moderation Effect
Source: Field data (2023)

Evaluation Results of Importance Performance Map Analysis

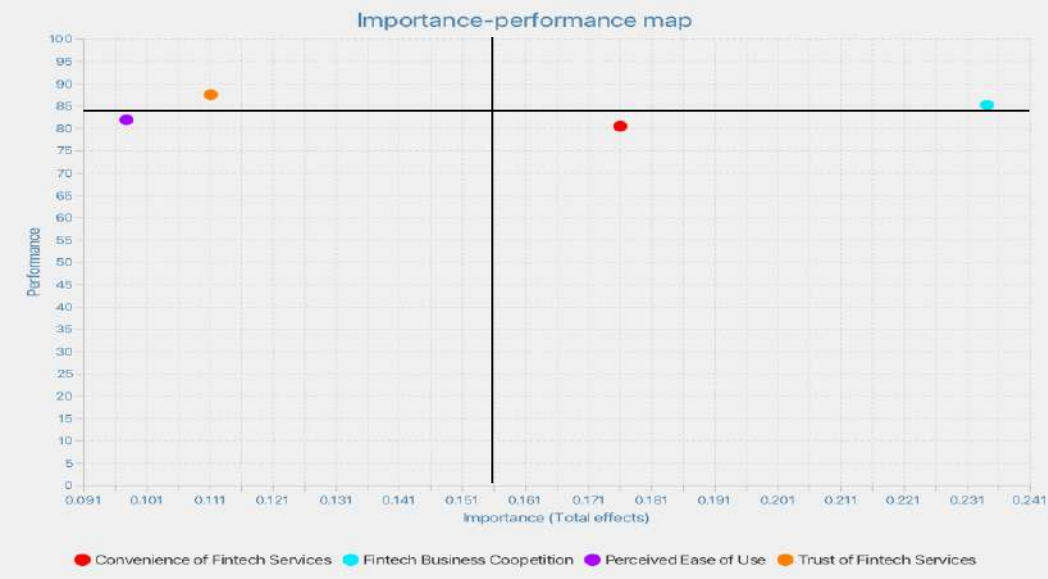
Table 12 displays an Importance Performance Map Analysis based on 2023 data, focusing on four key variables: perceived ease of use, trust in fintech services, convenience of fintech services, and fintech coopetition. The combined importance score stands at 0.621, with an average importance value of 0.155. The overall performance score is 334.906, averaging 83.727. "Trust in Fintech Services" leads with a performance rating of 87.480, emphasizing its pivotal role in user satisfaction (Sarstedt et al., 2017). This IPMA offers a visual representation categorizing the variables into four quadrants, aiding in strategic development (Ringle et al., 2023).

Table 9: Importance Performance Map Analysis

Construct	Importance	Performance
Convenience of Fintech Services	0.176	80.423
Fintech Business Coopetition	0.235	85.152
Perceived Ease of Use	0.098	81.851
Trust of Fintech Services	0.112	87.480
Total	**0.621**	**334.906**
Mean Value	**Total Importance/4 = 0.155**	**Total Performance/4 = 83.727**

Source: Field Data (2023).

Note: Me value calculation (Total Importance/4 = 0.155 and Total Performance/4 = 83.727).



Note: The x-axis represents the unstandardized total effects of predecessors (importance). The y-axis represents their average rescaled unstandardized scores (performance).

Figure 6: Importance Performance Map Analysis

Source: Field Data (2023)

Discussion of Findings

The study conducted to determine the influence of services delivery on customer satisfaction in Tanzanian fintech businesses. The study research objectives were specified as t**o** determine the influence of trust of fintech business service on customer satisfaction, to determine the influence of convenience of fintech business service on customer satisfaction in Tanzania, to determine the influence of perceived ease of use of fintech business service on customer satisfaction and lastly to test the moderating effect of fintech business coopetition between service delivery and customer satisfaction. The findings of the study were analyzed by using SmartPLS 4 and interpreted based to the previous studies in literature review as follows.

The study explored the impact of trust in fintech services on customer satisfaction, affirming a positive and significant relationship ($\beta = 0.210$, $t = 2.855$, $p = 0.004$). This aligns with previous research, where studies from Vietnam, Brazil, and China emphasized the pivotal role of trust in shaping customer satisfaction in fintech. Bajunaied et al. (2023) from Saudi Arabia highlighted the crucial role of advanced security measures in fostering customer trust. The study revealed a significant positive relationship between the convenience of fintech service delivery and customer satisfaction ($\beta = 0.329$, $t= 6.003$, $p < 0.001$). Lotto (2018) in Tanzania and Bajunaied et al. (2023) in Saudi Arabia also found convenience to be a key driver of customer satisfaction. However, findings from Vietnam by Hoang et al. (2021) suggested that convenience might not always influence customer preference for fintech services.

Furthermore, the study indicated a positive but statistically insignificant relationship between perceived ease of use (PEU) of fintech services and customer satisfaction ($\beta = 0.075$, $t = 1.342$, $p = 0.180$). This contrasts with findings from Alkhazaleh and Haddad (2021) in Jordan and

Tapanainen (2022) in Vietnam, which reported a significant positive impact of PEU on customer satisfaction. Therefore, the study employed SmartPLS 4 to assess the moderating effect of fintech business coopetition on various relationships. With an R-Square value of 0.299, the study suggests a moderate level of explanatory power. The study found Fintech Business Coopetition (FBC) to significantly moderate the relationship between trust in fintech services and customer satisfaction ($\beta = -0.164$, $t = 2.965$, $p = 0.003$). Yet, it had an insignificant moderating effect on convenience and perceived ease of use. These findings provide nuanced insights into how coopetition dynamics influence customer satisfaction within the fintech sector, highlighting both its potential and limitations in enhancing customer experience.

Conclusions

The study concluded that trust, convenience, and perceived ease of use of fintech services have a positive but insignificant impact on customer satisfaction. Fintech business coopetition was found to significantly moderate the relationship between trust and customer satisfaction, while its moderating effect on convenience and perceived ease of use was insignificant. These findings highlight the importance for fintech companies to prioritize trust-building, convenience, and user-friendly services to enhance customer satisfaction and retention. Implications of the Study Findings, explained that trust serves as the cornerstone for fintech success. Ensuring transparency, security, and proactive communication about data management can bolster trust and consequently boost customer satisfaction and loyalty. Tailoring services to individual needs and providing financial guidance further enhances the human touch, complementing technological advancements. The study underscores the importance of trust, convenience, and perceived ease of use as determinants of customer satisfaction in fintech. The Theory of Reasoned Action suggests that subjective factors like coopetition dynamics can significantly influence attitudes and intentions. Fintech providers should thus adapt strategies to consider the effects of coopetition on customer satisfaction.

Policymakers should encourage the growth of digital financial technology services for their potential to reduce costs, enhance transaction speed, and improve financial inclusivity. Regulations should balance fostering innovation with ensuring consumer protection. Addressing customer skepticism towards digital channels is crucial for financial stability and inclusivity. Limitation of the Study, the study's convenience sampling method may introduce selection bias, limiting the generalizability of the findings. The use of moderation analysis suggests the need for further exploration to understand the varying effects of fintech business coopetition on different factors influencing customer satisfaction. Future research could expand the study to cover regions with high fintech activity in Tanzania to gather more diverse data. Additionally, qualitative analysis focusing on users' perspectives on mobile money services could provide deeper insights into the factors affecting customer satisfaction in the Tanzanian fintech landscape.

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