

MEASURING USER ACCEPTANCE OF INTERNET BANKING:
A SURVEY IN NORTHERN REGION OF PENINSULAR MALAYSIA.

A Thesis submitted to the Graduate School in partial fulfillment of the
requirement for the degree Master of Science (Information Technology),

Universiti Utara Malaysia

By

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ABSTRAK

Melalui kemudahan yang disediakan oleh Internet Banking (IB) manusia dapat melayari akaun perbankan mereka dan menjalankan urusan transaksi mereka 24 jam sehari, tujuh hari seminggu dengan mengurangkan kos dan menambahkan keselesaan pengguna. Manakala bagi pihak pengurusan bank pula dapat menggunakan peluang keemasan ini bagi memperkembangkan lagi pasaran segmen mereka di peringkat antarabangsa. Bagi kajian ini, ia mengkaji penerimaan pengguna terhadap IB di wilayah Utara Semenanjung Malaysia. Antara negeri-negeri yang terlibat termasuk Pulau Pinang, Kedah dan Perlis. Kajian ini juga menerapkan Teori Sebab dan Akibat (TRA) yang dipelopori oleh Fishbein and Ajzen pada tahun 1975 yang cuba mengetengahkan perhubungan di antara Kepercayaan, Kelakuan, Intensi dan Tingkahlaku. Berdasarkan kajian tersebut, suatu model baru telah dibuat dengan modifikasi baru agar dapat menenuhi kesesuaian bagi kajian yang dijalankan. Satu set borang soal selidik telah diperbaharui berdasarkan soal selidik masa lampau dengan dibahagikan kepada dua bahagian ia terdiri daripada 6 soalan demografik dan 27 lagi soalan berdasarkan Skala Likert berkenaan dengan penerimaan pengguna terhadap IB. Sejumlah 400 borang soal selidik telah diagihkan kepada responden. Dari jumlah tersebut sebanyak 257 telah dapat dikumpul balik dengan peratusan 64.3% pemulangan. Daripada jumlah tersebut, sebanyak 7 soalan tidak dapat digunakan kerana terdapat kehilangan pada data-data penting. Jadi hanya sebanyak 250 soal selidik dapat diguna-pakai. Semua data yang dikumpul dianalisis dengan kaedah Pakej Statistik Sosial Sains (SPSS). Antara metod analisis yang digunakan adalah kaedah diskriptif dan ujian parametric seperti Korelasi, T-Test dan One Way ANOVA. Bagi ujian non parametric pula menggunakan kaedah Mann-Whitney U & Kruskal-Wallis. Kajian tersebut adalah untuk menguji tiga pembolehubah tidak bersandar seperti jantina, taraf umur dan tahap pendidikan dengan pembolehubah bersandar iaitu tahap penerimaan pengguna terhadap IB. Hasil kajian menemui memang terdapat hubungan signifikansi di antara pembolehubah-pembolehubah tersebut dalam mempengaruhi tahap penerimaan pengguna terhadap IB. Jadi kajian tersebut telah menolak ujian hipotesis null dan menerima hipotesis alternate. Selain itu, terdapat juga penerapan terhadap implikasi-implikasi dan kekangan-kekangan yang dihadapi dalam kajian ini yang juga akan dijelaskan dengan lebih terperinci dalam laporan penuh kajian.

ABSTRACT

Through Internet Banking (IB) people can access their bank accounts and conduct transactions 24 hours a day, seven days a week, with reduced costs and increased convenience. Meanwhile the banks have now the opportunity to expand their market penetration internationally. This paper had study about the user acceptance of Internet Banking in Northern Region of Peninsular Malaysia. The state involve in this research are Penang, Kedah and Perlis. The paper tried to adopt the Theory of Reasoned Action (TRA) which proposed by Fishbein and Ajzen in 1975 that try to establish a relationship among Beliefs, Attitudes, Intentions, and Behaviors, based on two assumptions. A modification been done to adapt with the scenario for this study and suit the local environment. A set of questionnaires been adopted from the previous research was divided into 2 section, comprised of 6 demographic information's and 27 closed-ended questions measured by Likert-Scale on IB acceptance. This research studied base on a survey method. A total of 400 of questionnaires were distributed to the respondents. At the same time it also tried to measure whether the independent variables such as gender, age group and education level have the significant relation to the dependent variable. Out of the questionnaires distributed, 257 responses were collected, yielding the return rate of 64.3%, 7 questionnaires were discarded due to missing data. Thus, only 250 (62.5%) questionnaires were usable for data analysis. All the data collected were analyzed by Statistical Package for Social Science (SPSS). Methods of analysis used in the research are descriptive and parametric test such as Correlation, T-Test and One Way ANOVA. Non-parametric test also had been applied in order to ensure the accuracy of the data analyzed Mann-Whitney U Test & Kruskal-Wallis Test. The study had found out that all the three independent variables have significant different against the internet baking acceptance usage variable. Thus, it supports the alternate hypothesis and rejected the null hypothesis. The findings of the research highlight the importance of demographic variables in the usage of IB. Hence banks can look for develop in IB that may wish to pay particular attention to these areas. The implications of the findings and the limitations of the study are further discussed for the benefit of researchers and practitioners.

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LIST OF ABBREVIATIONS

ATM	Automated Teller Machine
BAI	Banking Administration Institute
EDU	Education
IB	Internet Banking
MBB	Maybank Berhad
OCBC	Oversea Chinese Banking Corporation
PC	Personal Computer
SPSS	Statistical Package for Social Science
TRA	Theory of Reasoned Action
UK	United Kingdom
UOB	United Oversea Bank
US	United States
WAP	Wireless Application Protocol

CHAPTER I

INTRODUCTION

1.1 Introduction

Using the Internet, or a direct connection through modem, people can access their bank accounts and conduct transactions 24 hours a day, seven days a week, with reduced costs and increased convenience. On the other hand, due to the explosive development of the digital environment, the banks have now the opportunity to expand their market penetration internationally. A study completed by Datamonitor estimates that, at the end of the year 2003, 10 per cent of the world population (approximately 545 million people) will have Internet access (Guraau, 2002). Taking advantage of this favorable situation, many financial institutions have launched corporate Web sites, offering personalized online services.

Online banking provides customers with the ability to access almost any type of banking transaction, with the exception of cash withdrawals at the click of a mouse, in the comfort of their own home or office. This accessibility is thought to be one of the key

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