

**THE STUDY OF PEOPLE'S ACCEPTANCE TOWARDS
ONLINE BANKING**

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DEDICATION

This thesis dedication to all my family with full of love.

ABSTRACT

The online banking was recognized in Malaysia in 2001 toward development of technology and allows people to manage their account and transactions using internet. However, this system not fully utilize regarding to the number of people visit the physical bank is still high. This also proved by the statistic of online banking subscribers using the online banking in Malaysia is not drastically increase as the statistic of internet user since 2006-2009. Theoretically, the increment for both statistics should be equal. Moreover, the criminal cases happen all over the world includes Malaysia and create the negative perception among people towards online banking. The others internal factors that could be considered is the motivation, understanding and awareness among the people to the online banking. All these reasons encourage the researcher to investigate what exactly the main factor attracts people to use online banking. However, the researcher is limiting the study by focus on the internal factors affect the number of people using the online banking, Malaysia. The study focused on intrinsic and extrinsic motivation represented by the perceived usefulness (PU), perceived ease of use (PEOU) and perceived enjoyment (PE) as the independent variables in this research. Whilst, the dependent variables signified by the people's acceptance to the online banking. The objectives of this study are examine the factors that influence people using the online banking based on demography, investigate the main factor that motivates people deal with online banking particularly in banking environment, examine the other factors which influence people choosing online banking and lastly to investigate the relationship between PU, PEOU and PE towards online banking. A survey was conducted by distributing questionnaires to a randomly selected sample of 150 people located within the Klang Valley, in Malaysia. However, only 120 questionnaires were returned and available to analyze. The location of the survey was selected in view of its advancement, development and implementation of IT applications as compared to other locations in Malaysia. By connecting to the internet only the user can apply the online banking. To achieve the research objectives, researcher used SPSS Version 16.0 to analyze the data from questionnaires. The value of Cronbach's alpha is 0.852 explained the reliability of the study. This study found that, the main factor attract people to use online banking is because of PU, where the analysis proved that PU is significant to the usage and PEOU. Logically, the people use the service because it very useful and they will patronize with it if it is ease to use. The results also revealed that most of working people patronize and familiar with online banking since most of them familiar with internet and have problem to visit the bank. Finally, the researcher hope that this study are valuable for future research, people and bank management in providing new insights about the online banking.

ABSTRAK

Perbankan internet di Malaysia telah bermula semenjak 2001 sejajar dengan perkembangan teknologi. Ini membolehkan pengguna menguruskan kewangan mereka secara terus melalui internet. Walaubagaimanapun, perkhidmatan ini didapati makin kurang memandangkan masih ramai orang lebih selesa berurusan terus dengan pihak bank secara fizikal. Penambahan kes penipuan melalui internet, turut menyumbang kepada persepsi negatif masyarakat terhadap perbankan internet. Selain itu, faktor dalaman iaitu tahap motivasi pengguna terhadap produk berteknologi turut menyumbang kepada masalah ini. Berdasarkan statistik pada 2006-2009 juga, kadar pengguna didapati masih kurang berbanding jumlah penambahan pengguna atau pendaftar internet setiap tahun yang semakin bertambah secara drastik. Sehubungan itu, penyelidik memilih untuk menjalankan penyelidikan terhadap permasalahan ini. Penyelidik hanya memfokuskan kepada motivasi iaitu interinsik dan ekstrinsik untuk mengetahui faktor dalaman yang mempengaruhi penggunaan perbankan internet. Motivasi ini diwakili oleh tiga faktor sekaligus menjadi boleh ubah tidak bersandar iaitu disebabkan oleh faktor keseronokan, kepentingan penggunaan dan mesra pengguna yang tedapat dalam penggunaan perbankan internet. Manakala bagi boleh ubah bersandar diwakili oleh penerimaan masyarakat terhadap perbankan internet. Dalam kajian ini, sebanyak 150 soalan soal selidik telah diedarkan secara rawak di sekitar Lembah Klang, Malaysia. Walaubagaimanapun, hanya 120 soal selidik yang boleh digunakan dalam kajian ini untuk dianalisa. Kawasan ini dipilih kerana kebanyakan kawasan telah dilengkapi kemudahan internet di mana ia memberi ruang besar kepada masyarakat untuk mengakses perbankan internet. Dapatan kajian mendapati faktor utama yang mempengaruhi penggunaan sistem ini adalah kerana kepentingan penggunaannya terhadap aplikasi harian. Kepentingan penggunaan perbankan internet juga mempunyai signifikan positif terhadap faktor mesra kepenggunaan, tetapi ianya memberi bertindak balas secara negatif terhadap faktor keseronokkan ataupun kepuasan menggunakan sistem ini. Dapatan kajian juga mendapati antara faktor lain yang mempengaruhi penggunaan perbankan internet adalah kesibukan, jadual waktu yang padat dan masalah sosial lain seperti kesesakan lalu lintas dan sebagainya yang mendorong mereka untuk memilih sistem perbankan ini. Sejajar dengan ini, penyelidik berharap agar penyelidikan ini dapat menyumbangkan sesuatu yang positif bagi semua pihak termasuk pengguna, organisasi mahupun penyelidik yang lain. Menjadi harapan penyelidik agar kajian ini dapat membuka mata semua dalam memahami aplikasi perbankan internet pada masa kini dan akan datang.

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LIST OF ABBREVIATIONS

ATM	Automated Teller Machines
ANOVA	Analysis Of Variance Between Groups
BNM	Bank Negara Malaysia
BAFIA	Banking and Financial Institution Act
FDIC	Federal Deposit Insurance Corporation
ICT	Information Communication Technology
IT	Information Technology
MMS	Multimedia Messaging System
PU	Perceived Usefulness
PEOU	Perceived Ease Of Use
PE	Perceived Enjoyment
TAM	Technology Acceptance Model
TRA	Theory Of Reasoned Action
TPB	Theory Of Planned Behaviour
SFNB	Security First Network Bank
SMS	Short Messaging System
SPSS	Statistical Package For The Social Science

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter present background of the study, preliminary research, problem statement, research hypotheses, research questions, research objectives and significance of the study.

1.2 Background of the Study

The main function of banks is keeping our money and they are recognisable as a safe place to do so. Besides that, they also let us earn a certain amount of interest on the money deposited to them. Some banks provide services such as money transaction to the third party, mortgage, bill payments and loan repayments. Nowadays functions of banks are still same as before, and internet banks continue the same function. The only difference is in the way the transactions are made.

Banking business in Malaysia has been durable great transformation since independence in 1957. The first step in the evolutionary process was the gradual deregulation of the financial sector, which begin in the 1970's. In the 1980's the

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