

FACTORS INFLUENCING MOBILE BANKING ADOPTION

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FACTORS INFLUENCING MOBILE BANKING ADOPTION

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ABSTRAK

Pada masa ini, kemajuan teknologi mudah alih telah menyediakan peluang bagi institusi perbankan dalam memperkenalkan inovasi kewangan baru. Salah satu inovasi kewangan yang diperkenalkan oleh institusi perbankan adalah perbankan mudah alih. Kajian ini mengaplikasikan model penerimaan teknologi (TAM) untuk menyiasat faktor-faktor yang menentukan niat seseorang untuk menggunakan perbankan mudah alih oleh pelanggan bank di kalangan kakitangan UUM. Tambahan kepada TAM meliputi kredibiliti, keadaan diri, keserasian dan tekanan normatif. Keputusan yang diperolehi menyokong binaan TAM dan teori lain dalam meramal niat perilaku pelanggan bank untuk menggunakan perbankan mudah alih. Dengan memahami faktor yang mendorong pengguna menerima perbankan mudah alih memberi faedah kepada bank-bank, pemaju sistem dan pakar pasaran dalam membangunkan dan memasarkan perkhidmatan perbankan mudah alih yang akan diterima oleh sasaran pasaran.

Kata Kunci: Perbankan Mudah Alih, Penggunaan, Model Penerimaan Teknologi (TAM), Bank-bank, Malaysia

ABSTRACT

Today, the advancement of mobile technologies has provided an opportunity for banking institution in introducing new financial innovations. One of the emerging financial innovations introduced by banking institution is mobile banking. This study adopts a technology acceptance model (TAM) to investigate factors that determine an individual's intention to use mobile banking by bank customers among UUM staff. The additional of TAM includes credibility, self-efficacy, compatibility and normative pressure. A results support construct of TAM and construct of other theories in predicting bank customers' behavioural intention to use mobile banking. Understanding what influences users to accept mobile banking can be beneficial to banks, system developers and marketing practitioners in developing and marketing mobile banking services that will be acceptable by the target market.

Key words: Mobile Banking, Adoption, Technology Acceptance Model (TAM), Banks, Malaysia

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LIST OF ABBREVIATIONS

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3rd generation	3G
Attitude toward Behaviour	ATB
Automatic Trailer Machine	ATM
Behavioral Intention	BI
Bank Islam Malaysia Berhad	BIMB
Bank Simpanan Nasional	BSN
The Extended Technology Acceptance Model	ETAM
Fujitsu Systems Business (Malaysia)	FSBM
<i>Gesellschaft für Konsumforschung</i>	GfK
General Packet Radio Service	GPRS
Information and Communication Technology	ICT
Internet Banking	IB
Information System	IS
Information Technology	IT
Perceived Behavioral Control	PBC
Personal Digital Assistant	PDA
Short Message Services	SMS
Subjective Norm	SN
Technology Acceptance Model	TAM
Theory of Planned Behavior	TPB
Theory of Reasoned Action	TRA
Wireless Application Protocol	WAP

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The rapid growth of information technology, especially in mobile devices have created opportunities for new and innovative mobile services. Along with the widely used short messaging system (SMS) for communication, the sophistication of mobile phone function has affected the banking industry globally. Research firm *Gesellschaft für Konsumforschung* (GfK) Malaysia said that up till the year 2010, 7.5 million mobiles phones had been sold in Malaysia and the value of smart phone sales made up 72 per cent of pie as RM4.5 billion. The mobile phone technology advancement also prompted banking industries to introduce mobile banking services. Rapid growth of mobile banking enabled people to settle their banking transactions easily while saving time as every step of the procedure was at their fingertips.

Mobile banking (also known as M-Banking or SMS Banking) is defined as a form of banking transaction via a mobile phone (Laukkanen, 2007). Mobile banking allows customers to check their account balances, transfer funds, reload on phone airtime, perform credit card transactions as well as receive information alerts on the latest transactions in their debit and credit accounts. All this can be done through mobile phone devices for example, Personal Digital Assistant (PDA), iPhone or the regular basic mobile phone. The earliest mobile banking services were offered over SMS. Subsequently there was the introduction of the primitive smart phones with Wireless Application Protocol (WAP) supports enabling the use of the mobile web (Tiwari,

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