A REQUIREMENT MODEL FOR WAP-BASED MOBILE BANKING SERVICES IN MALAYSIA

A dissertation submitted to the Faculty of Information Technology in partial fulfillment of the requirements for the degree Master of Science (Information Technology) Universiti Utara Malaysia

By

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ABSTRACT

Mobile banking has emerged as a wireless service delivery channel in order to create added value for customers' banking transactions. Previous studies indicate that factors contributing to the adoption of mobile banking are related to convenience, access to the service regardless of time and place, privacy and savings in time and effort. This study proposes a WAP-based application that can be used to provide banking services anytime anywhere while protecting the customers' security. Implementing this model will return in many benefit for both banking institutions and their customers at the same time.
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CHAPTER ONE

INTRODUCTION

1.1 Background

Mobile phone has revolutionized our life, from the way we communicate to the way we conduct business, the mobility of mobile phone make it easier for user to make a call from almost anywhere and anytime. The price of mobile phone can range from as low as RM80.00 to as high as RM5000.00, the enormous benefit and low price tag make it available to almost every level of consumer.

The Malaysian Communications and Multimedia Commission reported that in 2005, there are 16.551 millions mobile phone subscribers in Malaysia from its 26.13 millions populations compared to only 2.150 million mobile phone subscribers in 1998 with 22.18 millions populations, that is on average 63.3 mobile phone subscribers for every 100 inhabitants for the year 2005 (Mcmc.gov, 2005). Another study reported that 180.6 million phones were sold world wide 2005 from January to March, while the Gartner predicts that total of 750 million phones will be sold worldwide (Sayer, 2005).

Electronic banking is seen as one of the most successful business-to-consumer applications in electronic commerce. Recent years' researches have focused on Internet banking which today includes the option for multiple service transactions conducted via Internet. The use of Internet banking, especially in developed countries, has grown rapidly. Low fees, time
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