INTERNET BANKING SERVICES AND CUSTOMERS' ADOPTION IN IRAQI PUBLIC UNIVERSITIES USING DECOMPOSED THEORY OF PLANNED BEHAVIOR

BY
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Thesis Submitted to the Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, in fulfillment of the requirements for the degree of Doctor of Philosophy
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ABSTRACT

There is no doubt that internet banking services adoption represents a good opportunity for developing nations to attain greater economic development and growth, where the creation of added value is driven by information, knowledge and the adoption of information and communications technology. Although a lot of researches provide evidence on the wide adoption of internet banking in developed nations, there are only limited researches in developing nations in the Middle East, specifically in Iraq. There is definitely a need in this country to identify the factors that could encourage and improve the understanding of internet banking services adoption. There is also a paucity of empirical researches on internet banking services adoption from the perspective of customers. Taking these into cognizance, this quantitative research aims to understand internet banking services adoption, by investigating the key factors that encourage customers to adopt internet banking in the Iraqi context, using the decomposed theory of planned behavior. The research framework consists of eighteen latent variables, fourteen exogenous variables (perceived usefulness, perceived ease of use, compatibility, trust, social recommendation, prestigious media, self-efficacy, government support, technology support, internet technology literacy, resistance to technology, perceived risk of technology, anxiety about technology and information on technology); and four endogenous variables (internet banking adoption, attitude, subjective norms and perceived behavioral control). In order to test the framework, a quantitative approach using the survey method is employed consisting of eighty two items with a seven-point Likert scale. Based on proportionate stratified random sampling, 535 out of 800 employees submitted completed questionnaires suitable for analysis (a 66.8% response rate). Findings of this study reveal that all the research hypotheses are supported except three, namely subjective norms, perceived behavioral control and information on technology towards internet banking services adoption, implying that the decomposed theory of planned behavior is an applicable underpinning theory for clarifying the important antecedents of internet banking services adoption in the Iraqi context.

Keywords: technological change, internet banking, decomposed theory of planned behavior, structural equation modeling.
ABSTRAK


Katakunci: perubahan teknologi, perbankan internet, teori penguraian gelagat terancang, model persamaan struktur.
DEDICATION

By the grace and mercy of God, I dedicate my thesis to the memory of the departed soul of my uncle “Husain Omran”, to my beloved mother and father, the greatest parents in the world. To my beloved mother and father, the greatest parents in the world. Without your unconditional love, prayers, wisdom, and encouragement, this thesis would not have been possible, and neither would there have been any joy in its completion.

To my wife, the best in the world, without your support, none of the positive things I have accomplished when we've been together would have been possible. This thesis is as much yours as it is mine.

To my wonderful children, Adyain, Rawan, and Ahmed, who are the lights of my life and inspire me every moment of every day.

To my Brothers and Sisters who have continually supported and believed in me.

To all my best friends, who have supported me through the process. I will always appreciate their continuous support. Finally, I dedicate this work to each and every one, who had a hand in my education, and helped in any way light a candle for me along the road to accomplishing my objective.
ACKNOWLEDGEMENT

First and foremost, my deep thanks to Almighty Allah for enabling me to complete this research. This piece of work could not have been completed without first the help of the Almighty Allah (SWT). May the peace and blessings of Allah be upon the prophet Muhammad (SAW), his family, and his companions from whom we gain the enlightenment.

I would like to express my sincere gratitude and appreciation to the country of Malaysia for giving me the opportunity to make my higher education possible by providing all the knowledge and facilities that I required. Further, I am truly blessed and deeply grateful to have a supervisor like Dr. Ruslan Bin Romli, Dr. Ahmad Yusni Bin Bahaudin, and Dr. Jamal Alekam, who utilized their knowledge and experience to help me explore my study topic. They are always helpful, encouraging, and supportive. Without their comments and opinions, it would not have been possible for me to complete the work within the given period of time I had to complete my PhD thesis. I would also like to express my special thanks to Prof. Dr. Zulkifli Mohamed Udin, Assoc. Prof. Dr. Amlus Ibrahim, Prof. Dr. Shahizan Hassan, and Prof. Dr. Nor Azizi Esmail, Dr. Abdullah Al-Swidi, Dr. Jalal Hanayshi, Dr. Shehabaddin Abdullah Al-Dubai and Dr. Darwina Hj. Ahmad Arshad for their assistance. To my best friend, Anas from Jordan. To all the academic and administrative staff in Othman Yeop Abdullah Graduate School of Business (OYA GSB), my sincere gratitude goes to you as well. Many thanks go to my viva committee members (Prof. Dr. Zulkifli Mohamed Udin, Assoc. Prof. Dr. Selvan A/L Perumal from Universiti Utara Malaysia, and Assoc. Prof. Dr. Abd Rahman Ahlan from International Islamic University Malaysia) for their considerate comments and suggestions regarding this study.
I would like to express my special thanks to Dr. Laith Ali Al-Hakim, Dr. Abbas Muzel, Dr. Mohammed Abdullah Nasser, Dr. Wisam Salah and Dr. Jamal Hilal Assi from Iraqi public universities. I would also like to express my deepest appreciation to Mr. Haidar Ali Batah and Mr. Adnan Drweesh Saeed from Iraqi banking sectors for their assistance to collected necessary data for this research. I am also greatly indebted to those who lent me a hand, one way or the other, in my work on this my PhD thesis, and whose help did not go unnoticed, but whom I did not name, and all relatives, friends, and colleagues, who offered their help, sympathy and/or prayers.

Last but not least, I especially wish to thank the Iraqi Higher Education Ministry and Al-furat State Company for their continuous support and assistance. Finally, I would like to express my appreciation to all those who participated in evaluating, pre-testing, and piloting the questionnaires; all persons who have offered me their time when I collected necessary data for my research; and indeed all who assisted and participated in my research in whatever capacity.
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LIST OF ABBREVIATIONS

ATT  Attitude
AOT  Anxiety of Technology
AVE  Average Variance Extracted
CBI  Central Bank of Iraq
CBSEM Covariance Based SEM
CMC  Communications and Media Commission
COM  Compatibility
CR   Composite Reliability
DSL  Digital Subscriber Line
DTPB Decomposed Theory of Planned Behavior
EE   Effort Expectancy
FC   Facilitating Conditions
GDP  Gross Domestic Product
GS   Government support
GOF  GOODNESS OF FIT
IB   Internet banking
IRB  Iraqi Banks
IBS  Internet Banking Services
IBSA Internet banking services adoption
ICT  Information and Communication Technology
ID   Identity
IDT  Innovation Diffusion Theory
IFT  Individual Factors Technology
IOT  Information on Technology
IT   Information Technology
ITL  Internet Technology Literacy
ITU  International Telecommunication Union
MOF  Ministry of Financial
MOI  Ministry of Interior
MOO  Ministry of Oil
NBK  National Bank of Kuwait
PBC  Perceived Behavior Control
PC   Perceived Compatibility
PE   Performance Expectancy
PEOU Perceived ease of use
PLS  Partial least Square
PM   Prestigious Media
PU   Perceived Usefulness
QNB  Qatar National Bank
RIT  Risk Technology
RT   Resistance to Technology
SCIS State Company for Internet Services
SE   Self Efficacy
SEM  Structural Equation Model
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<td>Very Small Aperture Terminal</td>
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<td>VTC</td>
<td>Video Tele</td>
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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

The aim of this chapter is to introduce the overview of the study, and is organized as follows: Section 1.1 provides the research background; Section 1.2 highlights key issues and motivations for this research; Section 1.3 states and discusses the research problem; Section 1.4 outlines the research questions, followed by research objectives in Section 1.5; Section 1.6 highlights the significance of this study; Section 1.7 identifies its scope; Section 1.8 provides definition of key terms; and Section 1.9 provides organization of the thesis.

1.1 BACKGROUND

Banking and financial services are the most IT-intensive segments of the global economy. The Internet and its rapid diffusion, have led to the financial services industry, radically changing its delivery channels. Indeed, the Internet, and its associated technologies, is the keys to the survival and growth of businesses in today's competitive environment. Web technologies have been instrumental in helping many banks to establish their presence on the Internet, so that they can provide customers with many facilities to perform interactive banking transactions (Al-Somali et al., 2009). The availability and increase of new information and communication technologies (ICTs) in the financial industry has a significant impact on the way banks currently provide services to their customers (Hoehle et al., 2012). Around the world, banking remains the largest consumer of IT services, and the largest spender on IT systems. Many new business standards have been
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