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FACTORS INFLUENCING INTENTION TO USE MOBILE BANKING IN BANK SIMPANAN NASIONAL USING MODIFIED TECHNOLOGY READINESS ACCEPTANCE MODEL (TRAM)

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UNIVERSITI UTARA MALAYSIA
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FACTORS INFLUENCING INTENTION TO USE MOBILE BANKING IN BANK SIMPANAN NASIONAL USING MODIFIED TECHNOLOGY READINESS ACCEPTANCE MODEL (TRAM)

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Thesis Submitted to
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Universiti Utara Malaysia,
In Partial Fulfilment of the Requirements for the Master of Science (Management)
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ABSTRACT

The aspiration of this research is to study the factors that influence the intention to use mobile banking in Malaysian perspective by using integrated model TRAM. The theoretical framework of this research is the combination of technology readiness (TR) and technology acceptance model (TAM), where perceived usefulness completely mediates the impact of technology readiness towards the intention to use mobile banking. This research employed the full 16-item of technology readiness index (Parasuraman and Colby, 2014) to measure optimism, innovativeness, discomfort, and insecurity; whereas perceived usefulness and intention to use were adapted from Davis (1989) and Wang et al., (2006). Based on the research analysis, optimism and innovativeness have a positive effect on customer’s perceived usefulness of mobile banking. Whereas, discomfort and insecurity indicate a weak correlation towards perceived usefulness. On the contrary, perceived usefulness has a strong correlation in influencing the customer’s intention to use mobile banking. This research provides a useful understanding of customer’s perceived usefulness and their intention to use mobile banking.

Key terms: Mobile Banking, Technology Readiness, Technology Acceptance, TRAM
ABSTRAK


Kata kunci: Perbankan mudah alih, Kesediaan teknologi, Penerimaan teknologi, TRAM.
ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and Most Merciful. Praise to Allah S. W. T. The Creator and Guardian of the universe. Praise and peace be upon Prophet Muhammad S.A. W; the last messenger of Allah, his family and his companions, from whom we gain the enlightenment.

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<td>ANOVA</td>
<td>Analysis of Variance</td>
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<td>ATM</td>
<td>Automated Teller Machine</td>
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<td>BAFIA</td>
<td>Banking and Financial Institution Act</td>
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<td>BSN</td>
<td>Bank Simpanan Nasional</td>
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<td>CIMB</td>
<td>Commerce International Merchant Bankers Berhad</td>
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<td>DBS</td>
<td>The Development Bank of Singapore Limited</td>
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<td>DIS</td>
<td>Discomfort</td>
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<td>DV</td>
<td>Dependent Variable</td>
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<td>SIM</td>
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<td>UK</td>
<td>United Kingdom</td>
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<td>VIF</td>
<td>Variance Inflation Factor</td>
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CHAPTER 1
INTRODUCTION

This chapter consists of eight major sections namely; (i) introduction of mobile banking, (ii) background of study, (iii) statement of research problem, (iv) research questions, (v) research objectives, (vi) significance of the study, and (vii) organization of the thesis. The purpose of this chapter is to introduce the context of the research and the structure of the thesis, which explains the contents of the subsequent chapters briefly.

1.0 Introduction

Financial institution have undergone an endless innovation, exclusively in the past decade. The revolution in banking are catalysts to technology advancements, global commerce, competitiveness and customer demands. These financial service providers were required to act fast to develop and to adopt a new method of delivering the services to meet the customer expectations while maintaining competitiveness. The advancement of technology, especially in the mobile phone has provided windows of opportunities for the financial institutions to bring out new financial products and services to meet up the prospect. One of the favourite financial innovations is mobile banking.

Mobile banking viewed as a part of electronic banking with customers connecting to their bank via a mobile device such as cell phone. Drexelius and Herzig (2001) also defines mobile banking as the platform to conduct bank transactions via an electronic device, or more broadly – to carry out financial transactions via a portable terminal. Nowadays, mobile banking services are more accessible via devices such as smartphones and tablets to provide financial
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Paul Raj, A. (2014). Digital Banking To Advance More Rapidly In Malaysia. The Edge Malaysia, P. 27.


