

FACTORS AFFECTING THE INTENTION TO
USE MOBILE BANKING SERVICE IN
MALAYSIA

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ABSTRACT

For several years, commercial banks in Malaysia have tried to introduce mobile banking systems to improve their operations and reduce transaction costs. The objectives of this research are to determine the factors affecting intention to use mobile banking service in Malaysia. This study using a quantitative approach, surveyed a sample of students in Cheras Kuala Lumpur. This study using a number of statistical analyses including: multiple regression, correlation, and reliability statistic.

There were 300 usable questionnaires were analyzed by using Statistical Package for Social Science Software version 19. There are thirteen hypotheses developed for this research and all hypotheses were tested using Pearson Correlation Analysis and Multiple Regression Analysis. This work adopts a Technology Acceptance Model (TAM) to include perceived trust, perceived risk and perceived cost. The results support the extended TAM in predicting bank customers' behavior intention to use mobile banking. The results indicate that perceived usefulness, perceived ease of use, perceived trust, perceived cost are strong determinants of behavioral intention to adopt mobile banking. However, perceived risk is not significant of behavioral intention to use mobile banking in this research. Furthermore, the findings of this study are useful in order to disseminate important guidelines for banks in promoting the use of mobile banking among the low income customers. Limitations and recommendations were highlighted at the end of the chapters.