

FACTORS AFFECTS THE USE OF E-BANKING SERVICES AMONG JORDANIAN UNIVERSITY STUDENTS

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Abstract: This study investigates the factors that significantly affect the acceptance e-banking in Jordan. These factors were Service Quality, Culture and Unified theory of acceptance and use of technology (UTAUT) Characteristics. This study adopted the deductive approach to reach its objectives. It presents a theoretical framework for the construction of hypotheses. The hypotheses were tested to obtain the findings that may be generalized afterwards. 30 students from different universities in Jordan participated in this study. After reviewing several related studies, the Likert five- point scale questionnaire was constructed for gathering the required data, which were then analyzed using the SPSS software.

Keywords: Service Quality, Culture, Unified theory of acceptance and use of technology (UTAUT).

1. RESEARCH BACKGROUND

In today's world that is marked by the progression of technology, organizations are faced with challenges from global rivalry and the needs of the customers that keep changing. With the presence and advancement of the Internet, banking industry has been able to obtain bank clients from all over the world via electronic banking. Aristeidis and Ioannis (2010) explained that to a considerable extent, the general conception of bank operations has advanced whereby it now allows banking industry to enhance and increase their products/administrations value in order to achieve better competitive edge.

The old system of banking involved manual execution of tasks with a restricted PC access, whereas today, electronically empowered ATMs, credit/check cards, web banking, versatile banking, telebanking and diverse types of administrations are in existence. Relevantly, the application of E-banking services is now common among customers. E-banking services comprises of exchanges or administration of banking transactions to customer online at any place and time. Meanwhile, the quality of services provided by the bank can dictate the focused position of the bank within the business. For banks today, online innovation becomes their primary tool for making differentiation in product/services and in turn, banks could benefit from their focused business sector while allowing them to be competitive within the market (Alawneh et al., 2013).

Within the banking industry, the facilities of electronic management have become a "push" component which provides online services that are speedier while also keeping abreast with their present account holders. Furthermore, the web permits the banking industry to switch from the traditional system to automated strategy which enables the application of approaches that are superior for business operation. Aside from improving service quality, this will increase the advantage among the industry players. It is important that the online banking appropriately caters to banking operation of an account exchange via the provision of better automated or electronic quality in the service (Kartiwi et al., 2013). Within the domain of electronic trade, the characteristic of service quality is the actual portion of customer making the right decision, and this service quality component is linked to consumer loyalty, satisfaction and maintenance. It is important that online banking services recognise the measurements that determine the evaluation of electronic services and information quality so that the organization's competitive capacity is improved. These crucial factors are then improved in terms of their execution.

2. THEORETICAL FRAMEWORK

This study has chosen to use UTAUT by Venkatesh and Davis (2003) and this decision is factored by several reasons. First of all, the formulation of UTAUT was based upon eight established models as follows: TAM, TRA, TPB, the Motivational Model (MM), the combined TAM and TPB (C-TAM-TPB), the Model of PC Utilization (MPCU), IDT, in addition to Social Cognitive Theory (SCT). The use of all these eight theories together in one model namely UTAUT is viewed as more apt and UTAUT will be the base of this study. The fact that UTAUT model is more lenient in measuring behaviour and acceptance as opposed to the preceding eight theoretical models becomes the second reason for its usage in this study. Apart from that, UTAUT appears to have the capacity in foreseeing the IT adoption in roughly 70% of instances, whereas other models of adoption particularly TRA, TAM, and TPB, were only able to forecast roughly 40% of the instances (Alzubi, et al., 2017 ; Alzubi, et al.,2017; Alzubi, et al., 2018; Venkatesh et al., 2010).

3. METHODOLOGY

This study selected 30 students from the Jordan universities to be participants. Data were acquired online (online questionnaires at (www.surveymshare.com)). The questionnaire comprises one part and this part includes five key constructs that have association with behavioral intention to use E-banking.

4. INSTRUMENT'S RELIABILITY

Pilot test determines the reliability of the instruments of measurement prior to the execution of the actual empirical work. In Gay and Airasian (2006), reliability relates to the level to which a test unswervingly measures what is it is supposed to. Further, the initial reliability of internal consistency of the data from pilot study is measured using Cronbach's alpha (Cronbach, 1984). According to Zander and Kogut (1995), Cronbach's alpha value can be increased in either the number of items or the average correlation.

Table 1: Scale Reliability Alpha – Pilot Test of Model's Questionnaire (N=30)

Variable	N. of Items	Alpha (a)
Technology(TECF)	5	.711
Awareness (AF)	5	.869
Trust (TF)	4	.878
Compatibility (C)	3	.756
Perceived Usefulness (PU)	5	.882
Perceived Ease of Use (PEOU)	5	.807
Behavioral Intention To Use (BI)	4	.908
Use Behavioural (UB)	4	.829

5. SUMMARY

E-banking services are an interesting mode of services. Additionally, in the setting of banking, these have become the new crucial platform. To this end, the current research probes into the prerequisites of e-banking services' adoption in the context of banking setting.

The findings obtained demonstrate that both of the environment and the infrastructure that are available in banking are suitable for the diffusion of e-banking. Aside from that, the study offers the foundation of knowledge with respect to the current situation of user's awareness with regard to the services of e-banking. Additionally, the study discovered that users do indeed possess sufficient knowledge as well as awareness with respect to such technology adoption in their services setting. Nonetheless, there are also barriers and obstacles that could impede the actual use of e-banking. Therefore, these should not be taken for granted. However, as found by this research, users were well aware of the limitations of e-banking services in the context of banking.

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