



اُنِيُوْرْسِيْتِي تِكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**“A STUDY ON INTERNET BANKING ADOPTION TOWARDS CIMB  
CLICKS IN SUNGAI PETANI”**

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(FINANCE)**

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“In the Name of Allah the Almighty, the Merciful and Beneficent”

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## **ABSTRACT**

The success of internet banking is determined not only by banks or government support, but also by customers' adoption of it. Internet banking adoption has gained special attention in academic studies during the past several years as banks move towards implementing internet banking as part of their overall strategy. This survey is to determine the internet banking adoption towards CIMB Clicks in Sungai Petani. The objectives of this study are to examine the extent to which reliability factor can affect the CIMB Clicks adoption, to examine the extent to which security factor can affect the CIMB Clicks adoption, to examine the extent to which convenient factor can affect the CIMB Clicks adoption and to examine to which trust factor can affect the CIMB Clicks adoption. The sample consists of 85 respondents from consumers of CIMB Bank Sungai Petani, Kedah. The researcher used primary data method by creating a questionnaire and distributed to all respondents of CIMB Bank consumers. All data that has been collected was analyzed by using Reliability Test, Mean, Coefficient of Correlation and Multiple Regression Analysis which all models included in SPSS 20. From the result, it showed that reliability has a significant in correlation of coefficient and the most influential factor that affect to CIMB Clicks adoption while security, convenient and trust doest not influential factor that affect to CIMB Clicks adoption eventhough there are significant in correlation of coefficient.

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