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ASB INVESTORS' PERCEPTION TOWARD PERCEIVED INFORMATION SECURITY IN INTERNET BANKING

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بِسمِ اللهِ الرَحمٰنِ الرَحِيمِ

"In the name of Allah the Almighty, the Merciful, and the Beneficent"

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ABSTRACT

Developments in information technology and telecommunications have set in motion an electronic revolution in the Malaysian banking sector. This in turn has resulted in new delivery channels for banking products and services such as the automated teller machines (ATM's), telebanking and PC-banking. This research examines the perception among the customers from Amanah Saham Nasional Berhad (ASNB) towards information security in internet banking systems. ASNB have three banking agent consist of Malayan Banking Berhad (Maybank), CIMB bank and RHB bank. ASNB cannot run their own internet banking service because they are investment institution. To complete this research, the study was conducted on Maybank internet banking system (Maybank 2u.com) for Maybank branch in Wakaf Siku, Kota bharu. A total of 98 respondents were selected from the simple random sampling. The study focuses only on ASNB customers that used Maybank 2u.com and concentrates only on the customers from that branch. The findings of this study create awareness to Maybank on the importance of customer's perception towards information security in Maybank 2u and how Maybank could improve upon their internet banking system. This study is perhaps one of the first to address all the variables in a single setting in relation to perceived information security by customer.

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CHAPTER TWO: LITERATURE REVIEW