



**“EXPERIENCE AND INTENTION TO REUSE THE  
INTERNET BANKING OF BANK RAKYAT MUKAH”**

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## **ABSTRACT**

Internet banking is the latest delivery channel for financial services. Internet banking is a self-service that allows customers to perform financial activities over the Internet. There is not a singled basic definition of Internet banking that is being used universally. There has been a lack of consensus in the definition given by researchers (Daniel, 1999). Regardless of the differences in definition, Internet banking refers to many kinds of electronic services through which bank customers can request information and get most of the retail banking services via a computer. It is also commonly known as online banking or e-banking. Internet banking has been defined from different school of thoughts by various researchers depending on their experience, nature and study environment.

The main aim of this research is to study customer intention to repeat use the internet banking. This research is to identify the relationship and the most important factors (security and privacy, perceived ease of use, perceived usefulness, perceived enjoyment and perceived cost) that affect the customer experience to internet banking.

By using the Statistical Packages for Social Science (SPSS) version 20.0 to analyze 160 sets of questionnaires collected from the respondents. Among the independent variables, security and privacy has the strongest factors that affect the dependent variable customer experience towards internet banking.

The target population in this study is Bank Rakyat internet banking users who might have possibility use the internet banking websites. The sampling

## **EXECUTIVE SUMMARY**

The main purpose of this study is to know the customer experience and their intention to use the internet banking in the future. Specifically, the study assesses the impact of independent variables (security and privacy, perceived ease of use, perceived usefulness, perceived enjoyment and perceived cost) on dependent variable (customer experience to internet banking). In addition, the study also aims to assess intention of customer to use the internet.

The research instrument used in this research is self-administered questionnaires. A total of 200 sets questionnaire will be distributed physically among customer from Mukah community because this area still developing area at Sarawak.

The study is to identify the various dimensions of customer acceptance with internet banking and to investigate customer intention to use the internet banking. The study also to evaluate the customer overall experience when using the internet banking.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Overview

Internet banking is the latest delivery channel for financial services. Internet banking is a self-service that allows customers to perform financial activities over the Internet. There is not a singled basic definition of Internet banking that is being used universally. There has been a lack of consensus in the definition given by researchers (Daniel, 1999). Regardless of the differences in definition, Internet banking refers to many kinds of electronic services through which bank customers can request information and get most of the retail banking services via a computer. It is also commonly known as online banking or e-banking. Internet banking has been defined from different school of thought by various researchers depending on their experience, nature and study environment. Internet banking is defined as a self-service that enable bank customers to get access to their accounts and the latest general information on bank products and services, and conduct all financial transaction anytime from anywhere through the use of a bank's website (Chirani and Ghofrani, 2010).

### 1.2 Background of study

Over the past decade, the need to use information technology has increased rapidly in various countries around the world. The Internet is one of the most important products of modern IT (Mitchell, Lebow, Uribe, Grathouse and Shoger, 2011). The Internet has been increasingly employed in the delivery of the financial services. In particular, the Internet, nowadays, has mainly

## CHAPTER 2

### LITERATURE REVIEW

#### **2.1 Introduction**

Literature review is an evaluate report of information found in the literature related to your selected area of study. The review should describe, summarize, evaluate and clarify this literature. Literature review also documentation of a comprehensive review of the published and unpublished work from secondary sources of data in the areas of specifics interest to the researcher such as the articles, journals and internet. Past research on the phenomenon under investigation must play key role in the process formulation. My literature review will focus on the Mukah citizen acceptance to the internet banking and intention to use the internet banking. I also focus on the factor that contribute to the user acceptance to the internet banking.

#### **2.2 Internet banking**

Internet banking refers to systems that enable bank customers to get access to their accounts and general information on bank products and services through the use of a bank's website, without the intervention or inconvenience of sending letters, faxes, original signatures and telephone confirmations (Henry, 2000).