



FACTORS THAT INFLUENCE CUSTOMER INTENTION TO ADOPT ONLINE
BANKING

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ABSTRACT

The research that has been done by the researcher is about factors that influence the intention to adopt online banking. The main objective of this research is to study the relationship between factors that influence the intention to adopt online banking. In this research, the researcher will discuss several factors that will influence the adoption of online banking. The factors that influence the adoption of online banking are relative advantage, trust and perceived risk. The sample size of this research was 100 respondent from Masjid Jamek area. Data was obtained by using secondary data. Respondents were required to answer all question in the questionnaire given to them. Once the necessary data was collected, the data was analysed and summarized in a readable and easily interpret form. The Statistical Package for the Social Science (SPSS) version 2.0 was used to summarize the data. The results are in the form of frequency distribution, correlation coefficient, reliability testing, descriptive statistic and regression analysis.