

**ADOPTION OF INTERNET BANKING FOR GENERATION X
IN JOHOR BAHRU, JOHOR**

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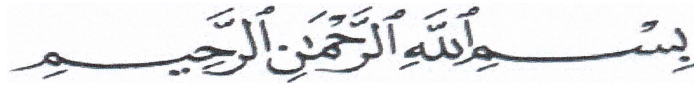
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ABSTRACT

This study is focusing on “Adoption of Internet Banking for Generation X in Johor Bahru, Johor” prepared for final project paper in completion of the courses in BBA (Hons) Finance. Over the years, numerous researchers have studied on the factor that affect customer satisfaction in internet and internet banking with wide range issues and types of consumer. Despite there are few studies focus on the consumer perception and most of the studies were not drove by theory and merely focused on single factors. Therefore, the purpose of this research is to determine the adoption of internet banking for Generation X in consumer daily life. Through this research, we can have more accurate explanation of consumer behavior not only in term of acceptance of internet banking itself, but also considering the factor like performance expectancy, effort expectancy, social influence, facilitating conditions, security and attitude towards using Internet for Generation X.

About 100 questionnaires distributed to Generation X bank customers are randomly selected to completed the self-administered questionnaire to adoption internet banking for Generation X and the application to the already system. The respondents come from various occupations and income, so the result obtain should be generalized. In practical, this research can contribute to practitioners to discover the adoption of Internet Banking for Generation X in Johor Bahru, Johor internet banking user's perspective.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Information technology (IT) revolution is no longer something new to be heard in the 21st century. As we can see, most of our daily activities nowadays have a significant relationship with information technology. One of the most important IT applications is internet. Obviously, the widespread of internet had brought a huge impact in the banking industries. It has given birth to online banking which is a new and increasingly famous banking way among customer nowadays (Mukherjee & Nath, 2003). Online banking (or internet banking) is a term used for performing transactions and payments over the Internet through a bank, credit union or building society's secure website. This allows customers to do their banking outside of bank hours and from anywhere where Internet access is available.

Internet banking technologies have been implemented by a large number of banks globally for providing greater convenience, round the clock availability, reduced employee and transactional costs, easier customer access to information and increased accuracy. In 2018, 54.2% has used the services, as compared to 41.7% in 2016. This is in line with data from Bank Negara Malaysia (BNM) where it reports that the value of Internet banking transactions has been steadily increased over the past decade (Survey by MCMC 2018).

Internet banking allows customers to perform their financial transactions electronically via the bank's Web site, which is a more convenience way since it is 24 hours and 365 days function. Before internet banking was introduced, customers may only be able perform their financial transaction at bank branches, telephone or automated teller machine (ATM), but internet banking has bring in a new opportunities to bank to stay connect with their customers. The advantages of internet banking have