THE EFFECTIVENESS OF E-BANKING TOWARDS CUSTOMERS ACCEPTANCE

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DECLARATION OF ORIGINAL WORK

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"DECLARATION OF ORIGINAL WORK"

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ABSTRACT

The purpose of this research is to determine the factors influencing acceptance level of internet banking by the bank customers. There are three constructs compiled into a structural model to explain the customer acceptance level of internet banking, i.e. security and privacy of online banking, perceived usefulness and convenience of online ban in that can influence customers acceptance The data were collected randomly taking despondences that have used internet banking. 60 questionnaires were developed in order to achieve the research objectives of the study. As to achieve the objectives, the data collected was analyzed using four methods which are frequency analysis, descriptive analysis factor analysis, reliability analysis and correlation analysis. From all tests, the results show that the overall proposed hypotheses are accepted.

Key words: Internet banking Effecti eness Customers Acceptance

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