



**FACTORS OF CUSTOMER BEHAVIOURS TOWARDS INTERNET
BANKING AMONG JOHOR CORPORATION EMPLOYEES**

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JUNE 2013

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

WE, NUR NADIAH BINTI ATAN (I/C NUMBER: 910924-01-5484) AND
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Hereby, declaring that,

- This work has never accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the results of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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LETTER OF SUBMISSION

JUNE 2013

HEAD OF PROGRAMME
BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled 'FACTOR OF CUSTOMER BEHAVIOR TOWARDS INTERNET BANKING AMONG JOHOR CORPORATION EMPLOYEES' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

Nur Nadiah Binti Atan

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ABSTRACT

Purpose – The purpose of the study is to investigate the factors of customer behaviour towards internet banking among Johor Corporation Employees and to ascertain the most factors that influence customer behavior towards internet banking.

Design/methodology/approach – In order to get the data, in this research questionnaire is constructed and distributed using probability sampling method among 150 respondents of the employees of Johor Corporation. Techniques that involve in this study are frequency analysis, descriptive statistics, reliability test, correlation and regressions analysis. Regressions analysis are applied to ascertain the most factors that influences customer behaviour towards internet banking.

Finding – Security and privacy aspect and perceived usefulness are found to have significant relationship with customer behaviour towards internet banking and being the most factors that influence customer behaviour.

Practical Implications - This research shows the more understand on the factors that influences customer behavior towards internet banking among Johor Corporation employees.

TABLE OF CONTENT

CONTENT	PAGE
LETTER OF DECLARATION	II
LETTER OF SUBMISSION	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	V-VI
LIST OF TABLES	VII-VIII
ABSTRACT	IX
CHAPTER 1 : INTRODUCTION	1
1.1 Background of Company	2-3
1.2 Background of Study	4-6
1.3 Problem Statement	7
1.4 Research Question	8
1.5 Research Objective	8
1.6 Significant of the Study	9
1.7 Scope of the Study	10
1.8 Time Frame	10
1.9 Limitation of the Study	11-12
1.10 Definition of Terms	13-14