



**A STUDY ON THE FACTORS AFFECTING THE ACCEPTANCE OF INTERNET
BANKING: CASE STUDY ON SEREMBAN AREA**

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JULY 2013

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that

- This work has not previously been 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 result of our independent work and investigations, except where otherwise stated
- All verbatim extract have been distinguished by quotation marks and sources of our information have been specifically acknowledgment.

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LETTER OF SUBMISSION

5TH JULY 2013

The Head of Program

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Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled 'A Study on the Factors Affecting the Acceptance of Internet Banking: Case Study on Seremban Area' to fulfil the requirements as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours sincerely,

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Abstract

Information technology Services is considered as the key driver for the changes taking place around the world. Internet banking (IB) is the latest and most innovative service and is the new trend among the consumers. The shift from the formal banking to e-banking has been a 'leap' change(Safeena, Date, & Kammani, 2011). This study determines the factors influencing the consumer's adoption of internet banking in Seremban and hence investigates the influence of acceptance on use of IB. It is an essential part of a bank's strategy formulation process in an emerging economy like Malaysia. Survey based questionnaire design was carried out. The results have supported the hypothesis. 150 questionnaires have been distributed among the public in Seremban area. The data obtained were analyzed in SPSS 20.0 which involvesreliability test, frequencies, Pearson Correlation Coefficient and regression analysis. The study also attempt to identify the most essential factors among those investigated; trust, attitude and attraction

Based on the findings, trust is found to have no significant relationship towards the acceptance of internet banking but both attitude and attraction were found to have a significant relationship towards acceptance of internet banking. Moreover, attraction is found to be the most influential factors in affecting the acceptance of internet banking. The findings achieved in this study will be of interest for financial institution in order to increase their customer in internet banking services.