UNIVERSITI TEKNOLOGI MARA

BRANCHLESS DIGITAL BANKING ACCEPTANCE AMONG GEN Y IN MALAYSIA

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ABSTRACT

The development of the banking industry in Malaysia is also shaped by the rapid growth of telecommunication industry. The deployment of technology in financial services has changed the nature of selling and buying financial services in response to the technological evolution, banks have adopted strategies by offering better products and services while decreasing and building customer satisfaction concurrently. The Branchless Banking and Digital Banking are new wave for the future. The term Branchless Digital Banking is a combined word between Branchless Banking and Digital Banking. Both are important as Banks are now rapidly changes their process and technology to cater both. Branchless banking can be defined as delivery of financial services outside the bank premise by using Information technology and device such as mobile phone, point of sale (POS) and internet and the definition of digital banking is a process to digitize the traditional process of transaction and operation to ensure the process is smooth and seamless to the customer. There is a lot of research have been done however this study will focuses on Gen Y in Malaysia. The aim for this study is to develop a conceptual model for Branchless Digital Banking acceptance among Gen Y in Malaysia to improve banking services to customers. The objective of this study is to identify the factors that influence the acceptance of Branchless Digital Banking among Gen Y in Malaysia. Quantitative research have been used as a research approach for the study. The Technology Acceptance Model (TAM) was adapted in this study because the TAM is the most commonly used model in identifying the user acceptance in technology. A survey was conducted online by produced an online questionnaire and sent to random respondents to identify the factors that influence the acceptance of Branchless Digital Banking among Gen Y in Malaysia. Based on the factors, this study also developed a conceptual model for the Branchless Digital Banking acceptance among Gen Y in Malaysia. Based on the results data analysis, two factors have been identified as the factors that influence the acceptance of Branchless Digital Banking among Gen Y in Malaysia. The two factors that influenced the acceptance of Branchless Digital Banking among Gen Y in Malaysia are Perceive Ease of Use and Amount of Information. The result of this study will assist the banks to identify what is the factors that influence customer to accept the Branchless Digital Banking and to implement the Branchless Digital Banking in the premise.

KEY WORD
Branchless Banking, Digital Banking, Technology Acceptance Model (TAM)

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