

THE RELATIONSHIP BETWEEN ONLINE BANKING
PRACTICES AND CONSUMER TRUST
AT FACULTY OF MEDICINE
UNIVERSITI TEKNOLOGI MARA, SG. BULOH CAMPUS

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ABSTRACT

The main objective of this research is to study the relationship between privacy, security, usability, bank reputation and consumer trust at Administration Department, Faculty of Medicine, Universiti Teknologi MARA (UiTM). The research design used in this study is correlational and descriptive research while the instrument used is from questionnaire that has been distributed to the employees at the organization for the total of 80 respondents. The sampling technique used was simple random sampling technique.

Based on the findings, the organization has a very strong relationship between privacy, security, usability, bank reputation and consumer trust. The analysis shows that the r value is ($r=0.850$) and the p value is < 0.01 level. Based on the analysis, it was found that the highest score of banking practices was security ($M=4.0906$) and followed by the lowest ranking which was bank reputation ($M=3.9500$). It can be concluded that the four factors privacy, security, usability, bank reputation are an important factors that associated with consumer trust.

Keywords: *privacy, security, usability, bank reputation, consumer trust*

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