



A STUDY OF CONSUMER ATTITUDES AND ADOPTION
TOWARDS BANK ISLAM INTERNET BANKING

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Abstract

The current trend in the electronic revolution has set in motion the Malaysian banking sector inevitably appears to be Internet banking. The advent of Internet banking offers banking firms a new frontier and challenges. Despite these possibilities, there are various psychological and behavioral issues such as trust, security of Internet transactions, reluctance to change, and preference for human interface which appear to impede the growth of Internet Banking. Consequently, the action taken by bankers and policy makers in appropriately addressing these critical issues will determine the success of Internet banking. In view to that, this paper will concern on the attitudes and adoption of consumers towards Bank Islam Internet Banking, specifically.