



**A STUDY ON ADOPTION OF E-BANKING SERVICES AMONG PUBLIC
SERVANTS IN CHIEF MINISTER DEPARTMENT OF SARAWAK**

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ABSTRACT

Purpose – The purpose of this paper is to explore the determinants of users' adoption momentum of e-banking in Chief Minister's Department of Sarawak.

Design/methodology/approach – A questionnaire with seven-point Likert scale is applied to 162 usable responses. Ten attributes are tested, namely convenience of usage, accessibility, features availability, bank management and image, security, privacy, design, content, speed, and fees and charges.

Findings – Results indicate that all elements for ten identified factors are significant with respect to the users' adoption of e-banking services. Privacy and security are the major sources of dissatisfaction, which have momentarily impacted users' satisfaction. Meanwhile, accessibility, convenience, design and content are sources of satisfaction. Besides, the speed, product features availability, and reasonable service fees and charges, as well as the bank's operations management factor are critical to the success of the e-banks. WAP, GPRS and 3G features from mobile devices are of significance or influence in the adoption of e-banking services in this study. Results also reveal that bank management and image factor play an important role in determining the users' acceptance of e-banking services with respect to different segmentation of age group, education level and income level.

Practical implications – The results are expected to provide a practical contribution in Chief Minister's Department daily operation of the servants. Time management, productivity and efficiency of the public servants are influenced by the effectiveness in adopting e-banking services.

Originality/value – This paper is the extensions of an earlier study by Wai-Ching Poon which identified ten factors affecting the adoption of internet banking, with 77 elements.

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1.0 INTRODUCTION

1.1 E-banking; definitions and terms

Online banking (or **Internet banking** or **E-banking**) allows customers of a financial institution to conduct financial transactions on a secured website operated by the institution, which can be a retail bank, virtual bank, credit union or building society.

To access a financial institution's online banking facility, a customer having personal Internet access must register with the institution for the service, and set up some password (under various names) for customer verification. The password for online banking is normally not the same as for [telephone banking]. Financial institutions now routinely allocate customers numbers (also under various names), whether or not customers intend to access their online banking facility. Customer's numbers are normally not the same as account numbers, because number of accounts can be linked to the one customer number. The customer will link to the customer number any of those accounts which the customer controls, which may be cheque, savings, loan, credit card and other accounts. Customer numbers will also not be the same as any debit or credit card issued by the financial institution to the customer.

To access online banking, the customer would go to the financial institution's website, and enter the online banking facility using the customer number and password. Some financial institutions have set up additional security steps for access, but there is no consistency to the approach adopted.

Online banking facilities offered by various financial institutions have many features and capabilities in common, but also have some that are application specific.