



**FACTORS THAT INFLUENCE CUSTOMERS'
USAGE OF MAYBANK.2U.COM:
CASE STUDY OF MAYBANK
JALAN PENDING, KUCHING**

**PREPARE FOR
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TABLE OF CONTENTS

| <u>Chapter</u> | <u>Title</u> | <u>Page</u> |
|----------------|---|-------------|
| | Letter of Transmittal | i |
| | Acknowledgement | ii |
| | Confidentiality Statement | iii |
| | Table of Contents | iv |
| | List of Tables | v |
| | List of Figures | vi |
| | List of Appendices | vii |
| | Abstract | viii |
| 1. | INTRODUCTION | 1 |
| | 1.1 Background | |
| | 1.2 Scope of the Study | |
| | 1.3 Problem Statement | |
| | 1.4 Research Questions | |
| | 1.5 Objectives of the Study | |
| | 1.6 Significance of the Study | |
| | 1.7 Limitations | |
| | 1.8 Definition of Terms | |
| 2. | LITERATURE REVIEW | 13 |
| | 2.1 The Impact of Awareness on Development of Internet Banking | |
| | 2.2 The Importance of Trust and Security Issue in Internet Banking | |
| | 2.3 The influence of Consumer Age and Education Level in Internet Banking Usage | |
| | 2.4 Maybank2u.com. - Benefits and Security Measures | |
| | 2.5 Research Framework | |
| 3. | RESEARCH METHODOLOGY | 21 |
| | 3.1 Source of Data | |
| | 3.2 The Research Design | |
| | 3.3 Research Instrument | |
| | 3.4 Data Collection | |
| | 3.5 Sampling Technique | |
| | 3.6 Procedure for Analysis of Data | |

Abstract

The internet banking is changing the way how banking industry conduct its business in delivering its various financial products and services to meet the financial needs of its customers.

The main objectives of the bank to provide its services over the internet are for its customers convenience, time and cost effective both for customers and the bank.

It is a trend in Malaysia that local banks try to implement internet banking in order to remain competitive in preparation for the globalisation competing with foreign banks.

Maybank is one of the first local bank to implement internet banking under its portal Maybank2u.com. Despite its various efforts and promotional activities some Maybank branches still receive slow response from its customers to use its Maybank2u.com. The general perception is that there is lack of awareness and confidence among its customers. Some even perceive that internet banking is having high risk in term of security and privacy of the transaction over the net. It is only the younger generation who are well educated that are willing to use internet banking.

Thus it is the objectives of this study to find various factors that influence the usage of its Maybank2u.com in one of its branches: Jalan Pending, Kuching.

INTRODUCTION

1.1 Background

Organization Background

Maybank was incorporated on the 31st May 1960 and commenced business on the 12th September 1960 with an initial authorized and paid up capital of RM20 million and RM10 million respectively. From its 12 pioneer branches in 1960, Maybank at present has 329 branches in Malaysia, 22 branches in Singapore, 3 branches in Brunei and 7 branches and 2 representative offices in other overseas.

Maybank Jalan Pending Sales and Service Centre is one of the branches that commenced operation in 1984. Presently it has 22 staff and considered as medium size branch. Since its set up the branch has grown steadily with various financial products available to meet customers' needs.

With its mission to be the leading provider of financial services to meet the needs of its customers, Maybank strive to expand the horizon of its business, thus increasing shareholder value. Maybank remain the largest banking group in Malaysia, not only in term of number of branches but in term of total assets of RM160.95 billion (Maybank Annual Report 2003, p14). According to the magazine, The Banker, July 2003, Maybank ranked 123 position under TOP 1000 World Banks Ranking of the world's commercial banks based on Tier one capital as defined by Basel's Bank for International Settlements. With its aggressive approach in the market it will remain to be the leading financial institution in Malaysia in years to come.