Chapter 7
An Analysis of Customers’ Acceptance of Internet Banking: An Integration of E–Trust and Service Quality to the TAM – The Case of Turkey

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ABSTRACT

The aim of this chapter is to provide insights into the causal factor of people’s internet banking acceptance. It endeavors to address a research need for extending the technology acceptance model (TAM) by adding contextual variables and its implication on e-customer satisfaction and e-customer loyalty. As trust and service quality has never failed to be a significant predictor in e-commerce research, this study proposes to integrate trust and service quality into the TAM to get a better understanding of e-banking adoption. A research model reflecting the effect of e-trust and internet banking service quality dimensions on TAM constructs is proposed.

INTRODUCTION

Innovations and technological changes have come with great benefits to traditional banking. The development of internet usage and the huge funding initiatives in internet banking have drawn the attention of researchers towards internet banking adoption. In order to get financial stability in firm’s steer and greater competitive...
advantages in a rigid competitive environment, recently, businesses have switched their focus on making information technology an essential part of their functions and processes (Oliveira et al., 2014). In this way, internet banking plays an important role in reducing operating and fixed costs (Chen et al., 2012; Fonseca, 2014; Zhao et al., 2010) and helps the bank in building better relationship with their customers (DeYoung et al., 2007; Ribbink et al., 2004; Rod and Ashill, 2010; Rod et al., 2009). Important amounts have been spent on building internet banking systems, reports show that potential customers may not use them, despite their availability (Reid and Levy, 2008; Wang et al., 2003).

In today’s commerce, internet banking has gained significant importance and the growth of the field is accelerating (Lin, 2011). Internet banking provides the customers to carry out a range of banking activities electronically at any time and place with low handling cost (Angelakopoulos and Mihiotis, 2011; Narayanasamy et al., 2011; Nor and Pearson, 2008; Weir et al., 2006; Yoon and Steege, 2013). Internet banking is merely the usage of smart phones, tablets and personal digital assistants (PDAs) to communicate with banking system through wireless application protocol (WAP). With the aid of mobile banking, bank customers can carry out banking facilities such as information inquiry, account managing, bill payment and money transfers etc. (Luarn and Lin, 2005). Despite the growing amount of internet banking users, the customer adoption of internet banking has not yet reached the expected levels. One of the common concerns that have been emphasized about the adoption of internet banking is poor service quality and customer dissatisfaction (Calisir and Gumussoy, 2008; Li-hua, 2012; Zhao et al., 2010). In fact, the main barrier for customer intention to use internet banking services is relate to the user habits. Additionally, customers are struggling to change their habits, behaviors, the way they interact with its internet banking services offer (Alsajjan and Dennis, 2010; Chemingui, 2013; Chen and Teng, 2013; Hanafizadeh et al., 2014; Khalil et al., 2010; Nor and Pearson, 2008). The potential customers’ readiness to adopt the technology is also a significant factor (Al-Ajam and Md Nor, 2015; Al-alak, 2014; Chiou and Shen, 2012; Giordani et al., 2014; Harrison et al., 2014; Rezaei et al., 2014). Interestingly, Karjaluoto et al. (2002) found lack of consumer skills and experience with computers and technologies, which influence the consumer attitude toward internet banking. In addition, interpersonal, social network, security concerns (Hasim and Salman, 2010), habit and personality traits (McNeish, 2015) are the main criteria which influence customers to use internet banking. Given the open nature of the internet and the lack of sufficient regulations concerning e-commerce activities, the importance of trust and trust-related concepts such as transaction security and risk is likely to emerge as the biggest concern among the
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