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

Yakup Akgül
Alanya Alaaddin Keykubat University, Turkey

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 (Alsaajjan 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
A Study of Information Systems in Indian Railways with Specific Reference to Konkan Railway Application Package
www.igi-global.com/chapter/study-information-systems-indian-railways/24016?camid=4v1a

Mobile Commerce in Emerging Economics
www.igi-global.com/chapter/mobile-commerce-emerging-economics/19492?camid=4v1a