The Behavior Intention of Tunisian Banks’ Customers on using Internet Banking

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ABSTRACT

This paper examines empirically the factors affecting the adoption of internet banking in Tunisia using the Theory of Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). Security and privacy constructs were selected as additional factors because of their potential influence on the use of internet banking system. For this purpose, a Structural Equation Modelling (SEM) is employed to examine the inter-correlations among the seven proposed constructs. A survey involving a total of 284 respondents is conducted and confirmatory factor analysis used to determine the measurement efficacies. This study confirms the appropriateness of TAM, TPB, and the security and privacy construct in predicting intention to use internet banking in a Tunisian banking environment. This research reveals that TAM and TPB could be used to provide a solid theoretical foundation of internet banking in Tunisian acceptance case. The study contributes to the literature of internet banking in Tunisia.

Keywords: Internet Banking, Structural Equation Modeling, Technology Acceptance Model, Theory Planned Behaviour, Tunisian Banks

1. INTRODUCTION

The Internet has a profound influence on the banking industry. The adoption of internet by Banks can offer a new market such as internet banking services (henceforth IB). These new channels, the internet banking services, are considered now as a new important channel in addition to the traditional ones. The automated teller machine (ATM), Phone-banking, Telebanking, PC-banking among others are the most important IB services proposed by contemporary Banks (Daniel, 1999; Chang, 2003; “Online banking goes mainstream,” 2003).

The adoption of technology has led to greater productivity, profitability, and efficiency, faster service and customer satisfaction, convenience and flexibility, 24x7 operations, and space and cost savings. Banks’ decision makers have recognized the importance of the adoption of IB on reduction costs and banks performance and have tried to develop

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strategies in order to grow consumer internet banking demand. Thus, understanding factors affecting the adoption of internet banking in Tunisia seems an important task for Banks’ decision makers. This helps Banks to adopt a better marketing strategies to increase the use of IB in the Tunisia country.

This paper investigates the behavior intention of Tunisian banks’ customers to use the IB. We use the Theory of Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) in order to investigate the internet banking acceptance system. Seven constructs was used to identify factors that influence intention to adopt Internet banking in Tunisia: perceived use, perceived ease of use, subjective norm, perceived behavior control, security and privacy, and attitude. Security and privacy were selected as additional factor to the TAM and TPB constructs because of their important influence on the use internet banking system. To do that, we collect data from bank customers in Tunisia. Two hundred eighty four usable responses are considered and Equation Structural Model (SEM) is used to fit data to the basic proposed model.

The remainder of the paper is set out in four sections. First, we provide a literature review of earlier studies of factors influencing consumers’ use of IB and set the proposed hypothesis for this work. Then, we report the empirical methodology that was employed. Afterwards, we provide empirical findings and discuss results according to the conceptual framework of the TAM of internet banking. Finally, we conclude and suggest future research directions.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. The Theory of Acceptance Model (TAM)

The majority of empirical works that have investigated the intention to use IB have been conducted using the Theory of Acceptance Model (TAM) (Davis, 1992; Hsu, 2004; Hsu et al., 2006). The TAM has been developed originally by Davis (1989). A graphic representation of the TAM is given in Figure 1. Following this theory, two theoretical constructs, Perceived Usefulness (PU) and Perceived Ease Of Use (PEOU), are considered as fundamental determinants of computer system use in organization. The first construct, the PU, reflects a person’s belief in the use of technology. The second construct, The PEOU, reflects the person’s belief of facility of use of the technology. These two factors are the most commonly used in the empirical literature (Davis, 1989; Venkatesh & Davis, 2000; Fagan et al., 2008; Hsu et al., 2006; Huang, 2008; Norazah & Norbayah, 2009; Norazah et al., 2008). Lederer et al. (2000), Moon and Kim (2001), and Wadie and Charfeddine (2011) among others have tested the TAM and have showed that the two constructs, PU and PEOU, influence positively the attitude and the attention to use Online Banking. Moreover, perceived of usefulness is supposed to be influenced by the perceived of ease of use.

In order to investigate the TAM, we emit the following 5 hypotheses,

**H1:** Perceived usefulness positively influences the intention to use IB.

**H2:** Attitude positively influence positively influences the intention to use IB.

**H3:** Perceived usefulness positively influences attitudes towards the use of IB.

**H4:** Perceived ease of use positively influences attitudes towards the use of IB.

**H5:** Perceived ease of use positively influences the perceived usefulness of the use of IB.

In addition, a new construct is introduced to the TAM. Following Salisbury et al. (2001), Miyazaki and Fernandez (2001), and Nissenbaum (2004), security and privacy is considered as an important factor that influence the use of IB, see for instance Godwin (2001) and Aladwani (2001).

The importance of security and privacy concerns in online banking environment has been broadly discussed and reported in many studies. Godwin (2001) reported that privacy and security concerns were found to be a major
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