

FACTORS INFLUENCE THE ADOPTION OF MOBILE BANKING FOR
RESERVATION (MBR) AMONG UTEM UNDERGRADUATES STUDENTS

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APPROVAL

I/We, hereby declared that I/We had read through this thesis and in my/our opinion
that

This thesis is adequate in terms of scope and quality which fulfil the requirements for
the

Award of Bachelor Degree of Technology Management

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DECLARATION OF ORIGINAL WORK

I hereby declared that this report entitled

**“FACTORS INFLUENCE THE ADOPTION OF MOBILE BANKING FOR
RESERVATION (MBR) AMONG UTEM UNDERGRADUATES STUDENTS”**

is the result of my own research except as cited in the references. The report has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

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NAME :

DATE :

DEDICATION

I would like to dedicate the appreciation to my precious family members and beloved partner who supported me in term of spiritual and financial, supervisor and panel who guided me throughout this research and course mates that assisted me through the journey of research.

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Firstly, I would like to express my gratitude to Allah S.W.T, for giving me strength and opportunity to finish this research project. Without his consent, I would never complete this research

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ABSTRACT

Mobile Banking for Reservation (MBR) are largely introduced and promoted to replace traditional payment service in making reservation. The purpose of the research project is to determine factor that influence mobile banking adoption that focusing more on reservation service area among Malaysian people particularly the youngster because they are early majority of mobile usage. Primary data will be collect 150 questionnaire surveys using probability sampling technique – cluster sampling method, through online self-administered questionnaire Meanwhile, secondary data was used for literature review; the proposed research framework including performance expectancy, effort expectancy, social influence, facilitating condition and behavioural intention that are expected may influence adoption of mobile banking. The results after analysing information from previous research will benefit Malaysia economy development due to increase the total number of mobile banking adoption among the youngsters.

Keyword –*Mobile banking, reservation service, Technology, performance expectancy, effort expectancy, social influence, facilitating condition and behavioural intention*

ABSTRAK

Perbankan Mudah Alih untuk tempahan sebahagian besarnya diperkenalkan dan digalakkan untuk menggantikan perkhidmatan pembayaran tradisional untuk tempahan. Tujuan projek penyelidikan ini adalah untuk menentukan faktor yang mempengaruhi penggunaan perbankan mudah alih yang memberi tumpuan lebih kepada servis penempahan mudah alih yang merupakan pembayaran mudah alih di kalangan rakyat Malaysia terutama anak muda kerana mereka adalah majoriti penggunaan mudah alih. Data primer akan mengumpulkan 150 kaji selidik kuesioner menggunakan teknik pensampelan kebarangkalian - kaedah pensampelan cluster, melalui soal selidik sendiri yang dikendalikan sendiri. Sementara itu, data sekunder digunakan untuk semakan kesusasteraan; rangka kerja penyelidikan yang dicadangkan termasuk jangkaan prestasi, jangkaan usaha, pengaruh sosial, keadaan memudahkan dan niat tingkah laku yang diharapkan dapat mempengaruhi penerapan perbankan bergerak. adalah keputusan selepas menganalisis maklumat daripada penyelidikan terdahulu. Hasil kajian ini akan memberi manfaat kepada pembangunan ekonomi Malaysia disebabkan peningkatan jumlah penggunaan perbankan mudah alih di kalangan anak muda.

***Kata kunci** – perbankan mudah alih, Penempahan, Teknologi, jangkaan prestasi, jangka hajat usaha, pengaruh sosial, memudahkan keadaan dan niat tingkah laku*

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CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter will present the explanation and overview of this research paper that helps to understand the factors that might influence the adoption of mobile banking for reservation (MBR) among undergraduates' students. Besides, this chapter will discuss the current problem background, problem statements, research questions, research objective, and the scope of the study and finally, the significance of the study.

1.1 Research Background

Mobile banking technology, also classify smartphone banking that utilizes mobile terminals such as smartphones and personal digital assistants (PDA) to penetrate banking networks via the WAP also known as wireless application protocol (Zhou, Lu, and Wang., 2014). By using mobile banking, users are permitted to use banking services such as account administration and information, money transaction and mobile payment. Furthermore, Zhi Wei and Khaw Peng Tsu (2018) stated one of the benefits of mobile banking is a cost-effective service as it is migration from paper-based instruments, such as cash and checks to new alternatives which is mobile payments (M-payments).

In addition, Abrahão, Moriguchi, and Andrade (2016) also stated that the phenomenon of growing smartphones usage could provide users better flexibility and convenience as this technology facilitate purchase and payment transactions at anywhere compared by using a personal computer. This statement also supported by Baptista and Oliveira, (2017) articulated that the rise of smartphones usage is effectively leveraged mobile banking service in term of providing a way to overcome financial exclusion and physical distance problem in making transactions where the wireless connectivity technologies have successfully enclosed the progress of mobile technology removing the spatial constraint.

As mobile banking is providing many advantages and also to be one of the latest technology development that can affect the business operation, therefore many companies had integrated one of the mobile payment features to assist mobile commerce in order to compete in the market. Moreover, Jaz et Al. (2018) also agree that most of the large and successful companies are discontinuance their businesses due to not keeping up with the trend and transformation of technology.

1.2 Mobile banking technology in Malaysia

Meanwhile, in Malaysia, the developments of mobile banking are fast between banking institutions. Almost all of the banking institutions offer a different type of mobile banking elements, features, and design for their mobile banking subscribers. Besides, there is multiple of the commercial bank also intends to create mobile banking due to improve their operation and reduce cost (Amin, Baba and Muhammad, 2007).

Mobile banking was officially introduced in the April of 2007 as the Standard Chartered Bank claimed them to be the first bank introduced mobile browser banking that allowed them to make payment and conduct transaction using their mobile phones. Then, for the first time in Malaysia on 2009 the mobile banking was introducing in the form of the mobile application by Maybank called M2UMap for iPhone that provides information on the Maybank branch network, automated teller machine (ATM) emplacement as well as Maybankard Dining Treats outlets for Malaysia and Singapore.



Figure 1.0 Bank Islam TAP mobile banking application

Moreover, in 2010, Bank Islam being Pioneer of mobile banking without Internet called TAP (Transact-At-Palm) Mobile Banking-I are shown in figure 1.0 is compatible with any phone. This system has a unique feature that allows the users to use the technology anytime and anywhere as it uses Short Message Service (SMS) platforms with dual authentication security (PIN and Password) to operate. Furthermore, Alalwan, Dwivedi, and Rana (2017) acknowledge that the bank is one of the businesses that always enhances the effectiveness and efficiency of the system to increase customer satisfaction. Therefore, this kind of technology is compatible with Bank Islam vision which is to be the global leader in Islamic banking that provides ultimate guidance and source of reference for innovative Sharia-based product and service in order to gain satisfaction, especially from Muslim people.



Figure 1.1 Maybank2U Applications

Das and Debbarma, (2011) acknowledge that Security measures at banks are essential, as well as contribute to protecting customer from attack, that is why from all type of the biometrics, fingerprint-based-identification is one of the full-blown and technique that are proven for almost every transaction where the fingerprint image is acquired at the ATM terminal that using high-resolution fingerprint scanner. Therefore, in 2015, Maybank launched the first Touch Login Biometric Security in Malaysia for its application, Maybank2U in figure 1.1 that compatible with the smartphone that features of scanning a fingerprint. This newness on application gain positive response and also being followed by Standard Chartered bank in 2016, OCBC Bank and CIMB bank in 2017.

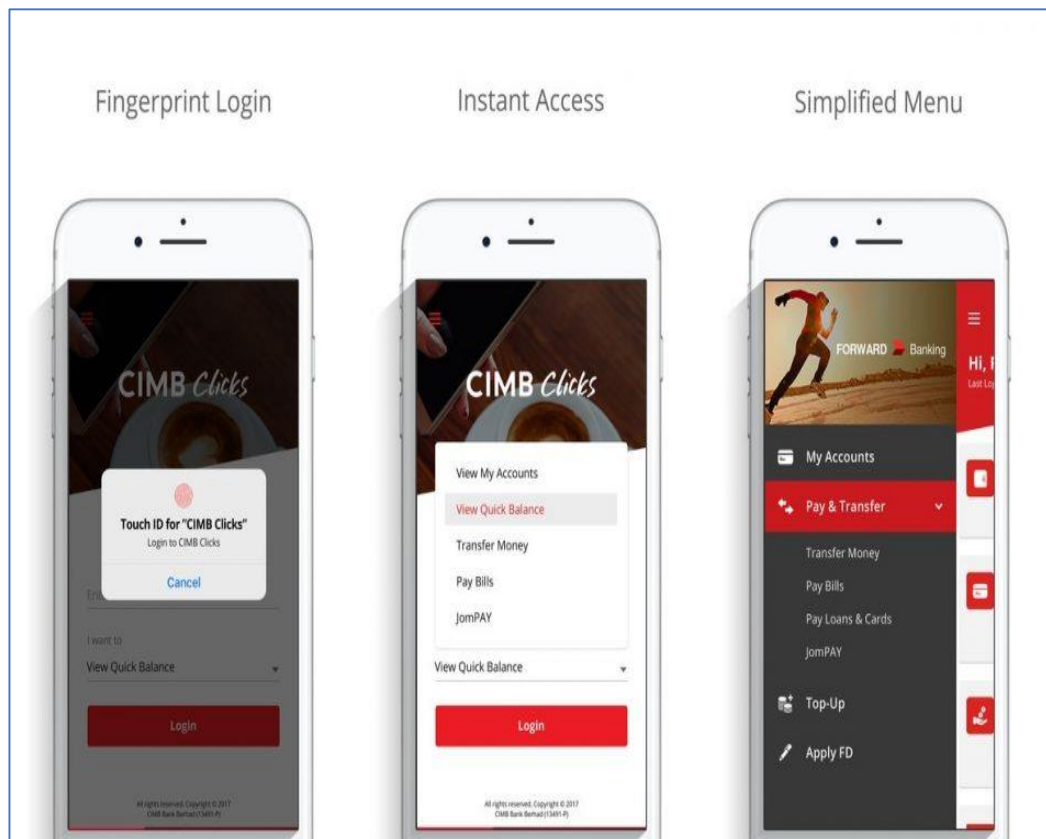


Figure 1.2 CIMB Clicks Applications