

**FACTORS INFLUENCING TOWARDS THE INTENTION TO USE OF
E-BANKING SERVICES: EVIDENCE FROM REGIONAL
DEVELOPMENT BANK OF SRI LANKA**

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ABSTRACT

A banking sector is an important tool of the modern economy and e-banking is one of the emerging trends of the banking industry which is not quite common yet in a developing country like Sri Lanka. This field of the study analyzed with the help of four variables perceived ease of use, perceived usefulness, customer attitudes and Trust. This study used primary data, collected from a developed questionnaire. Statistical techniques of correlation and regression were used for empirical testing. The findings of this research show that if customers perceive e-banking as useful, transactions are conducted on a user-friendly website, information of the customers is secure and there is a bond of trust between the e-banking service provider and customer then there will be an impact of these factors on the e-banking usage. The implications of this study are that bankers can design the policy regarding e-banking keeping the four factors of perceived ease of use, perceived usefulness, customer attitudes and Trust in the account. This research contributes by providing a combined impact of these four variables on e-banking usage which has not been studied until now and the fact that in the Sri Lankan context, especially in the Regional Development Bank.

Keywords: Internet Banking; Intention to Use e-banking; Perceived Ease of Use; Perceived Usefulness and Trust

1.0 INTRODUCTION

1.1 Background

The banking industry in Sri Lanka plays a vital role in managing financial assets. Conventionally all the banking activities were carried out manually and always customers had to go to the branch. This has consumed a lot of time as well as the cost to both customers as well as the bank. Internet banking is now capturing the banking industry at a rapid phase by eliminating and transforming conventional banking activities into a web-based online system. Electronic banking (e-banking) is the latest delivery mode of banking services. Broadly, e-banking can be defined as an electronic connection between a bank and a

customer that facilitates to prepare, manage, and control a financial transaction. The degree of adoption of each of these channels varies from country to country (Colombage, 2011). Due to the development of technological advancements ATM's, credit cards, debit cards, Tele-banking, internet banking have become effective delivery channels. Banks have realized that the internet helps to expand their performance local into a global (Loannou, 2007). Internet banking becomes popular day by day. Every person is busy with their works. They are seeking immediate services from the banks to maximize their benefits. Instead of paper banking now moves to the paperless banking systems. It helps to get quicker services with a minimum time and cost. Customers can use internet banking facilities for 24 hours while staying anywhere such as home, business, etc. Internet banking facilitates for bank customers to carry out financial transactions on their own using a secured internet website operated by the commercial bank, a retail or virtual bank, credit union or building society. In general, this is a feature introduced by the bank to its customers to log into their individual registered domain account (through the given username and password) on the bank website (through the internet) and do almost every transaction they do by visiting the bank. Internet banking becomes a new trend and it comes as the latest technology in the current era. When initially introduced, Internet banking was used as information delivery methods. Banks published their information through their websites. Therefore, customers can access and can get much information. With the development of the internet and information technologies, banks tend to adopt and internet banking as a transaction mode an information model. The concept of internet banking activities performed through electronic networks. By using internet banking customers can get varieties of services. Such as, payment of bills and invoices, transfer of funds between accounts, applying for loans, payment of loan instalments, sending funds to third parties via e-mails or internet connections regardless of where the client is located (Debreceeny, 2002). With the development of the information technology banking sector's performance boosts day by day. Banks should consider reducing the inconvenience, minimizes the cost of transactions and time saving to be important (Saleem, 2011). And, for a customer to successfully use any e-banking product for performing financial transactions there must be an internet connection and smart digital systems such as computers and mobile phones.

In Sri Lanka, the adoption rate of internet banking was inadequate according to the bank sources. Thus, banks need to boost their understanding of why some people adopt innovation and others did not and the factors that may influence the adoption decision which is of considerable practical value. The characteristics related to demographic gender, age, educational level, and monthly income were significantly influenced by e-banking (Sivapragasam, 2014). Attitudinal and perceived behavioural control factors were significantly influenced by the adoption of internet banking rather than social influence (Hettiarachchi, 2014). The research on Customer Adoption and Use of E-banking conducted by (Adikari, 2014) and result were as perceived usefulness, perceived ease of use, awareness had a positive and significant impact and perceived risk had a negative impact on customers' attitude toward E-banking Services. It was found that only less than 1% of bank customers, in general, use online banking, mobile banking, telephone banking and internet payment gateway and although ATM services are extensively used, the usage of other IT-driven services such as online banking, mobile banking, internet payment gateway and telephone banking is almost insignificant (Suraweera, 2012).

1.2 Significance of the Study

In the Sri Lankan context, there are only a few kinds of research undertaken to identify the factors influencing the customer adoption of the internet banking system. (Wijesiriwardana, 2011), this research also applied to the commercial banks in Sri Lanka (Regional Development Bank). On the other hand, public commercial banks introduced internet banking in recent years, and they have a very large customer base in Sri Lanka. Therefore, identifying the factors influencing the intention to use e-banking among customers of banks are necessary. E-banking if implemented properly can affect every aspect of the banking business model, from customer acquisition and retention through costs and revenues to long-term brand identity. As a developing country, Sri Lanka, customers are not much familiar with the new technology. Conducting research in this area, leaders of the banks will make an effective strategy to enhance customer satisfaction and improve operational efficiency. Marketing managers will consider the factors that affect customers' intention to use mobile banking to set up an appropriate communications strategy.

1.3 Area of the Study

The study findings are based on Regional Development Bank (RDB). Regional Development Bank (RDB) is the Premier State-Owned Development Bank in Sri Lanka. The 100% State-owned bank was set up with the objective of improving the living standards of the rural masses by providing them accessible and affordable credit facilities that in turn would contribute to strengthening the rural economy. The bank is keen on empowering its' customers in the micro, small and medium scale industries, women as well as the agriculture, livestock, and fisheries industries (RDB, 2018).

The beginnings of the Regional Development Bank (RDB) can be traced back to as far as 1985 when district-level banks under the category of Regional Rural Development Banks were established. Later in 1997, seventeen such rural regional development banks were merged into six provincial-level banks, which functioned as Rajarata, Ruhuna, Wayamba, Uva, Kandurata and Sabaragamuwa Development Banks. In May 2010, these six banks were merged into one national-level bank and designated as the Pradheshiya Sanwardana Bank (Regional Development Bank/RDB).

Year 2018 was another successful landmark year for the Bank as continuous enhancement of the valuable customer services were delivered through state-of-the-art technological implementations. As of 31 December 2018, the Bank has issued more than 150,000 ATM cards to its valuable customers and Bank owned ATM machines increased up to forty-two. During this year RDB launched its first Cash Deposit Machine (CDM) and installed 5 CDM units at selected RDB branch/locations to provide 24-hour banking service (RDB, 2018).

1.4 Research problem

The dark side of internet banking in Sri Lanka is, even though the majority of the customers in the country were aware of e-banking facilities, most of them had not been tried those facilities by themselves. They still pay their bills, withdraw money, check balances, and deposit cheques at their bank counters much as the traditional way. Since now internet

banking expanding its position from desktop PC to a mobile phone but Sri Lankans still resistance to adopting internet banking is becoming a huge problem. Due to the majority of Sri Lankans are not technology savvy, the banks tend to adopt a wait and see attitude (Suraweera, 2012).

As a state special mentioned bank, Regional Development Bank which commences especially in rural areas is in the initial stage of introducing that facility to its customers providing only ATMs and mobile banking in the primary stage. In this research, it is intended to find what are the reasonable factors that influence the use of e-Banking among customers in Regional Development Bank where the customers have low literacy and technology adaptation.

The following research question is developed.

What are the factors influencing the intention to use e-banking services among customers in the Regional Development Bank?

To solve the identified research problem, it has developed three research objectives which are given as follows.

1. To determine the level of e-banking adaptation in RDB.
2. To examine the relationship between e-banking factors and intention of using e-banking in RDB.
3. To analyze the levels of factors affecting e-banking on the intention of using e-banking in RDB.

2.0 LITERATURE REVIEW

Almost every step in the proposed on-line transaction process requires customers to interact with their banks and use mobile banking. Since intentions towards the use of e-banking, it is justifiable to consider the variables of the technology acceptance model in predicting intentions to use e-banking for transactions. E-banking services have been adopted and used by most banks in the world. E-banking is generally believed to affect profitability and performance (Oni, 2016). In recent years, the adoption of e-banking has been quite extensively considered as an innovate distribution channel of financial services due to rapid advances in e-banking applications and intensive competitive banking markets (Mortimer, 2015); (Sikdar, 2015); (Mortimer et al., 2015); (Harrison, 2014). Thus, understanding individual adoption and use of information technology (IT) applications including e-banking technology are one of the most mature streams of business research (Venkatesh, 2018).

The advent of the Internet, electronic commerce, communication technology and users' response to this technology has opened an opportunity for many businesses including financial institution. Electronic banking offers benefits to both banks and customers. (Pikkarainen, 2004) mentioned two fundamental reasons underlying online banking development and penetration. First, that bank gets significant cost savings in their operation through e-Banking services. It has been proved that the online banking channel is the cheapest delivery channel for banking products once established. The cost of an electronic transaction is dramatically less when done online compared to at a branch. Second, that bank

has reduced their branch networks and downsized the number of service staff, which has paved the way to self-service channels as quite many customers felt that branch banking took too much time and effort. On the other hand, customers enjoy self-service, freedom from time and place constraint, and reduced stress of queuing in the banking hall. Therefore, time and cost savings and freedom from the place have been found the main reasons underlying online banking. However, not all bank customers engage in the use of e-Banking services. There are multiple reasons for this. First, customers need to have access to the Internet in order to utilize some e-Banking facilities such as the Internet and Mobile banking facilities. Furthermore, most new online users need first to learn how to use the service. Second, nonusers often complain that online banking is incomprehensible, difficult to use and has no social dimension, i.e., the lack of face-to-face situation at the branch (Karjaluo, 2002). Third, customers are afraid of security issues (Auta, 2010). The single most important driving force behind the implementation of full-service internet banking by banks is the need to create powerful barriers to customer exiting (Sheshunoff, 2000). The study argues that once a customer moves to full-service internet banking, the likelihood of that customer moving to another financial institution is significantly diminished. Online banking is a very useful and powerful means which leads the banking industry towards development, growth. It helps to enhance the competitiveness of institutions. From the consumer's perspective, internet banking provides a very convenient and effective approach to manage one's finances as it is easily accessible 24 hours a day, and seven days a week. Besides, the information is current. With the help of the internet, banking is no longer bound to time or geography. It has also been argued that electronic banks are more likely to change in response to customers demand (Brogdon, 1999). It has been claimed that internet banking offers the customer more benefits at lower costs (Mols, 1998); (Turban, 2000).

Ongkasuwan & Tantichattanon (2002) defined e-banking as a banking service that allows customers to access and perform financial transactions on their bank accounts with their computers via an Internet connection. E-banking includes a system that enables customers of financial institutions, individuals, or businesses to access accounts, transact business, or obtain information on financial products and services on public or private networks including the Internet (Li, 2010). (Mansumittrchai, 2011) highlighted eight characteristics of the adoption of e-banking, namely, difficulty, trust, compatibility, third party concerns, human contact, and social influence, security, and computer proficiency. The purpose of their research was to examine factors underlying the adoption characteristics of e-banking by Mexican bank customers. The results indicated that adopters and non-adopters differed in their attitudes toward four attributes of the adoption: difficulty, trust, compatibility, and human contact. The study of (Mukherjee, 2003) focused on the effect of e-banking on strategic and operational dimensions of banks. Strategic dimensions include issues such as threats by e-banks and the need to offer e-banking operational issues including encountering the provisions of better customer service, lowering transaction costs, and providing additional financial services to customers. From an operational perspective, this research indicated that banks with web-based banking realize significant benefits. (Chan, 2004) investigated adoption/use behaviour within the context of Hong Kong e-banking services. The results revealed that both subjective norm and computer self-efficacy indirectly play significant roles in influencing the intention to adopt e-banking. (Singhal, 2008) stated that over 50 per cent of the total number of respondents agreed that e-banking is a convenient and flexible method of banking that involves various transaction-related benefits. Thus, providing e-banking is

increasingly becoming a “need to have” than a “nice to have” service. (Khan, 2011) assessed factors that contribute to the adoption of e-banking in Mauritius. They concluded that factors such as age, income, service usefulness, risk factor, checking account frequency, and Internet location are the main determinants of online banking. Banks should implement more marketing strategies to enhance e-banking usage and educate the public, especially low, and middle-income earners, and senior citizens about the benefits of this service. They should also make available more computers and qualified staff to explain about different bank formalities and websites. (Karjaluo, Factors underlying attitude formation towards online banking in Finland., 2002) pointed out that e-banking is the third popular mode of payment among mature customers in Finland. Moreover, household income and education have a significant effect on adopting the Internet as a banking channel; thus, over 30 per cent of wealthy and highly educated mature males made e-banking as their primary mode of making payments. Perceived difficulty in using computers combined with the lack of personal service in e-banking were the main barriers of adopting e-banking among mature customers. Results of the present study confirmed that mature customers are late adopters of e-banking. (Samphanwattanachai, 2007) stated that the objectives, goals, and information technology infrastructure of a bank are the main factors that influence the adoption of e-banking by commercial banks. The number of Internet users, trust, and security are the main factors influencing e-banking adoption by the customers. Meanwhile, (Lichtenstein, 2006) suggested that convenience is the main motivator for consumers to rely on the Internet, while a range of other influential factors may be modulated by banks. The findings also highlight increasing risk acceptance by consumers concerning Internet-based services and the growing importance of offering deep levels of consumer support for such services. Gender differences are also highlighted. However, unless the consumer has a high level of Internet accessibility at home or at work, it is unlikely he/she will consider using e-banking. (Ok, 2006) identified that e-banking users’ attitudes and argue that their perceived behavioural control plays a vital role in influencing the behavioural intention of e-banking usage in South Korea. Another study by (Suganthi, 2001) finds that educated young people and the most affluent of the population are more likely to adopt e-banking. Moreover, this study points out that Internet accessibility, awareness, attitude towards change, computer and Internet access costs, trust in one's bank, security concerns, ease of use, and convenience are the major factors influencing the adoption of e-banking services in Malaysia. (Thulani, 1970) explored the extent of adoption and usage of e-banking by commercial banks in Zimbabwe and investigated the challenges they faced in the adoption of this technology. Overall, the results showed that, while most banks in Zimbabwe have adopted e-banking, usage levels have remained relatively low, as not many customers use this innovation in Zimbabwe. Regarding the challenges faced by banks in the adoption of e-banking, compatibility with existing legacy systems, cost of implementation, and security concerns ranked high.

Technology Acceptance Model (TAM) has received substantial attention in the information systems literature because it focuses on system use, has reliable instruments with outstanding measurement properties, and is frugal. It has been shown to apply to a wide range of information technologies, including e-commerce (Pikkarainen, Consumer acceptance of online banking: An extension of the technology acceptance model., 2004). The TAM has qualified as a remarkable accomplishment, even reaching the status of a paradigm (Bagozzi, 2007). According to the original model, a potential user’s overall attitude toward using a given system is hypothesized to be a major determinant of whether they use it. Attitude

toward using, in turn, is a function of two major beliefs: perceived usefulness and perceived ease of use, which has a causal effect on perceived usefulness (Davis, 1986). (Amin, 1970) developed a technology acceptance model for e-banking, a conceptual framework, to explain the factors influencing undergraduate students' acceptance of e-banking in Malaysia. The theoretical framework of the research was based on a modified version of the Technology Acceptance Model (TAM). The model employs perceived usefulness (PU), perceived ease of use (PEOU), perceived credibility (PC), and computer self-efficiency (CSE). The results suggest that PU, PEOU, and PC had a significant relationship with behavioural intention.

3.0 METHODOLOGY

This research is adhering to the positivism philosophy. As per philosophy, positivism philosophy view that only 'factual knowledge gained through observation, including measurement, is trustworthy. In positivism studies, the role of the research is limited to data collection and interpretation in an objective way. Moreover, in positivism studies, the research is independent of the study and there are no provisions for human interests within the study. (Crowther, 2008) argue that as general rule positivism studies usually adopt a deductive approach. So, this research also uses the deductive approach. The quantitative research method is selected to conduct this research, which aims to analyze the factors influencing the intention of e-banking usage in RDB. As quantitative method allows to maximize objectivity, generalizability and reliability of findings and leads to general inferences about characteristics of a population (Serlin, 2011), the research results, as well as theoretical and managerial implications, can be applied to the Regional Development Bank, which serves the aim of this study.

This research uses primary data as answers are collected directly from the customers. To collect data for the research, using a Seven Likert-scale questionnaire is selected, which is widely used as a quantitative research instrument. Based on the analysis of academic literature, the conceptual research model with variables and hypotheses is represented in Figure 1.

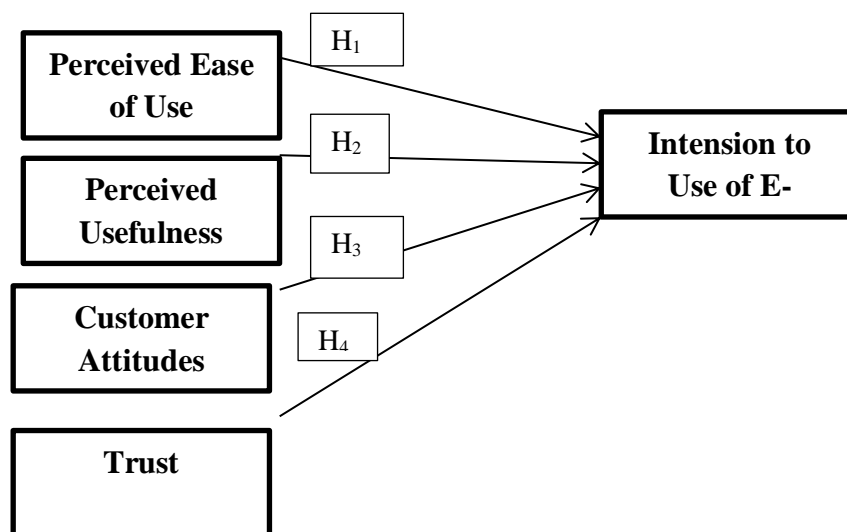


Figure 1: Conceptual Framework

Hypotheses Development

Hypothesis is aimed at measuring the relationship and influence on e-banking factors and intention to use e-banking.

H1: Perceived ease of use has positive influences on intention to use e-banking.

(Ramayah, 2007) identified that there is a direct positive relationship between perceived ease of use and usage via perceived usefulness.

H2: Perceived usefulness has positive influences on intention to use e-banking.

Perceived usefulness and perceived ease of use influence the level of intention toward the usage of the technology (Davis F. D., 1989) and (Adams, 1992) reported that perceived usefulness has a strong relationship with system usage.

H3: Attitude towards e-banking has positive influences on their intention to use e-banking.

An individual's attitude towards e-banking services is expected to influence his/her intention to start using/continue using the service. Well-researched findings by (Al-Somali, 2009), (Karjaluoto, Factors underlying attitude formation towards online banking in Finland., 2002), (Maduku, 2012); (Pikkarainen, Consumer acceptance of online banking: An extension of the technology acceptance model., 2004) and (Sukkar, 2005) have all emphasized the central role of attitude in determining behavioural intention towards electronic banking services.

H4: Trust for the e-banking system has a positive influence on their intention to use e-banking.

According to (Oni, E-banking users' behaviour: e-service quality, attitude, and customer satisfaction., 2016), customers' trust in e-banking significantly affects their attitudes, which play an essential role in enhancing their behavioural intention to use or continue using e-banking.

4.0 DATA COLLECTION

Population: The study covered the customers of the Regional Development Bank in Sri Lanka

Target population: The customers in Gampaha District will be used and customers in Gampaha District who are using the E-Banking facility in other banks will be taken as a control group.

Sampling method: To this study a cluster sampling method is used to select the sample.

Sample size: The size of the sample determines the statistical precision of the findings. The customers in Gampaha District will be used as a sample of 60 and the 30 customers in Gampaha District who are using the E-Banking facility in other banks will be taken as a control group.

Data analysis

Data analysis is done by using SPSS (version 20).

The data analysis is performed in the following sequence:

Descriptive analysis will be performed to summarize the basic data of the research. Sample profile and each factor are analyzed by using frequency, mean and standard deviation. The first objective of this study is to identify the level of adaptation to the e-banking in RDB will be presented through frequency, mean and standard deviation.

Reliability analysis will be done to test scales for internal consistency and reliability. Reliability is the degree to which an assessment tool produces stable and consistent results. Test reliability refers to the degree to which a test is consistent and stable in measuring what it is intended to measure.

Pearson correlation tests will be performed to test the relationship between variables. The second objective in this study; to examine the relationship between factors affecting to e-banking and intention of using e-banking in RDB will be analyzed through Pearson correlation.

The third objective in this study; to analyze the impact of factors affecting e-banking on the intention to use e-banking has been measured through the regression analysis. Hypotheses are testing by using regression analysis. As there are more than two independent variables and data shows a continuous nature, the study used multiple linear regressions for the study.

5.0 RESULTS & DISCUSSION

5.1 Preliminary Analysis

Scale	Number of Items	Cronbach Alpha
Perceived Ease of Use	4	0.93
Perceived Usefulness	5	0.96
Customer Attitudes	5	0.70
Trust	4	0.88
Intention to Use of E-banking	3	0.96

Table i: Internal Consistency and Reliability Test Results

The calculated Cronbach's Alpha values (Table i) of all independent variables are more than 0.7. According to the calculations, it can be concluded that the set of questions that are used for the study is reliable.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.864
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Bartlett's Test of Sphericity	Approx. Chi-Square	404.186
	Df	10
	Sig.	.000

Table ii: Validity Test (KMO and Bartlett's Test)

According to Table ii, the KMO measure the sample adequacy of this study was 0.864 and it is over the acceptable index of 0.5 and the significant level was 0.000. According to above figures, the external validity of the research is high.

	Mean	Std. Deviation
Perceived Ease of Use	5.90	1.129
Perceived Usefulness	6.12	1.037
Customer Attitudes	6.01	.677
Trust	5.05	.996
Intention to Use of E-banking	6.05	1.142

Table iii: Descriptive Analysis

Table iii shows a summary of statistics. The mean value represents the average value of the data set. According to the result, the mean values of independent variables and intention to use e-banking are near to 6. These mean values indicate that the respondents are positively agreed with the questions. The standard deviation measures the amount of variation or dispersion from the average. A low standard deviation shows that the data points tend to be very close to the mean and a higher standard deviation indicates that the survey data points are spread out over a large range of values.

5.2 Correlation Analysis

		Perceived Ease of Use	Perceived Usefulness	Customer Attitudes	Trust	Intention to Use of E-banking
Perceived Ease of Use	Pearson Correlation	1	.832**	.732**	.569**	.780**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100

Perceived Usefulness	Pearson Correlation	.832**	1	.851**	.592**	.818**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Customer Attitudes	Pearson Correlation	.732**	.851**	1	.452**	.750**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Trust	Pearson Correlation	.569**	.592**	.452**	1	.502**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Intention to Use of E-banking	Pearson Correlation	.780**	.818**	.750**	.502**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Table iv: Correlation Matrix

Table iv shows the correlation of perceived ease of use, perceived usefulness, customer attitudes, trust, and intention to use e-banking. Pearson's coefficient of correlation for perceived ease of use and intention to use e-banking is 0.78. Perceived ease of use is positively and significantly correlated with the intention to use e-banking ($r = 0.78, p < 0.01$). Pearson's coefficient of correlation for perceived usefulness and intention to use e-banking is 0.818. Perceived usefulness is positively and significantly correlated with the intention to use e-banking ($r = 0.818, p < 0.01$). These results indicate that perceived usefulness and the intention to use e-banking are strongly related to each other, meaning that perceived usefulness is resulting in to increase in the intention to use e-banking by 0.818.

Pearson's coefficient of correlation for customer attitude and intention to use e-banking is 0.75. Customer attitude is positively and significantly correlated with the intention to use e-banking ($r = 0.75, p < 0.01$). These results indicate that customer attitude and the intention to use e-banking are strongly related to each other, meaning that customer attitude resulting to increase the intention to use e-banking by 0.75.

Pearson’s coefficient of correlation for trust and intention to use e-banking is 0.502. Trust is positively and significantly correlated with the intention to use e-banking ($r = 0.502, p < 0.01$). These results indicate that trust and the intention to use e-banking are moderately related to each other, meaning that trust resulting to increase the intention to use e-banking by 0.502.

5.3 Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.392	.384		3.626	.000
Perceived Ease of Use	.789	.064	.780	12.346	.000

a. Dependent Variable: Intention to Use of E-banking

Table v: Coefficients between Perceived Ease of Use and Intention to Use E-banking

When considering the perceived ease of use, its standardized coefficient is 0.78 and it indicates that when perceived ease of use increases by one unit while other independent variables remain constant, intention to use e-banking will increase by 0.78. Even though there is a positive relationship between intention to use e-banking and perceived ease of use. Perceived ease of use significantly contributes to the model at a 99% confidence level as its p-value, 0.000 is less than 0.01.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.531	.398		1.333	.185
Perceived Usefulness	.901	.064	.818	14.057	.000

a. Dependent Variable: Intention to Use of E-banking

Table vi: Coefficients between Perceived Usefulness and Intention to Use E-banking

When considering the perceived usefulness, its standardized coefficient is 0.818 and it indicates that when perceived usefulness increases by one unit while other independent variables remain constant, intention to use e-banking will increase by 0.818. Even though there is a positive relationship between intention to use e-banking and perceived usefulness. Perceived usefulness significantly contributes to the model at a 99% confidence level as its p-value, 0.000 is less than 0.01.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.553	.681		-2.281	.025
Customer Attitudes	1.265	.113	.750	11.233	.000

a. Dependent Variable: Intention to Use of E-banking

Table vii: Coefficients between Customer Attitudes and Intention to Use E-banking

When considering the customer attitudes, its standardized coefficient is 0.75 and it indicates that when customer attitudes towards e-banking increases by one unit while other independent variables remain constant, intention to use e-banking will increase by 0.75. Even though there is a positive relationship between intention to use e-banking and customer attitudes. Customer attitudes significantly contribute to the model at a 99% confidence level as its p-value, 0.000 is less than 0.01.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.138	.516		6.085	.000
Trust	.576	.100	.502	5.748	.000

a. Dependent Variable: Intention to Use of E-banking

Table viii: Coefficients between Trust and Intention to Use E-banking

When considering the trust, its standardized coefficient is 0.502 and it indicates that when trust towards e-banking increases by one unit while other independent variables remain constant, intention to use e-banking will increase by 0.502. Even though there is a positive relationship between intention to use e-banking and trust. Trust significantly contributes to the model at a 99% confidence level as its p-value, 0.000 is less than 0.01.

5.4 Multiple Linear Regressions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.709	.697	.629

- a. Predictors: (Constant), Trust, Customer Attitudes, Perceived Ease of Use, Perceived Usefulness

Table ix: Model Summary

Table ix represents the model summary for the model, and it depicts R, R square, adjusted R square and standard error of estimate for that model. R square value is 0.709 and it represents that 70.9% variation of intention to use e-banking is explained by the model. This means that there is a 29.1% unexplained variation of intention to use e-banking and there might be other factors that can be explained this variation. THE adjusted R Square value is 69.7%. The difference between R square and adjusted R square is 1.2% and it means that if the model is derived from the population rather than the sample, it would account for approximately 1.5% less variance in the outcome. Additionally, table 4.10 shows the value of the standard error of the estimate as 0.629.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.532	4	22.883	57.842	.000 ^b
	Residual	37.583	95	.396		
	Total	129.116	99			

a. Dependent Variable: Intention to Use of E-banking

b. Predictors: (Constant), Trust, Customer Attitudes, Perceived Ease of Use, Perceived Usefulness

Table x: Analysis of Variance

According to Table x, it can be identified that 91.532 variances are explained by regression and 37.583 is explained by residual. As well as it depicts the F value as 57.842. The fitted model is significant at 95% confidence level as P value, 0.000 is less than 0.05. Therefore, it is highly significant and overwhelming evidence to say that some of those significant impact of Perceived Ease of Use, perceived usefulness, customer attitude and trust Factors on the intention to use of e-banking. Hence that model can be used to predict the dependent variable and for what-if analysis as well.

5.5 Discussion

Objective 1: To determining the level of e-banking adaptation in RDB.

100% of the sample have smart mobile phones, internet access and e-mail facility. 26% of respondents are using ATM facility, 8% of respondents are using the mobile alert facility and 56% of respondents are using both ATM and mobile alert facility. And 10% of the sample are not adopted to use e-banking facility. 38% of the respondents have a moderate level of internet literacy and 33% have a high level of internet literacy (Figure ii).

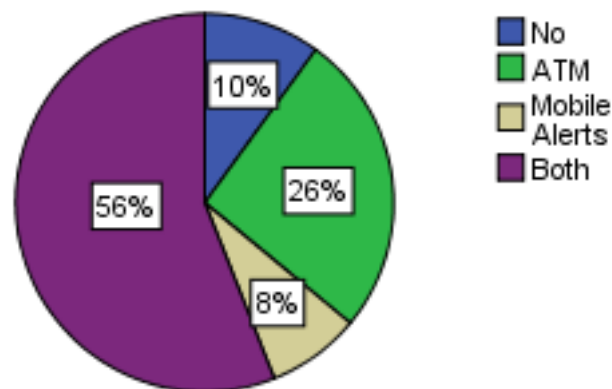


Figure ii: E-banking Usage

Objective 2: To examine the relationship between e-banking factors and intention of using e-banking in RDB.

According to the findings of the study, it can conclude that perceived ease of use is significantly important for the intention to use e-banking and perceived usefulness is significantly important for the intention to use e-banking. Also, the findings imply that customer attitude is significantly important for the intention to use e-banking and trust is significantly important for the intention to use e-banking.

Objective 3: To analyze the levels of factors affecting e-banking on the intention of using e-banking in RDB.

The perceived ease of use has a significant influence on the intention to use e-banking with std. coefficient beta values of 0.78. Perceived usefulness has a significant influence on the intention to use e-banking with std. coefficient beta values of 0.818. Customer attitude towards e-banking has an insignificant influence on the intention to use e-banking with std. coefficient beta values of 0.75. Trust towards e-banking has an insignificant influence on the intention to use e-banking with std. coefficient beta values of 0.502.

6.0 CONCLUSION & RECOMMENDATION

6.1 Conclusion

There are two parts to the comparisons of the results. Firstly, some results are found to be consistent with previous studies except risk and cost which were found to be important in the adoption of e-banking in the banking sector. Secondly, some results are found to be in line

with the discussion from the focus group in an RDB context, except for alternatives. Conversely, these could be explored and investigated in future studies. Furthermore, perceived ease of use, perceived usefulness, attitude toward e-banking and trust in e-banking are consistently forming a suitable model, explaining the variance in the intention to use e-banking in RDB even though the model has a lower predicting capability than prior studies in other contexts. The results of the study contribute to the body of knowledge in the area by demonstrating that context-specific factors such as perceived ease of use, perceived usefulness, customer attitude and trust influencing intention to use e-banking.

6.2 Recommendation

The implications of these findings and conclusions were that banks need to play a leading role in influencing the perception, and thereby the attitude and behaviour of current and potential internet banking users. The outcome of this study has a practical implication and recommendation for banks. The results of this research may be used to provide recommendations to the bank.

Awareness of internet banking services is essential in the early adoption stages. Effective presentations using all forms of media advertising such as leaflets, brochures, web pages, etc., will be useful to introduce the services to a wider audience and educate potential customers about the benefits of internet banking. To access more potential adopters, information about internet banking should be provided by bank teller and bank assistants at branches.

6.3 Limitation

The sample taken for the study may not be representing the whole population of RDB customers in Sri Lanka. When collecting primary data, the researcher uses convenient sampling methods for reducing the difficulties of data collection. And, respondents may dislike providing the correct information about their transaction, because of their lifestyle and status etc. Then another reason is that is confidential about customer details, difficult to get the data of mobile users from the banks.

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