Evaluation of the Effective Factors on Online Internet Usage in Organizations

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Abstract: The present study intends to investigate the effective factors in internet banking form the viewpoints of the customers of Eghtesed-e-Novein Bank in Tehran, the capital city of Iran. This survey utilizes descriptive and correlational statistics to analyze the collected data. All customers of Eghtesed-e-Novein Bank in Tehran are the population of this study out of which 453 customers were selected as the participants of this study using multi-stage stratified random sampling. The required data were collected using a valid questionnaire. Based on the hypotheses, the collected data were analyzed through the tests of Structural Equation Model and Factor Analysis using LISREL software. This study investigates the effect of technical and personal features on the internet bank channel. Technical features include 3 variables: channel security, the level of the channel complication, and the efficiency of the channel. Personal features also include 3 variables: the level of the individual's knowledge, the level of the individual's risk-taking and the social features. The results of the statistical analyses revealed that the variables security and the level of complication had strong effect on using the internet bank channel whereas the variable efficiency did not have effect on it. In addition, the results showed that the level of the individuals' knowledge and risk-taking had strong effect on using the internet bank channel and social features did not have effect on it. According to the results, technical features of the channel and the customers' features had strong effect on using the channel of the branch.

Keywords: Electronic Banking, Channel Features, Customers' Features, Bank Branch Channel

1. Introduction

In recent decades, outstanding advancements in information and communication technology (ICT) have made drastic changes in various fields such as world trade. As a result, many other activities in business, economy, banking, customs, etc. have undergone changes (Alagheband, Parisa, (2006)). Nowadays, new concepts such as electronic government, electronic trade, electronic banking, electronic management, electronic insurance, and electronic training and education have merged in this respect (Goodarzi and Zobeydi (2008)). Electronic trade is the most prominent achievement of information technology in economy. In this regard, the individuals' easy access to the internet has paved the way for them to handle their economic and trade affairs in the virtual environment (Ebrahimi and Abdolhamid, (2006)). Two areas have been influenced by this technology more than the other areas: trade and commerce. In addition, banking industry has also experienced a significant evolution in this regard (Goodarzi and Zobeydi (2008)). In the past decade, banking industry has undergone important changes resulting from the advantages of information technology. Particularly, the internet has significantly improved the channels of financial services industry. In developed and developing countries, increasing attention of big banks to offering banking services by using electronic channels and developing virtual banks and financial institutes has resulted in competition in banking industry. As a result, the other banks have also started to develop their electronic banking (Seyedjavadin and Yazdani, (2005)). Increasing application of ICT advanced systems in banking industry and progressing toward electronic banking has abolished application traditional banking systems. Therefore, banking converts into data processing industry based on new concepts such as electronic money, ATM, and point of sale (Goodarzi and Zobeydi (2008)). Using the strategy multiple channels, the customers can interact with the bank in various ways. Today, banks replace the traditional methods of service delivery (face-to-face methods) with new methods such as voice-to-voice (through phone call) and online methods of service delivery. One of the most important goals of banks is distributing the sources through application of various channels to satisfy the customers and obtain the maximum profit. Therefore, identifying the factors that can influence the relative evaluation of the customers as well as the factors that can affect the use of alternative channels is an important stage of creating complementary synergism among a wide...