

FACTORS INFLUENCING ELECTRONIC BANKING USAGE
IN SRI LANKA

J. Wickramasinghe

A dissertation submitted to the Department of Management Studies in the Faculty of
Humanities & Social Sciences of the Open University of Sri Lanka in partial
fulfillment of the requirements of the Commonwealth Executive Master of Business
Administration degree.

2009

68600

Abstract

Almost all Sri Lankan Banks have introduced differentiated electronic banking products the usage of these facilities is very low. This study try to explore determinants which influence the usage of electronic banking services. extended version of the technology acceptance model (TAM) is used to examine the above perception. Perceived Usefulness, Perceived Ease of Use and Bank support were selected as determinants for the study. A structured questionnaire was distributed among 150 participants and the response rate was 88%. The research model explains that all Perceived Ease of Use, Perceived Usefulness and Bank Support influence the usage of electronic banking services in different magnitudes. Nagelkerke R Square states that 20.1% of the variation in Usage of electronic banking facilities is explained by the three selected independent determinants. The unexplained 79.9% of variance suggests that the model may have excluded other possible factors influencing the acceptance of electronic banking. Further the Qualitative analysis revealed that security and privacy of transactions, trust and awareness were some main concerns of the participants.