

# **A Study of Consumer's Adoption Towards Online-Banking in Malaysia: An Empirical Analysis**

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## **ABSTRACT**

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The online banking is lack of understanding and lack of acceptance by bank user today in Malaysia. The general idea about online banking is using electronic banking technology to create the novel ways of handling daily banking affairs, especially via the online channel. The objective of this study is to evaluate consumers' perception towards online banking adoption in Malaysia. Besides, the factors influencing that can predict consumer intention to use in online banking will be identified. This study will investigate costumer's adoption within the context of Malaysia online Banking services and research framework is based on the extension of Technology Acceptance Model (TAM) with Theory of Planned behavior (TPB) and Theory of Reasoned Action (TRA). Theory was developed to identify factors that would influence the adoption of online banking. The framework includes Perceived usefulness, Perceived ease of use, Security and Privacy and Trust. Interview and Survey was conducted to gather the data. The findings are discussed and suggestions for future research are presented and believed to be useful in encouraging the adoption of internet banking in Malaysia. Basically, online banking is being fairly adopted by the consumers in Malaysia. Nowadays, we can see that more and more consumers are into online banking rather than queuing up in the bank. The Malaysian government is adaptive towards the concept of online banking as it involves new technology to ease consumers' needs. Being able to adopt the new innovation and technology, Malaysia will be more widely recognized as an advance country. Online banking not only helps the consumers in banking but it also increases the status of Malaysia globally. Though there're some limitations, but they can be overcome when the online banking is revised and also being accepted fully by the public.