

Online Banking Adoption: An Empirical Study

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ABSTRACT

The internet is a big part of everyone's life nowadays. With the introduction of the social networking websites, internet usage saw a rapid increase. One of the reasons people go online may be to buy something, update their status on their social networking pages, and so on. Another reason may be to check their account balance, transfer and pay bills with their bank accounts, which is called Online Banking. Online banking has become so popular in the society that some things are not done in the banks anymore. The growth in Internet-based services has changed the way that firms and consumers interact (Yang et al., 2001). With Online Banking, customers don't have to wait until banks are opened to conduct transfers, top up their mobile phone credits, and pay their bills. According to Bank Negara Malaysia, as of 2010 there are 23 Commercial Banks in Malaysia. Among these 23 Banks, the most popular ones, namely AmBank, CIMB Bank, HSBC Bank, Maybank, RHB Bank, Standard Chartered all have their own online banking systems for their customers. This thesis is a study on the adoption of online banking in the Negeri Sembilan Area of Malaysia

Key words: Online banking, online banking portal, user, bank