

Factors Influencing on Adaptation of Internet Banking among the Undergraduates in Rajarata University of Sri Lanka

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Abstract

Internet bank brings convenience, speed and easy access to financial information of the banking customers. Accordingly, both customers and banks value internet banking. The adoption of internet banking is low in Sri Lanka and thus the bank is unable to gain the real advantages of introducing this service. Thus, this study aims to identify what factors that influence the less adoption of internet banking by the undergraduates with special reference to Rajarata University students. These findings are useful to professionals in banking sector to develop the strategic market. With literature evidence perceived risk, information of internet banking, usefulness, complexity, and social influence are treated as independent variables while adoption of internet banking is taken as the dependent variable. The Questionnaire was used as the instrument for obtaining data and the researcher selected 100 university students to represent all the six faculties in the University as the sample. Correlation analysis and regression analysis were executed to determine the acceptance of the hypotheses. The results obtained through the analysis are shown that perceived risk and social influence are influenced by the adoption of internet banking and complexity, usefulness, information of internet banking is not influencing the adoption of internet banking.

Keywords: Complexity, information of the internet banking, perceived risk, social influence, usefulness