

FACTORS INFLUENCING ON THE USAGE OF AUTOMATED SELF-PERSONAL BANKING SERVICES IN THE RATNAPURA DISTRICT OF SRI LANKA

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INTRODUCTION

Technological advances in telecommunications and information technology are revolutionizing the banking industry. Nowadays, Automated Self-Personal Banking Services (ASPBS) play a significant role in the Sri Lankan banking industry. The development of Automated Teller Machine (ATM) and Cash Deposit Machine (CDM) services in the Sri Lankan banking industry has triggered a significant revolution. The overcrowded cash counters were reduced, the workload of cash distributors was reduced, standing up in a long line for withdrawals was lost, consumers saved their time unnecessarily spent in bank queues, and cash withdrawals were possible on holidays (Jubair, 2014). ASPBS offers a wide range of services, such as cardless transactions, cash deposits, balance inquiries, person-to-person payments, and cheque cashing. ATMs offer airline tickets and movie tickets in some countries. According to Nethanathan and Shanmugathas (2018), there are sufficient ATMs and CDMs installed by the banks, but still, customers are using cash counters for a small number of withdrawals/deposits. Overall, except for ATMs, the adoption of IT-driven banking services is comparatively low in Sri Lanka.

Larkotey (2012) found out that some of the behaviours of respondents that affected their use of ATMs were the fact that they felt confident using e-banking methods to access money, the preference for human contact, their safety concerns, the fear of losing their cards, the belief that the ATM will not work, the fact that they do not like things that are automated or computerized, the level of comfort they find using technology as well as the ability for them to try new things. This study aims to address a literature gap by identifying technology characteristics and demographic factors relating to the usage of ATMs and CDM as well. As no known study has looked at the influencing factors to the usage of ATMs and CDM in the Ratnapura district. Therefore, to fill this gap and add to an existing body of knowledge, the researcher examines whether factors influence the usage of ASPBS in the Ratnapura district.

METHODOLOGY

This research mainly consists of five variables, namely Perceived Usefulness, Perceived Ease to use, Perceived Risk, Security, and Reliability in influencing the usage of ASPBS in the Ratnapura district. Samples of the ASPBS users are selected by convenience sampling technique. As a sample, two hundred ASPBS users were selected from four leading commercial banks in the Ratnapura district. Including two state banks and three private banks. Selected state banks are the Bank of Ceylon and Peoples Bank, and selected private banks are Commercial Bank, Hatton National Bank, and Sampath Bank. The first part of the

questionnaire collects general information about the automated self-personal banking service users, and the second part is about the factors influencing the usage level of automated self-personal banking services. This five-point scale was used to measure the variables in the scale consisting of five boxes ranging from strongly disagree to agree strongly. Univariate and bivariate analyses were used to determine the relationship. This study used multivariate analysis to measure the impact of Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Security, and Reliability on the level of automated self-personal banking services usage. Under multivariate analyses, this study deploys multiple linear regression, and data were analyzed using IBM SPSS 22.0.

RESULTS AND DISCUSSION

The instrument's validity and internal consistency reliability were ensured by the conceptualization and operationalization of the variables based on literature and indirectly by the high internal consistency of the instruments, as denoted by alphas (Table 1).

Table 1 Reliability Test

Measure	Cronbach Alpha
Perceived Usefulness	0.785
Perceived Ease to Use	0.809
Perceived Risk	0.721
Security	0.769
Reliability	0.833
Usage of ASPBS	0.837

The number of male respondents (72.5%) is more significant than female respondents (27.5%) in the sample. Most respondents (50%) were from 25-34 age range, and 39.5 % of the sample had completed a territory education qualification, whereas 36.5% had completed the GCE (A/L). Moreover, 64.5% of the respondents have a monthly income between Rs. 30000-50000, and 12% of them earn Rs. 50000-80000 monthly. Table 2 shows the frequency of use distribution of the sample size of 200 automated self-personal banking services users in the Ratnapura district.

Table 2 Frequency Distribution of Frequency of Use

Frequency of use	Frequency	Percentage%
Daily	31	15.5
Weekly	44	22
Two Weekly	92	46
Monthly	33	16.5
Total	200	100

According to Table 2, four frequency levels have been considered. Thirty-one respondents are in the daily category, and 15.5% of the total respondents 44 respondents are in the weekly category, which is 22% of the total respondents. Ninety-two responders are from two weekly

categories, and it is 46% of the total respondents. Thirty-three respondents are monthly category and represent 16.5% of total respondents.

Table 3 Correlation between each independent variable and level of usage of ASPBS.

Variables	Perceived Usefulness	Perceived Ease to Use	Perceived Risk	Security	Reliability
UASPBS Pearson	.747**	.819**	-.697**	.765**	.803**
Correlation Sig. (2- tailed)	.000	.000	.000	.000	.000

** Correlation is significant at the 0.01 level (2- tailed)

The correlation (bivariate) analysis (Table 3) is initially carried out to explore the linear relationship between Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Security, and Reliability, with the level of automated self-personal banking services usage in Ratnapura District if it exists. The significance is at 0.01 levels (2-tailed) is 0.000, and Pearson Correlation (r) is 0.747. It is found as a significant and robust positive relationship between Perceived Usefulness and the level of ASPBS usage. Based on the evidence, it is concluded that Perceived Usefulness positively affects the level of ASPBS usage. The significance is at 0.01 levels (2-tailed) is 0.000, and Pearson Correlation (r) is 0.819. It is found as a significant and strong positive relationship between Perceived Ease to Use 46 and the level of ASPBS usage. Based on the evidence, it is concluded that Perceived Ease of Use positively affects the level of ASPBS usage. The significance is at 0.01 levels (2-tailed) is 0.000, and Pearson Correlation (r) is -0.697. It is found as a significant and strong negative relationship between Perceived Risk and the level of ASPBS usage. Based on the evidence, it is concluded that Perceived Risk negatively affects the level of ASPBS usage. The significance is at 0.01 levels (2-tailed) is 0.000, and Pearson Correlation (r) is 0.765. It is found as a significant and strong positive relationship between Security and the level of ASPBS usage. Based on the evidence, it is concluded that Security positively affects the level of ASPBS usage. The significance is at 0.01 levels (2-tailed) is 0.000, and Pearson Correlation (r) is 0.803. It is found as a significant and strong positive relationship between Reliability and level of ASPBS usage. Based on the evidence, it is concluded that Reliability positively affects the level of ASPBS usage.

Table 4 Coefficients of Regression Model

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error			
(Constant)	.689	.364		1.891	0.60
Perceived Usefulness	.222	.060	.198	3.682	.000
Perceive Ease to Use	.187	.080	.183	2.340	.020
Perceived Risk	-.245	.071	-.166	-3.450	.001
Security	.239	.077	.178	3.089	.000
Reliability	.292	.070	.282	4.163	.000

a. Dependent Variable usage of automated self-personal banking services

The regression result (Table 4) indicates that the sign p-value of Perceived Usefulness is 0.000, which is less than 0.05 ($p < 0.05$), and the β value of Perceive Usefulness is 0.222, which means

the Perceived Usefulness positively and significantly impacts on usage of ASPBS. The significance of the p-value for Perceived Ease to Use is 0.020, less than 0.05 ($p < 0.05$), and the β value is 0.183, which means the financial attitude positively and significantly impacts the usage of ASPBS. The significance of the p-value for Perceived Risk is 0.001. It is less than 0.05 ($p < 0.05$), and the β value is -0.166, which means the financial attitude negatively and significantly impacts on usage of ASPBS. The significance of the p-value for Security is 0.000. It is less than 0.05 ($p < 0.05$), and the β value is 0.178, which means the financial attitude positively and significantly impacts on usage of ASPBS. The significance of the p-value for Reliability to use is 0.000. It is less than 0.05 ($p < 0.05$), and the β value is 0.282, which means the financial attitude positively and significantly impacts on usage of ASPBS.

Based on the analysis, it is concluded that the Perceive Usefulness, Perceive Ease to Use, Perceived Risk, Security, and Reliability significantly impact the usage of ASPBS. According to the coefficient result, the regression model can be expressed as follows;

$$UASPBS = 0.689 + 0.187 (PU) + -0.245 (PEU) + 0 (PR) + 0.239 (S) + 0.292(R) + e$$

CONCLUSIONS AND IMPLICATIONS

The researcher's primary aim was to determine the factors influencing the usage of ASPBS in the Ratnapura district. To achieve the objectives, the researcher mainly used correlation analysis and regression analysis to explain the demographic information and research information for achieving the research objective.

Based on the results of Correlation analysis, Perceive Usefulness, Perceive Ease of Use, Security, and Reliability have a strong positive relationship with the ASPBS. In addition, Perceived Risk has a strong negative relationship with using ASPBS. Therefore, it can be concluded that there is a significant relationship between Perceive Usefulness, Perceive Ease to Use, Perceive Ease of Use Security, Reliability, and usage of ASPBS. In addition, bankers want to consider minimizing the Perceived Risk of their services because it also affects the increase in usage of ASPBS. Based on the regression analysis outcomes, it can be concluded that there is a significant impact of Perceive Usefulness, Perceive Ease of Use, Perceived risk, Security, and Reliability on the usage of ASPBS in the Ratnapura district. According to the beta coefficient value, the most influencing factors are financial knowledge and financial attitude. Therefore, when considering the regression model, when Perceive Usefulness, Perceive Ease to Use, Security, and Reliability increase by one unit, usage of ASPBS increases by 0.222, 0.187, 0.239, 0.292 units, respectively. In addition, perceived risk decreases by one unit usage of ASPBS increases by 0.245 units. Those factors highly influence unit usage of ASPBS. Therefore, the bankers want to consider those factors to increase the usage of ASPBS. Because, after a good understanding of influencing factors, they can use it to increase the usage of ASPBS. In addition, it can improve customer satisfaction with their banking services. The study only includes three factors: perceived usefulness, Perceived ease to use, Perceived risk, Security, and Reliability. This study recommends that future studies test other factors, such as social influence. Moreover, the study only covered automated self-personal banking service users in the Ratnapura district. Therefore, the future scope can be expanded beyond the research area, including all districts in Sri Lanka. It will be practical and valuable.

Keywords: Perceived risk, security and reliability, TAM

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