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Technology Trust and Mobile Banking Satisfaction: A Case of Malaysian Consumers

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Abstract

The purpose of this study is to investigate the relationship between technology trust and mobile banking satisfaction. Three groups of technology trust namely, the mobile network, the mobile banking website and the mobile phone (i.e. smart-phone) are examined against mobile banking satisfaction. Using a survey research methodology involving 312 of mobile banking consumers in Malaysia, the findings indicate that all of the three technology trusts have positive relationship with mobile banking satisfaction. The finding further indicates the importance and significance of technology trust in predicting mobile banking satisfaction. The value of this study could be viewed from both theoretical and practical perspectives.

Keywords: Mobile banking ; technology trust ; network ; websites ; mobile phones ; Malaysia

1. INTRODUCTION

Various studies have shown that there is a growing interest among consumers to adopt mobile banking (e.g. Zhou, Lu, and Wang, 2010; Zhou, 2011). Besides studying the levels of adoption, researchers have also investigates the antecedents of adoption among mobile consumers. Models such as Theory of Reasoned Actions or TRA, Theory of Planned Behaviour or TPB, Technology Acceptance Model or TAM, Diffusion of Innovations or DOI, Unified Theory of Acceptance and Use of Technology or UTAUT and Information Systems Success Model have been repetitively employed by researcher to study

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the topic. In the same light, researchers have also applied the aforesaid models to investigate user trust in mobile banking. The lack of trust is one of the most frequently cited reasons for consumers not using mobile banking (Lin, 2011). Trust is a person's (the trustor) willingness to be vulnerable to another person (the trustee) on the basis that the trustee will act according to the trustor's confident expectations (Mayer, Davis, and Schoorman, 1995). On the other hand, trust can also be defined as willingness of customers to perform on-line banking transactions, expecting that the bank will fulfil its obligations, irrespective of their ability to monitor or control banks' actions (Yousafzai, Foxall, and Pallister, 2010). McKnight et al. argued that, in order to gain a more nuanced view of trust's implications for IT use, MIS research needs to explore how users' trust in the technology itself relates to value-added post-adoption use of IT (McKnight et al., 2011). By focusing on the technology itself, trust researchers can examine how trusting beliefs regarding specific attributes of the technology relate to individual IT acceptance and post-adoption behaviour (McKnight et al., 2011). Following the argument of McKnight et al. (McKnight et al 2011), this study attempts to explore the influence of technology trust on satisfaction among mobile banking consumers.

2. Literature Review

2.1. Overview of Mobile Banking

Mobile banking, which is also referred to as cell phone banking is "the use of mobile terminals such as cell phones and personal digital assistants (PDAs) to access banking networks via the wireless application protocol (WAP)" (Zhou, Lu, and Wang, 2010). The mobile banking is similar to Internet banking in that it provides a fast and convenient way of performing common banking transactions (Bank Negara Malaysia, 2012). In order to enjoy the benefits of mobile banking, a user needs a mobile phone that is equipped with the features required by the bank that provides this service (Bank Negara Malaysia, 2012). Once a user obtained a registered account for mobile banking from the banking institution, the user would be able to do banking transactions from anywhere. The mobile banking can be done either by accessing the bank's web page through the web browser on the mobile phone, via text messaging, or by using an application downloaded to the mobile phone (Board of Governors of Federal Reserve Systems, 2012). Mobile banking allows customers to perform three fundamental transactions: (i) storing money in an account that is accessible by the mobile device (ii) completing cash-in and cash-out transactions with the stored account, and (iii) transferring money among different accounts.

2.2. Research Framework

McKnight et al. explained that trust in technology relates to individuals depending on, or being willing to depend on the technology to accomplish a specific task because the technology has positive characteristics (McKnight et al., 2011). Muir & Moray (1996) described that trust in technology is based primarily on user perceptions of capabilities of the technology. Therefore, in the context of mobile banking, if customers believe that the technologies that are being used are reliable and trustworthy, and then they will be more likely to evaluate overall services favourably, which in turn lead toward better user satisfaction. Koo & Wati (2010) defined trust in mobile banking as the belief that allows individual to willingly become vulnerable either to the bank or e-banking technology after having taken the bank's characteristic embedded in its technology artifact. They argued that this definition covered both traditional view of trust in "a specific party" and trust in "the integrity of technology artifact" where its process is built the same way as trust in people (Koo and Wati, 2010). In a mobile banking settings, three groups of technologies are coherently involved which are the network technology, the websites and the mobile phone. In order for the mobile banking to be optimumly utilized, users must have strong level of