

The effects of E-banking on The Jordan Islamic Bank clients

Satisfaction

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Abstract

Purpose- The purpose of this paper is to investigate the effect of e-banking on client satisfaction in the Jordan Islamic Bank. Also, it aims to investigate the reasons behinds providing electronic banking services through internet, their impact on banking services and on client satisfaction.

Design/ methodology/ approach- The research methodology involved the adoption of a survey as a research strategy and quantitative approach, utilized a self-administered questionnaire, to arrive at the major findings of the study. The questionnaires were subjected to statistical analysis using statistical package for social sciences (SPSS ver.12).

Finding- The paper revealed that there is statistically significant relationship between perceived usefulness, perceived ease of use, perceived credibility, customer attitude, and client satisfaction.

Originality/ value- As far as the researcher is aware, this paper is the first to investigate the effect of e-banking on client satisfaction in Jordan as an Islamic country; thus its finding will be an original contribution to the field of e-banking. Also, as there has been a shortage of research in the field of e-banking generally in the Middle East countries, the researcher hopes that this paper will establish a foundation for further research in the region.

Key Words: E-Banking, Client Satisfaction, Islamic Bank, Jordan

Introduction:

E-banking is defined to include the provision of retail and small value banking products and Services through electronic channels as well as large value electronic payments and other Wholesale banking services delivered Electronically (Yibin, 2003). Electronic banking includes variety of following platforms: (a) Internet banking (or online banking), (b) telephone banking, (c) TV-based banking, (d) mobile phone banking and (e) PC banking (or offline banking) or (ATM). Internet banking is a form of self-service technology, costing millions of dollars, which leading retail banks have made available in the recent past. An understanding of why users are more accepting of Internet banking services should help bank managers implement this self-service technology.

Internet banking refers to systems that enable bank customers to access accounts and general information on bank products and services through a personal computer (PC) or other intelligent device. Internet banking began in the early 1980s when many larger financial institutions began to provide access to some banking services through the internet. With the spread of the personal computer in the 1980s and the emergence of the World Wide Web, Internet banking became a reality (Phillips 2007). The global banking system is going through a period of unprecedented change, driven by shifts in the competitive environment and by regulatory changes. Due to the technological development of the last few decades, mainly in the area of telecommunications and information technology, the banking industry has been revolutionized, especially in the Internet banking sector. In spite of the fact that Internet banking has not yet fully replaced traditional banking, the revolution promises that in the future Internet banking services will all but completely replace traditional banking. According to the research done by Bradley et al. (2003), nearly every bank will have online services available by the year 2011. More surprisingly, Lüneborg and Nielsen (2003) have found that small banks have benefited from the emergence of the internet. Online services help small banks also to strengthen their competitive position with large banks. They maintain that “the findings mainly indicate that the positive effects of using customer-focused technology are strongest in small banks” (Lüneborg and Nielsen 2003, p. 259). The Internet has contributed to making competition even

fiercer, regardless of the size of the organization. Also, with the development of electronic commerce, it appears that a new era of Internet banking is beginning to emerge. Several studies have been conducted to examine the development of Internet banking and its operations (e.g., Aladwani 2001, Gailly and Philippart 2004, and Wang, 2006). According to Sudarraj et al. (2005), use of online banking has been steadily growing worldwide for the past decade, and seems to continue to do so.

The variety of electronic banking technologies available in the marketplace has greatly expanded in recent years, for financial institutions, such technologies as direct deposit, automated teller machines and debit cards can speed processing and reduce costs. From client's perspective choosing to use e-banking technologies can mean easier and lower costs bill-paying and time savings in managing finances.

Study problem:

Jordanian Bank have Done Outstanding steps in the last years to improve the type of service provided to its customers, during 2008 66 new services have been added to service list, in which concentrate in utilization of technology in serving customers, most Jordanian bank provide internet banking service for its customers. The application of e-banking in Jordan is influenced by number of elements, there are few studies that analyze the commitment development in the online context, and in this study we put forward a model in order to characterize the consumer commitment to website in the context of e-banking.

This study attempts to answer the following question:

Is there any statistically significant relationship between E-Banking variables (Perceived usefulness, Perceived ease of use, Perceived credibility, Customer attitude, and Perceived cost) and the level of Client Satisfaction?

Importance of the Study:

This study is important because the rapid development of internet and electronic business has stimulated the banking and financial sectors towards encouraging clients to bank on-line. And also this study provides the Jordanian people advantages of e-banking for them to consider using and less likely to agree or strongly agree with negative statements.

The use of e-banking has removed the banking personnel that facilitate the transactions and has placed additional responsibilities on the customers to transact with the service. Although the use of e-banking is provide for the benefits of the customers but these changes require increase work or involvement on the part of customers.

Research objectives:

This study proposed to investigate the following:

1. The relationship between perceived usefulness and client satisfaction.
2. The relationship between perceived ease of use and client satisfaction.
3. The relationship between perceived credibility and client satisfaction.
4. The relationship between customer attitude and client satisfaction.
- 5- The relationship between perceived cost and customer satisfaction.

Study Hypotheses:

The main hypothesis:

H1: There is no statistically significant relationship between E-banking and client satisfaction.

The sub hypothesis:

H01: There is no statistically significant relationship between Perceived usefulness and client satisfaction.

H02: There is no statistically significant relationship between Perceived ease of use and client satisfaction.

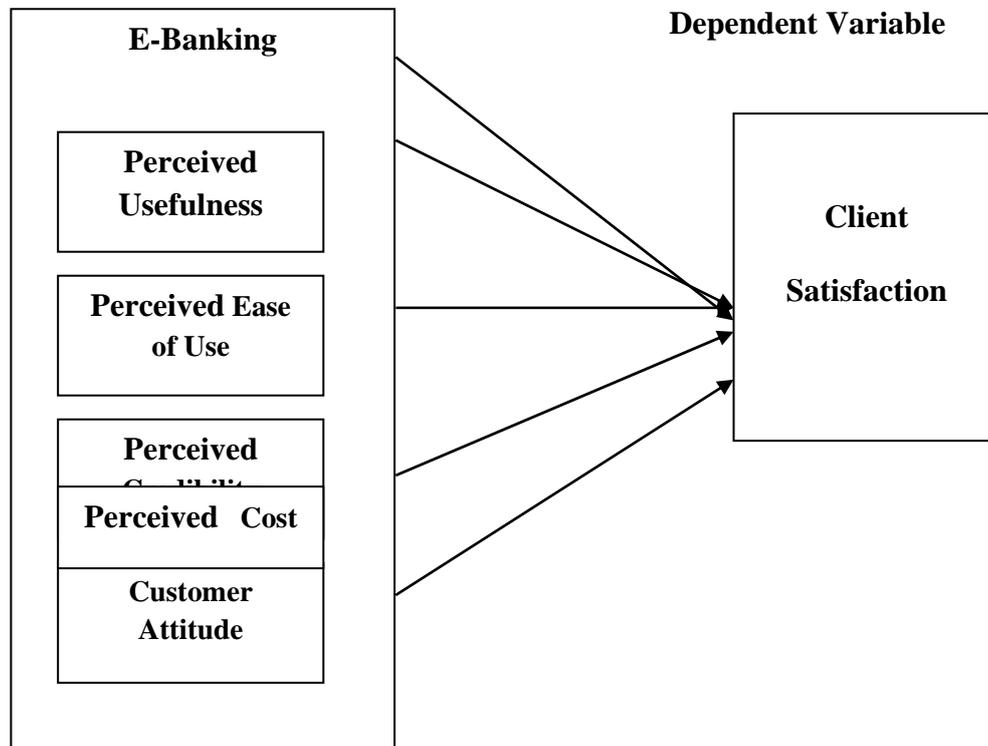
H03: There is no statistically significant relationship between Perceived credibility and client satisfaction.

H04: There is no statistically significant relationship between Customer attitude and client satisfaction.

H05: There is no statistically significant relationship between Perceived Cost and client satisfaction.

Study Model:

Figure (1): The Study Model
Independent Variables



Operational Definitions:

E-banking: internet portal, through which customers can use different kinds of banking services ranging from bill payment to making investments. (Pikkarainen *et. al.* 2004 P.224).

Perceived Usefulness: is the subjective probability that using the technology would improve the way a user could complete a given task. (Liao and Cheung, 2002).

Perceived ease of use: the ability of consumers to experiment with a new innovation and evaluate its benefits easily. (Consult, 2002)

Perceived credibility: the security and privacy concerns in the adaptation of Electronic banking. (Ba and Pavlou, 2002)

Customer attitude: perceptions regarding product information, form of payment, delivery terms, service offered, risk involved privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment. (Burke, 2002)

Client Satisfaction: is as process of satisfying human needs and wants with information, services or products through the exchange of money. (Janal, 2002)

Perceived Cost: The probability that using the technology of electronic banking would increase the cost associated with performing these services with the Standard Infrastructure and software that is already available (Soroor, 2005).

Theoretical background:

Internet Banking is nowadays the most e-banking service used in the developed countries. Whereas in the developing and emerging countries the use of Internet Banking is stilling until now weak especially in those African and Arabic countries (Keffala, 2009), Online electronic banking systems give everybody the opportunity for easy access to Their banking activities. These banking activities may include: retrieving an account Balance, money transfers between a user accounts, from a user account to someone else account, and retrieving an account history (Soroor, 2005).

In recent years, internet banking usage has become one of the most important e-commerce environments (Wang, Y. et al., 2003). Sohail and Shanmugham(2003), pointed out that a bank's promotional efforts indeed facilitate awareness of internet banking adoption and its benefits. Technology has introduced new ways of delivering banking to the customer, such as ATMs and Internet Banking. Hence, Banks have found themselves at the forefront of technology adoption for the past three decades.

Joseph and Stone (2003) have said that the internet deals with a large number of varied financial transactions like customer payments, securities transactions applications for loans or insurance acquisitions. The consequence of the structure and intention of the internet to be an open network means high security risks are involved with financial transactions. Today, various techniques and standards are offered in order to control or even avoid these risks. Basic requirements are as follows: customer and financial institution have to authenticate each other; private data have to be

encoded. Cryptographic algorithms used need to have certain characteristics; no third party should be able to quickly get access to messages or even to diver financial transactions; a digital signature is necessary to get binding legal contracts. These digital signatures have to secure the integrity of signed documents. It needs to be guaranteed that sender and receiver have the same intentions.

Keffala (2009) identify the barriers to the adoption of internet banking by Tunisian consumer, through using the Technology acceptance model, he conducted through regression that perceived ease of use and trust and security are motivators factors, other perceived cost and personal features are inhibitors factors to the adoption and usage of internet banking by Tunisian, also he deduced that internet cost and ATM usage are the main barriers to the adoption and usage of internet banking by Tunisian consumers. Mirza et al. (2009) conducted a study to develop an understanding of Iranian customers attitude and adoption of internet Banking services, demographic, attitudinal and behavioral characteristics of internet banking users and nonuser of Mellat bank customers from governmental sector are examined, the results revealed significant differences between demographic profiles and attitude of users and nonusers groups, the majority of the customers are very comfortable and willing to use internet banking services, branch counter was the most frequently adopted channel, security and lake of technological knowledge and awareness stand out as being obstacle to the adoption of internet banking services.

Rotchanakitumnuai (2003) state that though banks are very interested in internet banking they are concerned with the risks connected with procedures for transactions over the Internet. Today, banks are already loosing enormous amounts through cheques and credit card fraud. The security solutions of the future are therefore major concern for banks. If customers distrust the security it may create multiple problems. Banks will find it hard to launch Internet banking services if demand is low because of security doubts. Though the banks themselves believe that the security levels for bank transactions over the internet are sufficient, they also believe that their customers distrust existing security solutions, primarily because they are software based. There are 3 security aspects in a transaction: content confidentiality, integrity and authentication and non-repudiation.

Due to the importance of relationship commitment, several studies have analyzed it in traditional channels (e.g. Geyskens et al., 1996; Gustafsson et al., 2005). However, there are very few studies that analyze the commitment development in the online context. We may note that a first attempt to describe consumer's commitment in the online context was made by Bauer et al. (2002). To be precise, these authors consider that consumer's satisfaction and trust are two main precursors of commitment in the business to consumer online relationship. Nevertheless, this issue should be addressed in more detail. In addition, the lack of studies is notably intensified when the context of analysis is to be found in the relationships between consumers and banks over the Internet.

Banks as financial institutions naturally react very quickly to any change in the economic and technological environment. The case of electronic banking is not an exception. Just few years ago, no one ever heard of electronic banking in Jordan.

Today, all Jordanian banks issue electronic cards such as credit cards, ATMs, and direct deposit as well as they offer Internet and telephone banking.

In transition countries, banks are the most important financial intermediaries and sometimes the only ones. And yet, the general public is quite resilient to keep their savings. Therefore, banks are trying to attract customers in different ways because they are the most important for the banks. The most usual way is raising interest rates. In fact, this way did not prove to be efficient because of growing costs and an unstable clientage in search of higher interest rates on deposits.

There are also some other ways to attract customers. Nowadays, the most popular way is in making financial innovations and introductions of new products to the market. Electronic banking is becoming the way for development of banking system. Furthermore, the role of electronic banking is increasing in many countries. There are several reasons for that. First of all, this is due to increasing role of electronic money as a main instrument of electronic banking. Secondly, transition to electronic money is only possible through a wide implementation of electronic banking in the sense that issuing institutions have been developing simultaneously with institutions accepting money.

Financial services and the Internet:

Financial services as well as other services, are characterized by intangibility, inseparability, perish ability and heterogeneity. They are intangible in comparison to goods, and it is difficult to separate production from consumption since the customer is part in the process of both producing and consuming. The perish ability lies in that the service cannot be stored for use later. To customers, financial services look alike, and the reason for using one before another is primarily due to convenience for example branch location. (Rust and Lemon, 2001).

When offering financial services three types of channels are needed these are communication channels for exchanging information between the service provider and the customer, distribution channels for the physical exchange of the service and transaction channels generating the sales activity.

The Internet makes it possible to gather, organize, analyze and exchange large amounts of complex information. This can be done quicker and at a lower cost than before, since the Internet offers communications options with virtually no variable costs. (Neal, 2000).

From the banks point of view, the bank cannot differentiate the character of the branch from those of competitors. Instead it will be important to differentiate the service, concentrating on things like security, design and user friendliness of the Internet bank as well as creating of sustainable personal relationships with their customers. The absence of face-to-face contact might give customers a feeling of uncertainty and risk (Reichheld and Schefter, 2000) and a lot of reassurance might be needed before they will hand over personal details and preferences.

For the customer Internet enhances the possibility to take more part in the process of service production and consumption and to affect the performance of the financial service (Rust and Lemon, 2001). This is because the customer to a great extent carries out services on the Internet, instead of the branch personnel. Since Internet is not constrained by either location or time, it is possible to make use of a services provided on the Internet from off- site locations at any time. Thereby the customer does not need to travel to the bank to consume a service. Another feature of the Internet is that it increases the transparency because it offers the customer a possibility of getting a total view of banks available in the market. Therefore, creating loyalty among

customers might be even more important in online banking than in conventional banking. (Muphy, 2000).

Research Methodology:

Study Population and Sample:

The population was all the electronic banking service clients of Jordan Islamic Bank in all Jordanian cities. A sample of (150) clients constitutes the sample of this study, based on (7) branches of Jordan Islamic Bank in Jordan. The sampling frame for the clients was the official register list for the electronic banking users, which was provided by Jordan Islamic Bank.

Instrument Validity and Reliability

Validity: The questionnaire was reviewed by four experts- whose knowledge and experiences were sufficient in this scope -to make sure that each item is measuring exactly what is intended to be measured. Furthermore, a pilot study was conducted on 30 respondents to test the research instrument before distributing it to the whole sample. Upon the feedback of the experts and the pilot study the questionnaire had been amended taking into consideration their suggestions, comments, and directions to achieve the validity of the instrument.

Reliability: The internal consistency reliability of each of the dimensions was assessed by Cronbach's alpha test table (1). The alpha values for all dimensions vary from 0.0.710 to 0.879, which are considered to be acceptable according to (Sekaran, 2003).

Table (1): Cronbach's Alpha for Study Constructs

Variable	Alpha
Perceived usefulness	.710
Perceived ease of use	.750
Perceived credibility	.879
Customer attitude	.724
Client satisfaction	.734

Data Analysis and Findings:

Descriptive Statistic of the Data:

Five points Likert scale has been coded to enter the data into Statistical Package for Social Sciences (SPSS) software in order to achieve the study objective. The levels of the scale were given the following rating: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree. To get the general results of the study, the mean of different responses to the statements were calculated using (SPSS). The standard mean of all statements is (3), and the response below is considered negative and it will not be applied; but if the result is higher than 3, the result will be applicable.

Table (2): Descriptive Statistic for Variables

Statements	Mean	Total Mean
Perceived usefulness		
١. Using the Electronic banking enable me to utilize banking services more quickly.	3.77	3.65
٢. Using the Electronic banking improves my performance of utilizing banking services.	3.90	

<p>۳. Using the Electronic banking for my banking services increase my productivity.</p>	3.27	
<p>۴. Using the Electronic banking enhance my effectiveness of utilizing banking services.</p>	3.75	
<p>۵. Using the Electronic banking makes it easier for me to utilize banking services.</p>	3.56	
<p>Perceived Ease of Use</p>		
<p>6. Learning to use the Electronic banking is easy for me.</p>	3.34	3.31
<p>7. I find it easy to do what I want to do in the Electronic banking.</p>	3.31	
<p>8. My interaction with the Electronic banking is clear and understandable.</p>	3.29	
<p>9. I find the Electronic banking to be flexible to interact with.</p>	3.32	
<p>10. It is easy for me to become skillful at using Electronic banking.</p>	3.27	
<p>Perceived Credibility</p>		
<p>11. Using the Electronic banking is financially secured.</p>	3.64	

12. I trust in the ability of the Electronic banking to protect my privacy.	3.44	3.49
13. I trust the technology of the Electronic banking is using.	3.41	
14. I trust in the Electronic banking is a bank.	3.52	
15. I am not worried about the security of the Electronic banking.	3.45	
Customer Attitude		3.47
16. I feel using Electronic banking is a wise idea.	3.37	
17. I feel using Electronic banking is a good idea.	3.20	
18. I like to use Electronic banking most frequently.	3.39	
19. I would feel that using the Electronic banking is pleasant.	3.46	
20. In my opinion, it would be desirable to use the Electronic banking.	3.95	
Client satisfaction		
21. I will use online banking on regular basis in the future.	3.86	

٢٢. The language was easy to understand in bank website.	3.43	3.83
٢٣. The level of technical terms which used in bank website was appropriate.	3.99	
٢٤. I will strongly recommend others to use online banking.	3.95	
٢٥. I am satisfied about the e-banking data and services in bank website.	3.93	

Table (2) shows that the means of all questions are more than the standard mean (3) and the sample highly agree towards E-banking variables because total mean also great than the standard mean (3) as the following: Perceived usefulness (3.65), Perceived ease of use (3.31), Perceived credibility (3.49), Customer attitude (3.47). Table (2) also shows that the total mean of client satisfaction are more than the standard mean (3) which is (3.83).

Testing Hypotheses:

Testing main hypothesis:

H0: There is no statistically significant relationship between E-banking and client satisfaction at ($\alpha \leq 0.05$).

Table (3): Results of testing the Main Hypothesis

Model	Sum of Squares	Df	Mean Square	F	Sig.	R ²
Regression	2.718	4	.680	43.209	.000	.645
Residual	1.494	14	.107			
Total	4.212	18				

As shown in tables (3), multiple Regression was used to test the main hypothesis and it was found that (calculated $F= 43.209$) is greater than (tabulated $F=2.37$), and the significant of “F” value is (.000). So we will reject (H_0), and accept (H_a).

Testing the sub-hypothesis:

H_{01} : There is no statistically significant relationship between Perceived usefulness and client satisfaction.

Table (4): Results of Testing Sub-Hypothesis (1): Perceived usefulness

Model	Sum of Squares	Df	Mean Square	F	Sig.	R ²
Regression	1.466	1	1.466	19.638	.000	.348
Residual	2.746	14	.018			
Total	4.212	14				
		8				
		9				

F-test was used to test the first sub- hypotheses, and it was found that (calculated $F=19.638$) is greater than (tabulated $F=3.84$), and the significant of “F” value is (.000). So we will reject (H_0), and accept (H_a).

H02: There is no statistically significant relationship between Perceived ease of use and client satisfaction.

Table (5): Results of Testing Sub-Hypothesis (2): Perceived ease of use

Model	Sum of Squares	Df	Mean Square	F	Sig.	R ²
Regression	.203	1	.203	14.968	.000	.221
Residual	4.009	14	.286			
Total	4.212	15				

F-test was used to test the second sub hypotheses, and it was found that (calculated F =14.968) is greater than (tabulated F=3.84), and the significant of “F” value is (.000).So we will reject (H0), and accept (Ha).

H03: There is no statistically significant relationship between Perceived credibility and client satisfaction.

Table (6): Results of Testing Sub-Hypothesis (3): Perceived credibility

Model	Sum of Squares	Df	Mean Square	F	Sig.	R ²
Regression	.017	1	.017	13.689	.000	.633
Residual	4.196	14	.299			
Total	4.212	15				

F-test was used to test the third sub hypotheses, and it was found that (calculated $F = 13.689$) is greater than (tabulated $F = 3.84$), and the significant of “F” value is (.000). So we will reject (H_0), and accept (H_a).

H_{04} : There is no statistically significant relationship between Customer attitude and client satisfaction.

Table (7): Results of Testing Sub-Hypothesis (4): Customer attitude

Model	Sum of Squares	Df	Mean Square	F	Sig.	R ²
Regression	1.364	1	1.364	16.904	.000	.323
Residual	2.849	14	.203			
Total	4.212	15				

F-test was used to test the fourth sub hypotheses, and it was found that (calculated $F = 16.904$) is greater than (tabulated $F = 3.84$), and the significant of “F” value is (.000). So we will reject (H_0), and accept (H_a).

Conclusions and Recommendations

Conclusions:

This field study examined the relationship between E-banking and client satisfaction on a sample of (7) branches of Jordan Islamic Bank consist of (150) clients. Results of qualitative and quantitative analysis, and careful review of the literature, enabled us to reach some important conclusions.

The results of descriptive statistics showed that almost (76%) of the sample surveyed were males and (24%) females. In terms of age, the study showed that almost (53%) of the sample age ranged located in the first three category's. In terms of job position,

the study showed that almost (46%) of the sample occupied job from official employee . Characteristics of the sample education showed that (35%) of respondent who surveyed have bachelor degree.

The result shows that the respondent are highly agree towards E-banking variables because the total mean great than the standard mean (3) as following:

Perceived usefulness (3.65), Perceived ease of use (3.31), Perceived cridibility (3.49), Customer attitude (3.47). The result also shows that the total mean of client satisfaction are (3.83).

The results of hypotheses tests partially supported hypotheses in alternative forms. In this respect, results of statistical analyses showed a statistical significant relationship between E-banking include variables (Perceived usefulness, Perceived ease of use, Perceived cridibility, Customer attitude) and client satisfaction.

Recommendations:

The study recommends that the supporting of banks to expand their electronic services in a planned and well articulated strategy for the long run, in order to have client's satisfaction and increase in banks profitability.

The study presented the following recommendations based on the conclusions:

1. Jordanian banks should give high attention for the E-banking to enhance their client satisfaction as important management technique.
2. Jordanian banks should increase the utilization of E-banking by increasing the clients awareness' for this services.
3. Website of Jordanian banks should be more easy of use, take into consideration the differences between the client level of education.
4. Jordanian banks should continuously improve their operations, and focus on E-banking.

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