

Factors Associated with the Adaptation of Mobile Banking by Banking Customers in North Central Province of Sri Lanka

Y.G.G.N. Bandara^{1,*} and G.P. Subasinghe²

*Department of Information Systems, Faculty of Management Studies,
Rajarata University of Sri Lanka, Mihintale, Sri Lanka^{1,2}*

*Corresponding author: gayathribandara223@gmail.com

Abstract

The evolution of mobile banking has transformed global financial services and offers many benefits to banking customers. Therefore, mobile banking has become popular among people around the world. Mobile banking adoption is higher in urban areas than rural areas in Sri Lanka due to various reasons. This study aims to examine the factors associated with the adaptation of mobile banking by banking customers in North Central Province, Sri Lanka. The research is grounded in the TAM model and the UTAUT model. Perceived usefulness, perceived ease of use, trust, technology readiness, and social influence were considered as independent variables. The objective of this study is to analyze the impact of independent variables on the adaptation of mobile banking. The study was conducted as quantitative research, using the random sampling technique. The sample size is 384. SPSS software was used to analyse the collected data. Demographic analysis, descriptive analysis, correlation, and regression analysis were used to analyse data. According to the analysed data, the variables are statistically valid, reliable, and significant. According to the findings, the variables are more impactful for the adaptation of mobile banking services. The findings provide valuable insights for financial institutions and policymakers to develop efficient mobile banking services. Enhancing security, trust, and user-friendly interfaces improves customer adaptation in mobile banking. Finally, this research will provide valuable insight for existing and potential customers to use mobile banking services.

Keywords: banking customers, mobile banking, perceived ease of use, perceived usefulness, social influence