

CHAPTER 5

CONCLUSION

This chapter shows off the final discussion and conclusion of the current study; beside that it provides an overview of the research findings, discussions, suggestion and limitation for the further application.

5.1 Discussion about the relationship between variables

Perceived usefulness and intention to use IB: the findings in this study show that perceive usefulness ($\beta=0.068, p>0.05$) has a significant effect on intention to use IB. The outcome is supported by many prior studies such as Chong (A. Y. Chong, Ooi, K.B., Lin, B., Tan, B.I., 2010), C. Lim (C.Lim, 2013), Azim (Azim et al., 2011). This result is easy to understand because it benefits and convenience. Customers do not need to run to banks to do transaction, withdraw or transfer money, instead they can do it at their home, office or anywhere with a computer connect to the internet. Using IB helps customers save time, manage their financial better and easy to doing transaction. These outstanding benefit and convenience are easy to see by customers. Although IB in Vietnam is really new, but Vietnam is developing quickly and everyone is busy with their work, so using IB is a good choice for them, especially with office clerk, govern officer or business man.

Perceived ease of use and intention to use IB: perceived ease of use has a strongest impact on the intention to use the IB. This result is consistent with Chong [16]; C. Lim [33]; Juwaheer (Juwaheer et al., 2012). This is especially truth in Vietnam where IB is very new and still at the beginning state. Many respondents told me that in Vietnam Banks lack of advanced technology and policies to protect their sensitive information. It points out that the level of customer's believes in IB is low. Thus, they will probably feel unsafe and uncomfortable when the processes of using IB are complex, unclear or spending of time and effort. They will absolutely get into doubt about that are they doing correctly, especially when it relates to their money.



Moreover, respondents in this research include non-user, so easy to use is an important characteristic that they are concern.

Trust and intention to use IB: Trust is found to be a significant determinant to predict the intention to use the IB in Vietnam. The result can be easily understood because banking transactions will usually involve monetary transactions. Thus, users especially from developing countries will be more cautious as they are more used to conducting monetary transaction face to face. Lack of proper security and privacy protection, users are willing to ignore using the online banking services offered by banks. Many respondents told me that they know IB is very useful and convenience but they worry about the security, especially in Vietnam where internet banking is at infant stage.

Government support and intention to use IB: Consistent with Chong [16], Jaruwachirathanakul and Fink (Jaruwachirathanakul & Fink, 2005), Tan and Teo (Tan, 2000) studies, government support is found to be a significant determinant to predict the intention to use the online banking in this research. In Vietnam, e-commerce and IB till stay at the beginning state, so the government is trying to issue policies, regulations, directions or develop the infrastructure to support financial sector and banking, they always play an important role in the direction and development of financial sector and banking.

Social influence and intention to use IB: the finding in this study shows that social influence is a significant determinant of consumers' intention to use IB. This result dues to the characteristic of Vietnamese culture is that Vietnamese are influenced by others in their daily live, they live in relationship network and try to make their behavior consistent with others. An individual will become more confident in using IB when they see someone in their social circle using it. This result gives a positive sign for Vietnamese banks because it means that improving the adoption of internet banking to certain extent can lead to a chain reaction as individuals may adopt internet banking by watching other people in their circle using it or providing incentives and promotion for customers' referral can be a strong technique to attract new users.



5.2 Suggestion

Among the predictor of Intention to use, perceived ease of use has the strongest effect on Intention of using IB. It is key success factor of IB system, because IB is built for the provision and extension of banking services. Following government support, perceived usefulness, trust and social influence have positive significant effect on Intention of using IB, respectively. This suggest important role of perceived ease of use about IB. This has implications for design and implementation of system.

Firstly, specialists who involved in designing the IB system should design the system with technical features and instructions that allow the beginning users to use them without being confused. Banks need to pay attention to designing easy to use, useful and trustworthy systems beside the support of government. The connection between Trust and Online Banking use is apparent. Aside from the customer direct experience, factors like reputation, endorsement and positive word of mouth may affect Trust development. It is essential and important for banks to build an innovative reputation, because customers are likely to place their trust in well-known innovators.

Second, government support is another important factor that affects potential adopters' intention to use IB. It is another success factor of IB, because government support offers many facilities to spread out, promote and advertise for banks. This suggests that government support is a guarantee for customers when they using IB. This helps to improve trustworthiness of customers in IB system. Thus, banks should take advantage of government support as much as possible.

Third, to keep and attract more IB customers and increase the acceptance of IB service in Vietnam, it is definitely not enough to make the IB system useful and easy to interact with. Rather it is vital to address the issue of security and privacy in order to improve customer's trust in IB system. However, most of consumers do not have enough technological knowledge to fully understand the meaning and functionality of these security features. Therefore the precious strategy for bank manager is focused on training and promotion approaches with the aim to influence their customer's perception of online security and to improve their customer's



knowledge about privacy and security mechanisms and concepts such as encryption methods.

Next, the investigation of Nielsen Vietnam in 2009 in Hanoi and Ho Chi Minh City pointed out that Vietnamese prefer to hear friend's opinion and are much more influenced by opinion of other people in their circle network. Reference of family and neighbors and experience are important for them. Pay attention to this characteristic, to attract potential users that based more on references (such as friends, colleagues, and family members). Bank manager should training for their employees about IB system: privacy, security, and profit of IB system and encourage them to use IB system. From those people, they can introduce to their family, friends and neighbors.

5.3 Limitations and future research directions

Regarding this research, it is inevitable totally avoid limitations.

Firstly, most of respondents are young adult with age from 18 to 30 years old, so it cannot reflect over the perception of Vietnamese. Moreover, the sampling of this study is a little bit small, so it also influence on the result of research.

Second, the current study is on adoption of IB in Vietnam just center on individual customers, so future research should direct to corporate customers such as companies or enterprises. Therefore, there will have comparison made between corporate customers and individual customers in terms of the factors effect on their intention decision, the criteria for choosing an IB services, and the kinds of products and services perceived to be useful.

Third, due to space restrictions on the questionnaire we cannot include usability and other perceived characteristics of IB and web site-related questions. This maybes a valuable research goal for further studies.

