E-BANKING ACCEPTANCE STUDY OF SOMALIA CUSTOMERS

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This Report Presented in Partial Fulfillment of the Requirements for the Degree ofMaster of Science in Management Information System

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APPROVAL

This Project titled **"E-banking Acceptance Study of Somalia Customers"**, submitted by Mohamed Said Isse to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of MS. in Management Information System and approved as to its style and contents. The presentation has been held on 24, January 2023.

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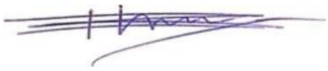

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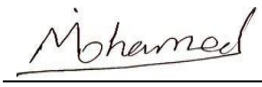

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ABSTRACT

The thesis is “Factors that affect intention to use electronic banking as a method of payment in Somalia”. E-banking have become famous for changes in online trading and money transfer systems. Studies related to investigating the level of intent to use electronic banking among Somalia people. E- banking are intended to replace existing physical banking with banknotes, coins, plastic cards, debit cards, loyalty cards, and more.

Today, payment transaction challenges were initially underestimated. Businesses via the Internet and mobile communications have so far been dominated by the methods of payment systems in traditional businesses. However, given technological advances, traditional business models are increasingly reaching their limits. E-banking is a convenient, easy-to- use, and secure payment system. This is a flexible "electronic payment system" with multiple withdrawal and deposit options via bank accounts and credit / debit cards. Therefore, this study was conducted to investigate perceptual and subjective norms that affect consumer anxiety about technology, self-efficacy, and PSA students' willingness touse e-banking.

A sample of 156respondents from entire Somalia people were involved in the study. The research instrument consisted of several sections on demographics, the profile of volunteerism, knowledge, attitudes, and awareness toward volunteerism. The data was analyzed using the SPSS version 26. Descriptive statistics were used to analyze the data. The study found that Consumer Technology Anxiety is higher which (mean = 3.97) and the second is Perceived Risk (mean = 3.95). The findings that self-efficacy and subjective give effect of the level of intention to use e – banking. This give indication that e – banking is still low and need to get promote to enhance the using e – banking in future in Somalia.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

The history and a general overview of internet banking in Somalia are covered in this introductory chapter. It details the forms of online banking available in Somalia as well as how internet banking has evolved through time. The chapter covers the significance of this research as well as the goals and questions of the study, as well as its contributions and sources of inspiration. The growth of electronic services technology has led to the creation of numerous opportunities. Additionally, it has posed some threats to a number of businesses and service industries. Whether they want to or not, businesses are increasingly relying on the internet as a distribution channel to stay competitive or expand their market share. Financial institutions may face a significant challenge as a result because there isn't reliable information on electronic or e-services on elements that are important to users and affect their behavior. These financial institutions may embrace and execute services or solutions that are harmful to their consumers in an effort to keep up with the rest of the world in terms of electronic banking because they lack appropriate information.

The application of ICT in the banking sector has advanced significantly in recent years; a move that has made it possible to help banks better comprehend their services and products. The environment on the internet has changed significantly as traditional businesses and banks transition their operations to digital banking. Began to vanish from our streets, particularly in developed nations however, the manner in which customers receive financial services has been altered by the availability of technologies. For instance, cashiers have been replaced by Bank branches have been replaced by automated teller machines (ATMs), telephones have been replaced by call centers, and almost all banking transactions are now done online. This means that banks will have lower transaction costs, be able to trade 24 hours a day, have a larger business territory, and be more efficient in their day-to-day banking operations. Offering a wide range of products made with the most recent technology is necessary for them to be successful in this market. Consequently, numerous banks, the appeal financial institutions, etc. In the creation of new electronic banking products for their global customers.

The main goal of this study is to determine the main motivators for Somalia consumer's to begin utilizing e-banking. Even while some Somalia trusted credit unions, they made sure to retain a safe quantity of money in their "safe places." Somalia used to bank a lot the old-fashioned way, storing

money beneath their beds or in a safe spot at home. The majority of individuals use banks to deposit or withdraw money, yet some people still hide huge sums of cash there or join credit unions to deposit and pay checks. As a result of the emergence of e-banking services, some people are starting to accept the changes and give up their old banking practices. However, this thesis's objective is to pinpoint theSomalia to accept these changes despite being accustomed to the old banking methods and systems. Financial markets and the IT industry have seen a rapid rise in e-banking acceptance and adoption inrecent years. Traditional banking procedures have been significantly altered by electronic bankingmany financial institutions have invested in this market because of the difficulties in developinginternet banking. This was later confirmed by [1]. Customers are happier with e-banking services thanthey are with traditional banking Banks like Barclays Bank PLC in developed nations, like the UnitedKingdom, have gone one step further and now allow customers to complete their transactions on theirown using machines in branches without the assistance of a human employee. The usage of e-bankingas a distribution mechanism for budgetary administration is growing. Customers in Australia haveaccess to ATMs every day of the week, 24 hours a day. Customers have the option of makingsubstantial, quick deposits into their accounts or sending money to others. ICT has advancedtremendously, and internet banking has become more popular. In the financial industry, this isregarded as the most potent force for change. The financial sector's service design and delivery haveundergone significant shifts as a result of ICT When thinking about future improvements like savingmoney, influencing how banks advertise, and general business practices, this new ICT is becoming avery important factor. Because of how quickly

1.1 Background of the study

Banking is a highly information-intensive activity that heavily entails ICT for information acquisition, processing, and dissemination to all relevant users. Banks can use ICT to differentiate their products and services in addition to relying on information precision. Customers of banks can now access Thanks to ICT, people can check their account balances, pay bills, and transfer money between accounts while at home or at work. Prior to the introduction of electronic banking, banks had trouble growing and capturing a sizeable portion of the banking market. In order to expand their market and geographic reach, they increased their investment in real estate. More banks are using the internet, a new medium. [2]. quote from the Financial Times explains this change by stating that banks are not essential to a modern economy while banking is. This is evidenced by the fact that

brick-and-mortar banks are increasingly going out of business and more and more offer electronic banking. One type of online banking is internet banking: A different option is PC direct dial banking. Customers who used direct-dial PC banking had to use specialized computer software that was provided to them and supported by their depository institution prior to the introduction of internet banking, because wireless has taken over everywhere PC direct dial is currently used by almost no one. Went on to describe the three distinct types of banking websites that regulators distinguish. As the name suggests, these websites are solely informational, offering services and information about the depository institution but lacking an interactive component. The second category includes websites that allow customers to exchange information with one another and communicate with the depository institution to inquire about their accounts. One of the world's most successful inventions, the internet has provided numerous banks and businesses with opportunities for success. Banks, businesses, and users have allbeen able to connect with these services.

With the rest of the world by distributing their services via the internet According to although a growing number of people are beginning to use internet banking, they are extremely concerned about security and privacy issues. According to the digital Literacy Fact Sheet, most people still don't know how to use computers, especially in Africa. This is because there aren't enough laws to regulate e-transactions, people prefer to use paper money over "virtual" cash, and there isn't enough technological infrastructure or reliable power supply.

1.2 Online banking information systems

An internet- or web-based system known as OBIS is one that users anticipate to use to conduct a range of transactions (over the internet), including bill payment, fund transfers, account viewing, and stock trading. After the validation of their IDs and passwords, transactions can be conducted. The first thing customers do Customers can access their bank accounts and websites by clicking a link on the OBIS, or "internet branch," when they visit a bank's website. Online banking relies heavily on reliability. Banks work hard to develop trusting relationships with their clients while simultaneously focusing on services that save them money customers can rest assured that available services will always be available to them as a result of this given the intense competition, customer loyalty is crucial for banks to win

According to [3]. OBIS is an internet- or web-based system utilized by clients with the expectation of performing a variety of transactions (over the internet), including bill payment, fund transfers, account viewing, and stock trading. Transactions can be made after their IDs and passwords have been validated. Customers access the OBIS, or "internet branch," the first link they click on when they visit a bank's website. From there, they can access their bank accounts and websites. Reliability is an

Important aspect of online banking. Not only do banks spend time improving services that save them money, but they also try to build a trustworthy relationship with their customers. Customers can rest assured that available services will always be available to them as a result of this [4] Given the intense competition, customer loyalty is crucial for banks to win Traditional financial institutions have been altered by online banking. Banks must prioritize enhancing their online banking offerings. These innovations are offered to improve the services supplied to bank clients, but it is not the end of the tale; banks must also pay special attention to their customers. The level of public acceptance of online banking is a key factor in determining the viability of this sort of banking. The significance of the factors that influence customers' decisions to adopt electronic services offered by banks is discussed in detail in the first chapter. The context of the study and Somalia's banking transformation history are discussed in the first section of this work. In the third section, in the fourth, the hypothesis, objectives, and research questions are covered in addition to the problem statement. The importance of this study is discussed in the fifth chapter. The conclusion describes how this study differs from other research on the same or related subjects and nations carried out inside and outside of Somalia.

1.3 E-banking

Electronic banking was underutilized in the 1990s because businesses primarily used it to market or sell their services and goods noted that the Australian financial industry has had intense competition since deregulation was introduced in 1983 while focusing on customer internet usage. Financial institutions are presently number seven. Developed fresh approaches to maximizing ICT. Stated in 2007 that due to challenges in establishing and supporting electronic banking, many institutions have boosted their efforts in internet banking. As a result of the growth of e-banking, several banks have reconsidered their ICT strategy in areas that are competitive. According to these studies, branch banking is more expensive than online banking services, and banks risk losing clients if they do not adapt to the growing e-banking trend. The rapid expansion of online banking in recent years is prime example of how well-liked this medium is among customers. It implies that the way in which clients manage their finances will alter. Account aggregation is a feature of internet banking. Customers are able to manage their finances and conduct transactions from a single location thanks to financial data aggregation, sometimes referred to as account aggregation. To put it another way, a client another definition of electronic banking is the use of technology to transmit commands and receive data from a financial institution where an account is stored the system that allowed customers, individuals, or businesses of financial institutions to access accounts, conduct business, or obtain information on financial products and services through a public and private network is included in this service the availability of information and electronic banking interpersonal Interaction that was present in the traditional banking method. As a result, in order to win over customers who are accustomed to using conventional banking methods, it is essential to offer services of high quality. Knowing how to address the needs of clients with the new banking service has been one very important aspect of electronic banking. Banks with the two groups account for the consistent success of internet banking: both new and returning customers Customer retention is more important than customer attraction because keeping Existing consumers will be less expensive than acquiring new ones. Customers can now easily access multiple accounts thanks to account combination, even if they have accounts with various banks, from a single access point. Customers can use these services to access their credit or debit accounts from anywhere in the world to carry out transactions, pay bills, and do other things with one account (assuming these other banks support account aggregation; Customers can use a username, a password for each account in order to access account aggregation, as well as the URL (uniform resource locator). Accounts both internal and external Customers are transferred

directly from their bank's website to the external account after successfully logging into the account they are attempting to access. They can also access all of their bank data from other banks through account aggregation

This banking technique is quicker and simpler to use. The ability to access bank statements, playbills, complete transactions, track spending with a single click, transfer money between accounts, and more are all available to users through internet banking, the representative continued. It is significant to remember that account aggregation is another name for financial data aggregation the majority of people who do not use these banking services do so in Africa, where a large number of people are poor and vulnerable. Internet banking has made it possible for banks to operate in a variety of domestic and international settings. Banks from Somalia that have adopted these new banking methods in recent years will be studied in order to provide a clearer picture of how internet banking has affected many Somalis lot of. The majority of Somalia's banks have trouble enlisting the unbanked in their operations. Due to high bank fees low-income rates, high poverty rates, and a lack of proof of address, the majority of people do not use this modern banking system whopping 7 million people lack access to common online services. Banks will gain a lot from mobile technologies. To encourage customers to open accounts with them, Standard Chartered Bank recently implemented a new approach in which the bank of resident's employees (agents) canvas the neighborhood using the agent's phone. Because they are aware that the majority would be unable to open accounts with their banks due to a lack Standard

Chartered Bank has chosen to employ identification cards and communicate via them as evidence of address. With customers via phone because the majority of people feel more at ease doing so.

1.4 Problem of statement

Recent advancements have made it possible for virtually everyone to access the internet for a multitude of purposes. Manufacturers utilize internet marketing and advertising to target their customers and deliver the goods and services they want. Banks use the internet to provide services to their customers for financial gain. Many contend that as the internet has grown, so too has the amount of scammers. Banks are enhancing their security services to protect their clients and stop fraud. [5] The primary services offered by e-banks are bill payments, account balance checks, money transfers between accounts, and bank statements other e-banking services include loan provisions, among others. Commercial Banks and Fairland First Bank are two examples of Somalia banks that have spread their commercial operations to other nations. Because it makes transactions cheaper to

complete and more accessible quickly, electronic banking has gained attention on a global scale. E-Banking expands markets, draws in new clients, and improves the standard of services offered. Despite its introduction nearly 21 years ago, electronic banking in Somalia is still in its infancy. The factors that encourage customers to use electronic banking are poorly understood. A study of this kind is needed because Somalia hasn't done much, if any, research in this area. It is important to understand the factors that influence whether consumers adopt e-banking and whether they continue to use this banking system when taking other external factors into account that might be adoption reasons (positive or negative).Customers who desire social and psychological benefits form intimate relationships with banks. Instead of having a relationship with the faceless online banking world, these customers want to talk to people in person. Due to the lack of a face-to-face connection required for electronic banking, it is more difficult for banks to develop connections with their customers. For those over the age of 18, internet banking is a superior choice

1.5 Importance of research

Developing nations must comprehend the pace of technological advancement and adoption. The government, providers, banks, and management all value this information. Information technology adoption, a lack of funding, insufficient motivation, and Convenience are a few issues that have previously been highlighted as contributing to sluggish acceptance. Other general factors include strict government regulations, a lack of resources and expertise, and unrest in some regions of the nation.

1.6 Research of aim and objective of the study

It is anticipated that the findings of this study would enhance the body of knowledge already available on Somalia's acceptance of new technologies and online banking

1.7 Significance of the Study

It is believed that electronic banking began in the early 1970s.Online banking technology and usage continue to be dominated by Europe. The banking industry has recently added e-banking to its offerings e-banking presents new business opportunities, so banks around the world are reorganizing their business policies. Customers can use the secure websites of their banks to carry out their transactions through online banking, also known as internet banking by simply going to their banks' websites, customers can easily check the balances of their accounts every day. Since the introduction of online banking, there has been a significant increase in opportunities for financial institutions. [6], because internet banking has opened up so many new prospects, there is a lot of rivalry in the banking sector. Factors that allow Somalia to accept these new banking methods without giving up their old banking methods. In addition, the study provides in-depth data on Somalia's e-banking system to demonstrate that these factors may facilitate acceptance however the bank can still focus on a lot of hesitation. The study focuses on convenience, by presenting characteristics that customers in Somalia can use to accept and implement electronic banking, this study intends to expand on the models from earlier studies. Additionally, recommendations are provided to assist banks in determining the areas where they fall short in assisting their clients and the general public to embrace e-banking. The results of this study will aid banks by giving them information about internet banking so they can control and enhance their services. Academically, it contributes to the body of knowledge by shedding further light on the elements that led to Somalia's effective adoption of online banking. The fact that this study will assist banks in improving their electronic banking services and refining their market strategies is what makes it practical. Bank managers may

Also be able to use the information from this study to adjust their most important factors in way that makes internet banking more understandable and accepted by customers.

1.8 Research objectives

The main objectives are intended to find out whether customers accept, continue to use, or quit utilizing electronic banking services such ATMs, telebanking, e-statements, mobile banking, and online banking. Consequently, the following objectives guide the research:

1. To learn how electronic banking is viewed by users and non-users alike, as well as to determine

   What drives Somalia to use it?
2. To create a framework or model for the steps leading to Somalia's acceptance of internetbanking.
3. To create a paradigm that connects Somali clients and e-banking acceptance.

CHAPTER 2

A REVIEW OF THE LITERATURE

2.0 Introduction

This chapter reviews the literature on telephone banking, online banking, consumer behavior, quality control, and customer satisfaction. Africa trailed behind other continents in the usage of modern ICT for both domestic and international economic activities at the beginning of the twenty-first century. Because new technologies are quickly and broadly accepted, online banking is a relatively recent technology that has gained popularity over the past few decades. A system that enables a person to perform various banking functions through the Internet is known as online banking comfort of their home using the internet and services that allow for electronic financial transactions. Online banking was initially in the United States on October 6, 1995. White House Savings Bank (PBS) this chapter addresses various models for the acceptance of online banking as well as the results or conclusions reached by various academics. This chapter also covers the various varieties of online banking services. Based on prior studies in both developed and developing nations, more specific informationabout the adoption of e-banking is presented.

2.1 Forms of e-banking service delivery channels

Different tools are utilized in electronic banking, which might aid in identifying the services required. These tools include telephone lines, laptops, and payment methods like Bank cards and automated teller machines. The numerous ICT applications in the banking industry are listed below:

2.2 Automated Teller machines (ATMs)

The definition of an ATM is "a device that combines a computer terminal, database system, and cash vault in one unit, allowing customers to access the bank's bookkeeping system with a plastic card by dialing a special code number into the computer terminal connected to the bank's computerized records 24 hours a day." [7] Customers can use a variety of banking services once they have access. Outside of bank branches, as well as at other venues like malls, airports, and places remote from the clients' primary bank, ATMs are usually available. ATMs were initially created as means of supplying cash. Employing both human and robot tellers during banking hours helps banks operate more efficiently. Amusers save time by using these devices and have more time to perform other useful activities outside of banking hours because ATMs assist customers avoid long lines in banks. For customers who want to work more productively, using ATMs is a more

cost-effective

Approach. In contrast to the 4,300 transactions handled by human tellers each month, Rose predicts that there will be at least 6,400 transactions per month Using ATMs allows people to carry out theirregular financial activity outside of banking hours

2.3 Telephone banking

Telephone banking (telebanking) is a type of virtual or remote banking that is essentially the delivery of branch financial services via telecommunication devices in which bank customers can perform retail banking transactions by dialing a touch-tone telephone or mobile communication unit that is connected to an automated system of the banks using Automated Voice Response (AVR) technology" [8]

Numerous advantages of telebanking are offered to both banks and customers [9]. Telephone-based services are far less expensive for banks to deliver than services given at bank offices. Every time an ATM is utilized, productivity is obtained; the only time there is no productivity when money is given out. Even when banks are closed and business hours have ended, there is constant productivity since ATMs offer retail banking to the general population. Public. Instead of visiting bank branches, customers can obtain retail banking services from the convenience of their own homes or businesses. This is more practical and efficient for customers. Customers will only require a phone to conduct banking transactions, which is a perk of using this service. Banks have staff on call around the clock to help their clients. Banks hire and compensate customer advisers, which raises the cost of the service. Technical telephone systems that are automated to assist client’s and will transfer them to human assistance if they are not satisfied to have been installed to reduce such additional expenditures.

2.4 Internet banking

Internet banking gives customers access to and controls over their online accounts by allowing them to go into their banks' websites and perform necessary transactions only after navigating a number of security barriers put in place by these firms [10]. The process of online banking is identical to that of traditional banking however it is carried out online. Internet banking provides numerous benefits to both institutions and their customers. One of the most significant benefits is that it is inexpensive andthus cost-efficient, and time-

saving, achieving customers more flexibility and convenience, as well as full control over their banking when they use the virtual services provided by internet banking [11]Transactional service delivery (doing retail banking) and informative service delivery (informing consumers about bank products, etc.) Internet banking is less expensive, saves time, increases productivity, eliminates distance and time problems, and allows banks to service clients from all over the world from a single location. There are three locations where you can use this banking service: at work, at home, and in cybercafés, however the latter is not advised due to security concerns. A user only needs a web browser, such as Microsoft Explorer, to use this type of banking (MS Explorer). However, most users of this service are required to input an identification code. The consumer may receive this kind of code via mail or in person at the bank. By using encryption, tokens, or verification processes like generating random, non-repetitive passwords that customers must enter before online purchases can be confirmed, banks ensure security for use This token is protected by security features since it only functions when a client enters a secret four-digit PIN.

2.5 Adoption of electronic banking

According to [12], the best sources of ideas are often customers. Innovation only has commercial value if it exceeds the capabilities of rival products in meeting client needs. The most valuable sources are inventive clients who are at the forefront of developing and implementing cutting-edge ideas as well as purchasing new goods. These customers look forward constantly and can spot issues and opportunities before regular purchasers. Identifies these steps as the "adoption process" and uses thatterm to describe them (five stages in total). 36

The five stages are as flows

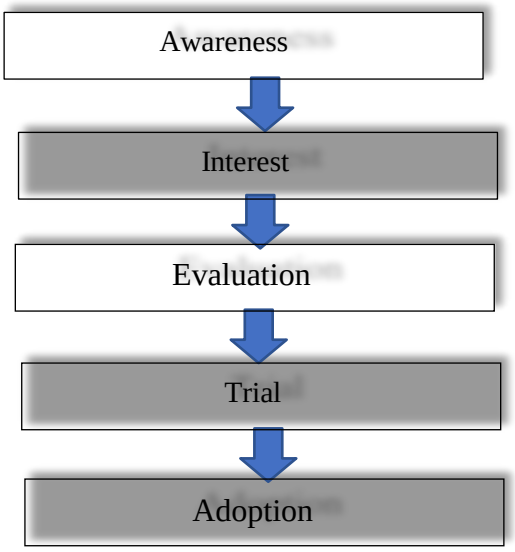

Figure 2.1: Roger's theory of adoption

2.6 Awareness

Customers are first exposed to the innovation; at this point, they lack the knowledge necessary to determine whether or not to utilize electronic banking. Due to a lack of information, customers are still unable to make decisions. Banks are anticipated to have as much information as is practical to give at this time for these customers.

2.7 Interest

The person is now interested by the novel idea and eager to learn more about it.. At this phase, financial institutions supply vital information to their consumers and answer any questions they may have in order to assist them in making faster decisions.

2.8 Evaluation

At this level, a person considers the circumstances around a new innovation before deciding whether to try it. Future expectations are the main focus of people's mental judgments. Banks must therefore give their customers as much information as they can toaid in decision-making.

2.9 Trial

The individual fully utilizes innovation. Some people may still have reservations about using internet banking at this point, but they will consider it because Trying is not harmful.

2.10 Adoption

A person chooses to use the invention. If sufficient details are given to enable customers to make informed decisions, the outcome will be good, with users choosing online banking and quitting conventional banking practices. Numerous scholarly studies have explored this adoption concept. The poll found that customers accept and use electronic banking technology for several reasons, some of which are based on their personality, such as their needs and preferences. Customers are more likely to accept and use new products when they fulfill their needs and wants.

2.11 Complexity

The degree to which consumers regard an innovation as difficult to understand or use might be described as complexity. More technical expertise, as well as to qualify as a complex innovation, one must make significant operational and implementation efforts to increase the possibility that it will be adopted the people involved must already have a negative impression of a social structure, which then influences adoption. Adoption of these 41 advances may be hampered for consumers who have no prior computer skills or who believe electronic banking is difficult to use. Banks will win more electronic banking consumers at this stage by making

Therefore, complicated innovations take longer to adapt than less complex discoveries, deciding how slowly diffusion will proceed. It is easier to embrace technologies that are straightforward to apply. For instance, in Malaysia, complexity significantly affects the penetration of internet banking.

2.12 Service quality and ease of use

Quality has evolved into a strategic tool for enhancing operational efficiency and corporate performance. However, maintaining service quality is challenging since it is challenging to detect or identify due to the intrinsic characteristics of its services. Service quality has received a lot of attention from researchers who are trying to understand how it impacts customers, corporate operations, and profitability. Quality has been conceptualized differently in the context of service sectors, and several scales for measuring service quality have been developed in recent years. The standard of a company's services must be prioritized for it to succeed the ability of the vendor to meet changing requirements and customer expectations is related to the demand for continual improvement in service quality. [13]Internet banking requires constant improvement in both client relations and product development. Johnston looked into banking operations and how customers felt about the banking system using the critical event technique. He listed 18 service attributes, including,

among others, availability, comfort, care, competence, commitment, flexibility, dependability, responsiveness, and security. Service quality was used to gauge customer satisfaction; two well-known SERVQUAL has a big effect on customer loyalty. It could be used by banking personnel to increase bank advocacy and client retention both of which could have a favorable impact on their retail business scorecard. Customer loyalty and relationships are critical components in strategic decision- making since retaining existing customers is less expensive than gaining new customers. Furthermore, as indicated by clever bank managers looked for a small percentage of loyal and satisfied customers since they bought and spent more. Identified numerous aspects that influenced the standard of offered e-banking services, including their usability by customers, effectiveness, and the kind of constantly updated information they offer customers. Bill payments are just one aspect of electronic banking, which also covers investing, shopping, buying tickets, and vacation planning. In fact, sources at ICICI Bank (Industrial Credit and Investment Corporation of India, p "Our customer base for internet banking has expanded exponentially over the past few years. Currently, 78% of the bank's clients are signed up for internet banking." Customers must have an active account with a bank that supports online banking, a computer with a dial-up modem, and the perseverance to complete internet-based application forms. Following that, clients can utilize services like money transfers, bill payments, online shopping, and bank cards, among others. The standard of living for people improves, and usinginternet banking makes life simpler.

2.13 Security and privacy

Internet banking must prioritize security and privacy. A major obstacle to the acceptance and adoption of internet banking, according to Chen and Barnes [14], is a lack of security and privacy. Chen and Barnes came to the additional conclusion that although people's understanding of the security risk of online banking was limited, their awareness of risks was high, leading to their resistance to e-banking. This backs previous research that showed that while consumers had high levels of trust in their banks, they had lower levels of trust in technology. All signs point to clients' use of internet banking increasing as their awareness of security and privacy increases. Customers always prefer to purchase on safe websites thus it is crucial for businesses to provide that security in order to keep customers coming back. Businesses have explored many methods to reduce privacy risk in order to improve e-service uptake. The findings indicated that privacy hazards had a substantial impact on e-services and acted as a barrier to adoption. Due to ambiguity, consumers frequently confront threats from internet banking. However, by providing greater knowledge, simplicity of use, and improved security,

Possible problems can be avoided or mitigated. Banks are increasingly aware of these issues and are making an effort to increase customer satisfaction by developing technologies that enable more secure access to internet banking. Moreover, customers are reassured of their security by the presentation of privacy declarations, security features, and trusted third parties. The display of a trusted third-party mark, for example, ensures a particular level of security and has a big impact on how clients judge the reliability of e-vendors as a result when it comes to electronic banking's operations and features, security is a key factor. The security of encrypted data packets sent over the internet can be ensured by a number of mechanisms, but most customers are unaware of these encryption techniques.

2.14 Customer satisfaction

Banks put the satisfaction of their customers first due to the strong competition in the financial sector. Banks are competing to offer high-quality goods and services in an effort to keep their current clientele and draw in new ones. Because they want to get the most for their money, customers are constantly searching for the best services. Stressed that customer satisfaction was crucial in determining a bank's survival in a cutthroat market, which is why banks placed a strong emphasis on customer retention banks will be able to operate in a competitive market due to their exceptional customer service because they sell homogenous products. High-quality service offerings from banks may give them a competitive advantage since they will gain market share, which will boost profits and customer retention. (Banks should focus on reducing client churn rates because doing so would create value for both the business and the client.) Both before and after using a service, customers can rate the quality of that service. Customer loyalty is a result of great service quality, which also increases customer happiness. Customer loyalty will continue.

If the quality of the services provided is satisfactory.

Figure 2.2 Customer satisfaction

Customers must be able to carry out these tasks even if they are unable to use a bank's services due to a lack of knowledge or abilities. As a result, before making a transaction, clients consider the reputations of the banks. Customers return because they trust you. Banks must therefore earn their It is crucial for banks to conduct additional research on their clients' behaviors in order to strengthen their relationships with them and maintain clients' faith in both themselves and their services in order to prevent customers from "jumping ship."

2.15 Customer behavior

People's buying decisions are more strongly influenced by their personal qualities. These features may be influenced by cultural, psychological, individual, societal, or environmental factors. Age, stage of life, occupation, lifestyle, and self-perception Kotler asserts that a person's age affects their purchasing decisions. As a person gets older, there will be fluctuations in the desire for food and clothing, and a person's family lifestyle will affect how and what he or she buys. The spending patterns of a spinster will be different from those of married persons. The likelihood of discriminating customers has started to change in terms of quality and service. The gap between clients and bank employees has grown as a result of computers and ATMs. Unless there is a change of heart, even the largest banks will struggle to exist on their expected false glory. The banks that see the reality and react quickly will survive and thrive. Those that choose to follow established paths will soon see their market share decline. Long lines are a thing of the past, as no customer wants to be stuck in one investigated customers' satisfaction with the services provided by the Urban Cooperative Bank, and his findings revealed that.

CHAPTER 3
RESEARCH METHODOLOGY

Introduction

This chapter describes the technique and research design used in this investigation. The description and analysis of the research methodologies used, as well as the constraints, resources, and descriptions of the assumptions and outcomes used in the study are all part of the methodology (Naidoo, 2006). It seeks to accomplish the purpose and goals of the study. The primary and secondary research methodologies employed are explained in this chapter along with the research methods that were used. There is a list of the respondents who took part in the study. A description of the surveys' creation, translation, negotiation to enter samples from particular banks, and ethical considerations are given. Additionally mentioned are the population, sample size, data gathering strategy, and data analysis techniques. Last but not least, the issues that

3.0 Research philosophies

Viewpoint diversity as a concept and the ways in which they can be affected and manipulated are fundamental to philosophy. How we individually perceive the world has an impact on what we each perceive to be reality. We each interpret reality differently, which affects how we learn about the world and act in it. As a result, our worldview and knowledge base often influence the way we conduct research. Every research strategy Hasan underlying philosophical presumption that serves as a guide to choosing the most effective methodology According to Guba et al., research method considerations are secondary when choosing the right philosophical approach for a study (1994). Saunders descriptions of them in great detail. Crucial elements to consider when planning a research study. In order to do this, they said, "These assumptions will underpin your research approach and the methodologies you choose as 111 parts of that plan" (Saunders et al. 2007, p. 101). Therefore, this part determines the most appropriate philosophical method for this investigation. Each of these factors is distinct in its own right and has an impact on how a researcher views the research process (Saunderset al., 2007). A paradigm is a set of ideas that directs research.

3.1 Research paradigms

This viewpoint on the world is one the definition of a research paradigm is "the collection of common views and agreements shared among scientists about how problems should be understood and solved" (Kuhn, 1962) When conducting research using research techniques part of a

paradigm, the usual norm to help researchers is for them to follow a set of boundaries Paradigms influence the way we view the world. This is a crucial idea because it demonstrates how our daily worldviews are likely to have an impact on how we approach conducting research Accordingly What a person sees relies on what they are looking at, what they have previously experienced visually and mentally, and how they are looking at the phenomenological perspective, which employs naturalistic and qualitative methods to inductively explain human experiences in the context of a particular setting, is in opposition to the positivist paradigm. In a nutshell, the positivist approach is concerned with seeking the truth, where a sunder standing human behavior is a concern of the phenomenological view. Pragmatic philosophy sits between the positivist paradigm and phenomenological viewpoints.

3.2 Methodology

There are two: interpretivist and positivist methodologies (Hussey et al., 1997) the interpretivist approach is more of a qualitative strategy, whereas the positivist method is more of a scientific, quantitative strategy. The positivist approach employs a more scientific method of data collection, and the outcomes are then statistically and quantitatively assessed with the help of an outside influential element. The research being done is affected differently by both techniques, but the outcomes are the same but in this work, interpretivist is avoided. It was stated that positivists disregard more significant facts in favor of generalizable rules, focus more on quantification while disregarding them, and fail to acknowledge how complicated and conditioned reality is. Positivists contend that by employing standardized tools, one can see and gauge an unflinchingly objective reality. Interpretive constructionists, on the other hand, acknowledge that reality exists. They further assert that although it cannot be directly measured, humans can perceive it. With a wealth of data on this subject pertaining to our civilizations, positivism can be traced back in time. Today, it is believed to be scientific and hence seen as invalid when knowledge is not based on positivist ideas Positivism and natural and physical science have

A good working connection the positivist paradigm is well appropriate for the various social scientific disputes that exist on this topic Positivists consider themselves to be uninhibited recorders this is a legitimate true conviction in understanding the truth. However, the specific reasons why people in Somalia can use e-banking have not been well supported. A positivist strategy is employed to examine and validate the hypotheses put out for this study. As this is a typical positivistic method, it is crucial to research the literature on the subject in order to develop an adequate theory and

hypothesis in general, a quantitative approach is recommended. Research approach

These are the study plans and strategies that span all aspects of data collection, analysis, and interpretation, from broad hypotheses to particular methods the primary factors used to choose a research approach are the researcher's personal experiences or the study's target audiences. The study's research strategy presupposes the use of a quantitative technique. A quantitative or qualitative approach is not fundamentally distinct from the other and shouldn't be seen as such instead, they should be seen as two sides of the same "sword." Every strategy it uses a deductive technique, which is the debate and evaluation of theories and models that have already been developed. The deduction is the process of moving from the general to the specific. The traits that enable Somalians to use e-banking were identified using the literature that was available, and then questionnaire surveys were carried out. This approach made it possible to create hypotheses using the conceptual model.

3.3 Quantitative research

Testing unbiased theories can be done using this method. These theories can be put to the test bylooking at the connections between various variables. However, variables can also be evaluatedthrough analysis numerical data using statistical methods. A conclusion, a hypothesis, somesupporting evidence, and an introduction are all included in the final report's specified format Methods, findings, and discussion follow. When employing this strategy, researchers test their hypotheses deductively and steer clear of actions that could skew their results, such as shielding themselves from bias, offering explanations, and making generalizations based

On their findings this research technique is what drives it. The researcher was able to gauge the acceptance of e-banking using this research method. The method helped with the planning of the many stages, including the selection of the types and quantity of participants who answered the questionnaires.

3.4 Qualitative research

Since the 19th century, there has been an increase in interest in using qualitative and quantitative research methods, which has continued to this day. This kind of research methodology necessitates the development of questions, participant data collection, inductive data analysis, and data interpretation. Inductive data analysis, as opposed to deductive, derives general conclusions from specific topics. The final report's form is more adaptable, and individuals who employ this method

support the inductive style by emphasizing each meaning's contribution to understanding the situation's overall context. The purpose of the study is to better understand why Somalian users and non-users of electronic banking adopted or rejected modern banking technologies. This entails looking at the factors that have the biggest effects on encouraging individuals to use these services. This method aids in capturing human experiences, although it was not applied in this study.

3.5 Population

Target population needs to primarily be defined in terms of sample units' components, and time. In Customers from ten well-known Somalian banks that offer electronic banking are the studies target group. These financial institutions include, premier bank IBS, My Bank (Commercial Bank of Somalia) is another. The population for this study comprises of both online banking users and non-users of any of the aforementioned banks. The two focus areas/regions of this research, Mogadishu and Hargeisa, are home to these banks. Everyone who was at least 18 years old, a customer of one or more of the aforementioned banks, and used electronic banking systems or did not was included in the targeted demographic, which ranged in size from 200 to 300. No one was treated differently based on their position, line of work, race, height, or degree of education. However, these demographic criteria are used to assess data because they provide a more comprehensive picture of how electronic banking services affect both users and non-users of online banking. In addition to other approaches, questionnaires were individually distributed in city centers, shopping Malls, and bank branches. In these 5 Somalian bank branches, data were gathered from the middle of June through the middle of August of 2017 and again in February of 2018. The total number of internet users in Somalia was projected to be between 2.5 and 3 million individuals in 2014, which accounted for roughly 2.53% of the country's overall online population. However, Somalia only accounts for only 0.01% of the estimated3, 424,971,237 internet users worldwide as of 2016.

3.6 Sampling

For this study, a key target group is anyone who utilizes the internet. As a result, people who currently utilize online banking or don't were chosen. However, because it doesn't exist, it was unable to acquire information about already-collected data on internet users in Somalia. As a result, the researcher opted to recruit participants for this study by handing out survey questionnaires. This involved going up to consumers, explaining the study to them, and persuading them to fill out questionnaires if they fit the required criteria. It's also vital to remember that the researcher was unable to contact each and every potential participant in this study. In the social sciences and management information systems,

Reaching the necessary members of a population for a sample can occasionally be impossible. (MIS). When attempting to contact the appropriate members to serve as a sample, failures are frequently seen, especially when commitments, resources, effort, and time are limited when difficulties like these occur, they can be overcome if the researcher keeps the appropriate demographic groups to serve as a sample of the greater population while requiring fewer participants. Sampling reduces the participation of a bigger group toe manageable level.

3.7 Sample Size

In all statistical analysis, sample size is key. Because of the enormous sample size, the statistical analysis will be difficult (Rubin, 2000). Research findings are impacted by sample size. Kline asserted in 2005 that a sample size of 200 participants or more is suitable for a highly complex path model. The majority of researchers concur that sample size

Between 200 and 400 are ideal for producing favorable results; sample sizes above 400 or below 500 produce inconsistent results and are therefore not recommended. The error or bias decreases with increasing sample size, but the contrary is also true (Polit et al., 2012).In order to lower the amount of bias or inaccuracy in a study, the researcher should study using various techniques. They include mail, telephone conversations, emails, in-person meetings with participants, and combinations of these. The researcher used a variety of techniques to gather data, including phone calls, emails, and in- person distribution of questionnaires. The researcher distributed surveys to bank customers. These customers either had previously utilized online banking through their bank or had never done so and may not have belonged to a bank. Around Somalia, there are various bank branches. The researcher was unable to visit all cities and bank locations, nevertheless. Therefore, it was crucial to limit the area to the significant cities of Mogadishu and Hargeisa Mogadishu is the political capital, whereas Mogadishu is the economic capital. The majority of banks have their main offices in Mogadishu or Hargeisa The following formula, as stated by Newton et al. in 2012, can be used to determine the sample size

$$\text{Sample size} = \frac{\text{Total response required}}{\text{Response rate} * (1-r^2)}$$

3.8 Questionnaire’s design

Data needed for the study is collected through survey questionnaires. In this study, the researcher included cover letters with the surveys that explained the purpose of the studyand gave the respondents a confidentiality agreement. The research was thoroughly explained to respondents, and they were made aware that participation was optional. People were made aware that the researcher's sole goal was to look into the elements thatinfluenced the acceptability of electronic banking. Respondents have the option to leavethe process at any point if they felt uncomfortable or for any other reason. Only those who were at least 18 years old were eligible to take the survey. In case respondents needed to contact the researcher for extra information, the researcher made contact information available. Contact information is given

Chapter 4

DATA ANALYSIS AND RESULT

4.0 Introduction

In this chapter, the data gathered from respondents at the e-banking acceptance in Somalia are presented, analyzed, and interpreted. The research objectives and research hypotheses guided the data analysis and presentation. I represented the data with tables and visuals to show how respondents to various questions were distributed. Frequency and percentage were used in the preparation of the presentation and analysis of the data obtained in order to clarify, evaluate, and draw conclusions. The polls I posted on Google Forms generated 156 replies in all. All questions on the questionnaire were accurately answered. Some independent variables regarding Somalia's desire to accept e-banking are present in this study. Data from population statistics were examined using the Social Science Statistics Package 26's descriptive statistics (SPSS). Demographic profile questions in this poll included inquiries on respondents' gender, age, qualifications, and level of education.

4.1 Descriptive analysis

Records have been evaluated using descriptive statistics such as percentage, frequency, mean, mode, and median mean style (MCT). Totally independent and dependent variables which may also be connected to one another are the foundation of descriptive analysis. The data can be condensed usingdescriptive analysis.

4.2 Demographic characteristics of respondents

This section provides detailed information about 156 responses that were obtained from the questionnaire I share through Google Forms. Since questionnaires were successfully collected throughonline google form.

Table 4.1: Distribution of respondents by gender

Gender	Frequency	Percentage
Male	102	65.4%
Female	54	34.6%
Total	156	100.0%

From table 4.1, suggests that 65.4 % (102) of the respondents have been male, and 34.6% (54) Had been female. And this shows that most of the respondents were male and specifies

That the responses include each sex. And this motivate that information collection incorporates the responses from both sexes is dependable than a single sex sample measurement

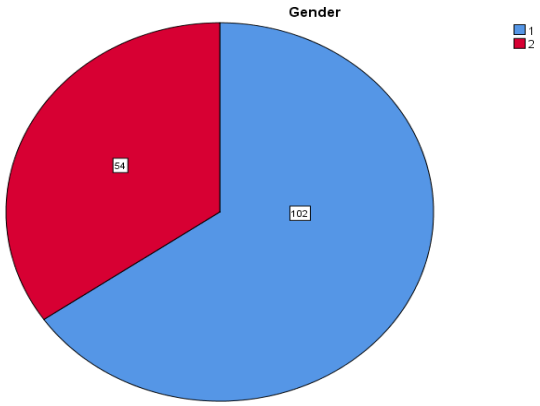

Figure: 4.1 Gender of Respondents

Table 4.2: Distribution of respondents by age

Age	Frequency	Percentage
18-30	48	30.8%
31-40	73	46.8%
41-50	30	19.2%
51-60	5	3.2%
Total	156	100%

From table 4.2, indicates that 46.8 % (73) of the respondents were at the age of 31- 40years, 30.8% (48) were at the age of 18-30 years, 19.2% (30) were at the age of 41-50years and 3.2% (5) were at the age of 51-60 years. And this shows that the largest number of respondents inSomalian Acceptance e-banking system were the people at the age 31-40 with 46.8%.

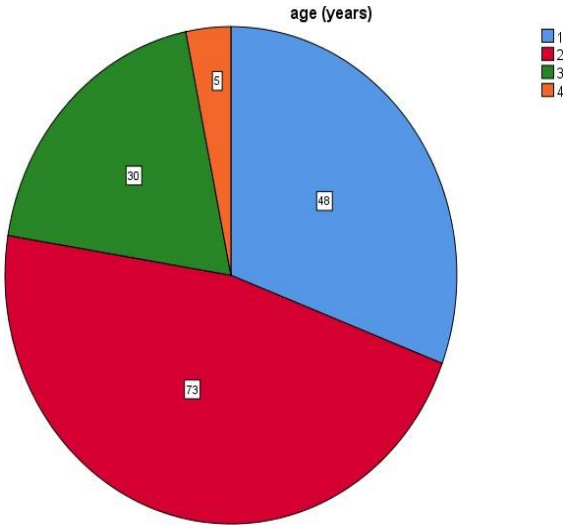

Figure: 4.2 Age of Respondents

Table 4.3: Distribution of respondents by Qualification

Qualification	Frequency	Percentage
Diploma	7	4.5%

Bachelor	136	87.2%
Post-graduate	13	8.3%
Total	156	100%

Table 4.3, indicates that 87.3 % (136) of the respondents were Bachelors 8.3% (13) were post-graduate, and 4.5% (7) were Diploma this indicates that most respondents on E- banking Acceptance: An empiricalstudy of Somalian Customers 87.2%.

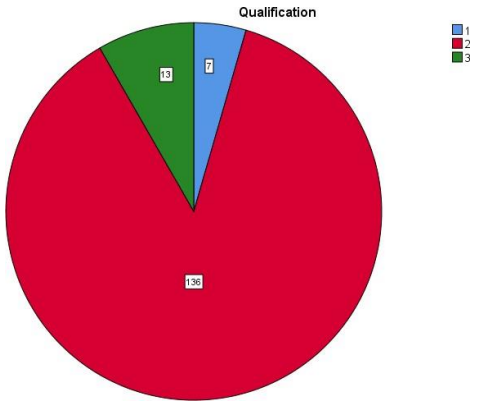

Figure: 4.3 Qualification of Respondents

Table 4.4: Distribution of respondents by occupation

Occupation	Frequency	Percentage
Student	46	29.5%
Government employee	24	15.4%
Private sector	16	10.3%
Business	69	44.2%
Total	155	99.4%
Missing system	1	6%
Total	156	100%

From table 4.4, indicates that 44.2% (69) of the respondents were business 29.5% (46) Were Student, 15.4% (24) were Government employee 10.3% (16) were private sector

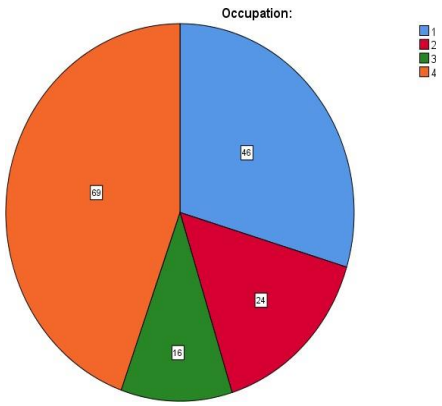

Figure: 4.4 Occupation of Respondents

Table 4.5: the following services do you use the most?

Service of use	Frequency	Percentage
Online banking	140	89.7
Branch	7	4.5
ATM	8	5.1
EVC	1	6
Total	156	100.0

From table 4.5, indicates that 89.7% (140) of the respondents were online banking 4.5% (7) were branch, 5.1% (8) were ATM 6% (1) were EVC

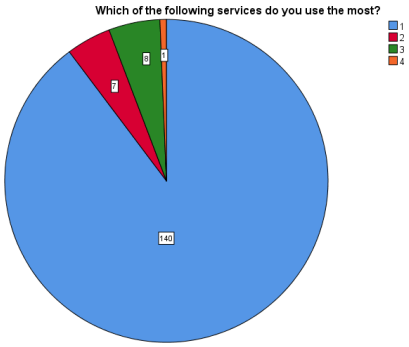

Figure: 4.5 Service do you use most of Respondents

Table 4.6: Online banking information system is Trustworthy

Online banking	Frequency	Percentage
Strongly disagree	3	1.9%
disagree	6	3.8%
agree	24	15.5%
strongly agree	122	78.2%
Total	156	100%

From table 4.6, indicates that 1.9% (3) of the respondents were strongly disagree 3.8% (6) Were disagree, 15.5% (24) were agree 78.2% (122) were strongly agree

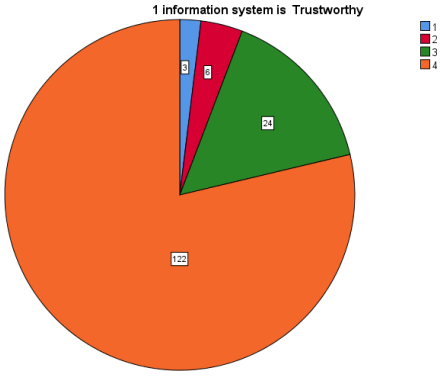

Figure: 4.6 Information system is Trustworthy

ofRespondents

Table 4.7Enables me to complete all my banking activities

Banking activities	Frequency	Percentage
Strongly disagree	2	1.3%
disagree	4	2.6%
agree	120	77.4%
strongly agree	30	18.6%
Total	156	100%

From table 4.7, indicates that 1.3% (2) of the respondents were strongly disagree 2.6% (4) Were disagree, 77.4% (120) were agree 18.6% (30) were strongly agree

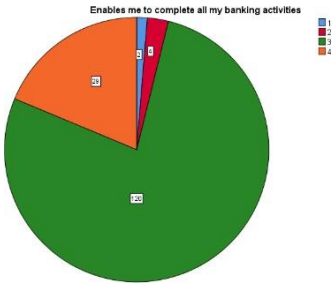

Figure: 4.7 Banking Activities of Respondents

Table 4.8 e**-banking reducing customer visit in the branches of the bank?**

Customer visit	Frequency	Percentage
Strongly disagree	2	1.3%
disagree	4	2.6%
agree	57	36.5%
strongly agree	93	59.1%

Total	156	100%

From table 4.8, indicates that 1.3% (2) of the respondents were strongly disagree 2.6% (4) Were disagree, 36.5% (57) were agree 59.1% (93) were Strongly agree

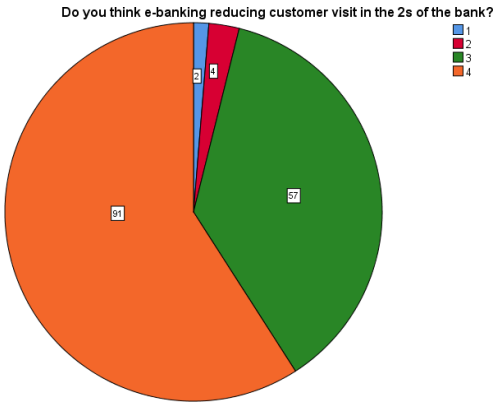

Figure: 4.8 E-banking reducing customer visit in the 2s of the bank of Respondents

Table: 4.9 using the Internet for shopping and banking would make your life easier

Shopping internet	Frequency	Percentage
Strongly disagree	2	1.3%
disagree	3	1.9%
agree	37	23.7%
strongly agree	113	72.4%
Total	156	100%

From table 4.9, indicates that 1.3% (2) of the respondents were strongly disagree 1.9% (3) Were disagree, 23.7% (37) were agree 72.4% (113) were strongly agree

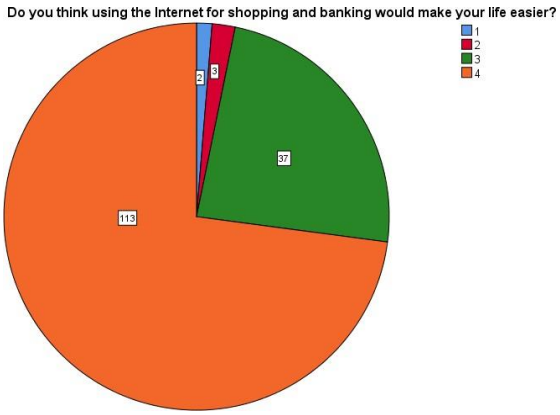

Figure: 4.9 Internet for shopping would make your life easier of Respondents

Table: 4.10 there is some network problems when you are using e-banking?

Using e-banking	Frequency	Percentage
Strongly disagree	5	3.2%
disagree	124	79.5%
agree	16	10.3%
strongly agree	11	5.9%
Total	156	100%

From table 4.10, indicates that 3, 2% (5) of the respondents were strongly disagree 79.5% (124) were disagree, 10.3% (16) were agree 5.9% (11) were strongly agree

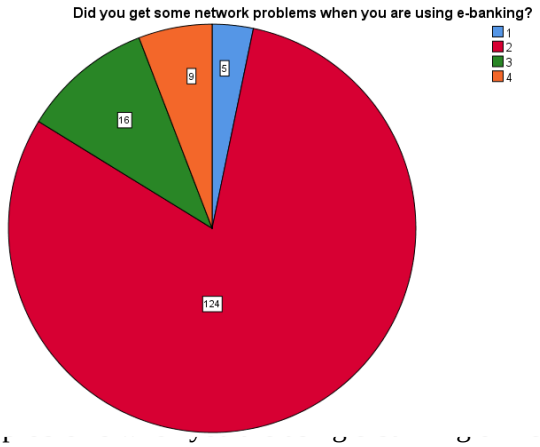

Figure: 4.10 Ne

Table: 4.11 Have you ever run out of electricity using an ATM

Using an ATM	Frequency	Percentage
Strongly disagree	42	26.9%
disagree	88	56.4%
agree	15	9.6%
strongly agree	11	5.95
Total	156	100%

From table 4.11, indicates that 26.9% (42) of the respondents were strongly disagree56.4% (88) were disagree, 9.6% (15) were agree 5.9% (11) were strongly agree

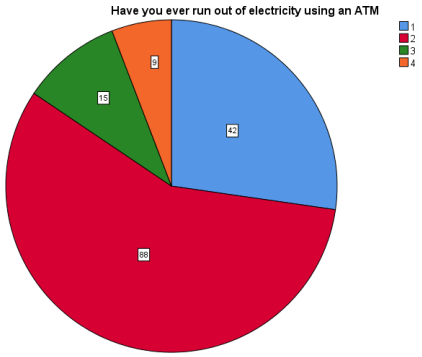

Figure: 4.11 Electricity using an ATM of Respondents

Table: 4.12banking on the Web without a statement from the bank of the securityprocedures used?

Security procedure	Frequency	Percentage
Strongly disagree	36	23.1%
disagree	93	59.6%
agree	16	10.3%
strongly agree	10	6.5%
Total	156	100%

From table 4.12, indicates that 23.1% (36) of the respondents were strongly disagree59.6% (93) were disagree, 10.3% (16) were agree 6.5% (10) were strongly Agree

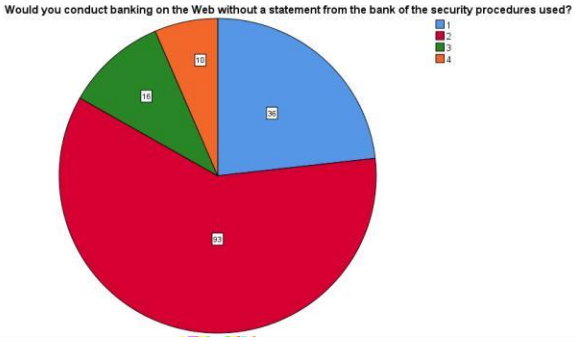

Figure: 4.12 banking on the Web without a statement from the bank of the security procedure used of Respondents

Table: 4.13 you ever had your credit card number stolen (either online or offline)?

Credit Card Stolen	Frequency	Percentage
Strongly disagree	107	68.6%
disagree	17	10.9%
agree	16	10.3%
strongly agree	14	9%

Total	156	100%

From table 4.13, indicates that 68.6% (107) of the respondents were strongly disagree10.9% (17) were disagree, 10.3% (16) were agree 9% (14) were strongly agree

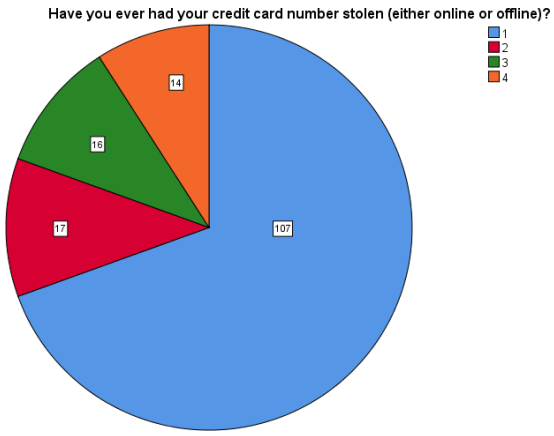

Figure: 4.13 Credit card number stolen of Respondents

4.0 : Central tendencies measurement of constructs

Central tendency is a statistical measurement that aims to recognize a single value that acts as an agent for the overall distribution and to provide an accurate account of the overall information collected. In this study, the mean was used to measure the central tendency and the variance was described using the standard deviation

Variable	Items	Mean	Std. deviation	N
Intention to use	I think that the use of e-banking will increase in the future. [IN1]	3.79	0.987	156
	I will probably start using the e-banking service soon [IN2]	3.90	0.968	156
	It is highly recommended to use `E-banking` for others. [IN3]	3.83	0.966	156
	Ready to use `E-banking` right away. [IN4]	3.79	0.998	156
	I will use the E-banking service if I havethe opportunity. [IN5]	3.86	0.983	156
Consumer Technology Anxiety	I'm afraid to use my smartphone for E-banking. [CTA1]	3.97	0.875	156
	I hesitate to use E-banking for fear of uncorrectable E-banking mistakes. [CTA2]	3.81	0.959	156
	It's a little scary to complete an E-banking using a mobile phone. [CTA3]	3.75	1.010	156

Table 4.14: Distribution of respondents On Statistical Summary

	I'm afraid to make mistakes when using the E-banking service. [CTA4]	3.63	1.129	156
	When I start using E-banking, I'm worried that I'll become dependent on E-banking And lose some of my logical skills. [CTA5]	3.72	1.066	156
Self-Efficacy	It is comfortable to use the E-banking alone [SE1]	3.90	0.913	156
	If I want, I can easily run each device myself using the E-banking. [SE2]	3.85	1.014	156
	I was able to use the E-banking even if no one taught me how to use the E-banking. [SE3]	3.71	1.050	156
	Mobile payment methods prove to be flexible in terms of interaction. [SE4]	3.67	1.064	156
	With E-banking, I can complete financial transactions faster. [SE5]	3.52	1.197	156
Perceived Risk	It is difficult to keep personal information confidential with E-banking. [PR1]	3.79	0.987	156

	Privacy is not properly maintained in the E-banking system. [PR2]	3.95	0.836	156
	Unauthorized parties could monitor my e-banking activities. [PR3	3.85	0.954	156
	E-banking has minimum financial risk. [PR4]	3.74	1.045	156
	My personal and E-banking information may be recorded by unauthorized persons and subsequently disclosed without my Consent. [PR5]	3.88	0.928	156
Subjective Norm	Most people I know use e-banking [SN1]	3.91	0.963	156
	People I care about will think I should go with an E-banking. [SN2]	3.76	1.020	156
	People who influence my behavior will agree that I choose E-banking. [SN3]	3.69	1.079	156
	I plan to use E-banking. [SN4]	3.57	1.184	156
	I think it is important for everyone in society to use E-banking. [SN5]	3.68	1.098	156

Table 4.11 demonstrates the outcomes for the variables with the highest and lowest means together with the corresponding standard deviation attained. First, for the Intention to use, IN2 has the greatest mean value at 3.90 and a standard deviation of 0.968, while IN1 and IN4 had the lowest mean values at 3.79 and 0.987 and 0.998, respectively.

CTA1 has the highest mean score for Consumer Technology Anxiety, 3.97, with a 0.875standard deviation. CTA4 appeared to have the lowest mean value overall, coming in at
3.63 With a 1.129 standard deviation.

SE1 has the highest mean score for self-efficacy, 3.90, with a 0.913 standard deviation. Contrarily,SE5 appeared to have the lowest mean value—3.52—and the smallest standard deviation—1.197.

For Perceived Risk, PR2 has recorded the highest mean value at 3.95 with standard deviation of 0.836. On the other hand, PR4 appeared to have the lowest mean value of

3.74 With standard deviation of 1.045.

For Subjective Norm, SN1 has recorded the highest mean value at 3.91 with standard deviation of 0.963. On the other hand, SN4 appeared to have the lowest mean value of 3.57 With standard deviation of 1.184.

Table 4.12: Result of Reliability Test

Variable	STATEMENT	NO. OF ITEM	CRONBACH'S ALPHA
Intention to use	I think that the use of e-banking will increasein the future. [IN1]	5	0.868
	I will probably start using the e-banking service soon [IN2]		
	It is highly recommended to use `E-wallet` for others. [IN3]		
	Ready to use `E-banking` right away.[IN4]		
	I will use the E-banking service if I have theopportunity. [IN5]		
Consumer Technology Anxiety	I'm afraid to use my smartphone for E-banking. [CTA1]	5	0.734
	I hesitate to use E-banking for fear of Uncorrectable E-banking mistakes. [CTA2]		
	It's a little scary to complete an E-banking using a mobile phone. [CTA3]		
	I'm afraid to make mistakes when using theE-banking service. [CTA4]		

	When I start using E-banking, I'm worried that I'll become dependent on E-Wallet and lose some of my logical skills.[CTA5]		
Self-Efficacy	It is comfortable to use the E-banking alone [SE1]	5	0.688
	If I want, I can easily run each device myself using the E-banking. [SE2]		
	I was able to use the E-banking even if no one taught me how to use the E-banking. [SE3]		
	Mobile payment methods prove to be flexiblein terms of interaction. [SE4]		
	With E-banking I can complete financial transactions faster. [SE5]		
	It is difficult to keep personal information confidential with E-banking. [PR1]	5	0.753
Perceived Risk	Privacy is not properly maintained in the E-banking system. [PR2]		
	Unauthorized parties could monitor my e-banking activities. [PR3		
	E-banking has minimum financial risk. [PR4]		
	My personal and E-banking information may be recorded by unauthorized persons and subsequently disclosed without my consent. [PR5]		
	Most people I know use e-banking [SN1]	5	0.711

Subjective Norm	People I care about will think I should go withan E-banking. [SN2]		
	People who influence my behavior will agree that I choose E-banking. [SN3]		
	I plan to use E-banking. [SN4]		
	I think it is important for everyone in society to use E-banking. [SN5]		

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

The statistical findings from Chapter 4 are discussed in this study's concluding chapter. Ina subsequent section, it will summarize the poll and go over the key findings. It is possible to discuss the benefits and difficulties of research, and the idea of research will be reinforced for future study.

5.1 Discussion

This paper's major topic of discussion is "Factors Affecting the Intention to Use E-banking "as a replacement for traditional banking that contain cash, coins, checks, and credit/debit/ATM cards in Somalia. The system will be developed if the Somalia

Government provides the necessary backing. Since it is a web-based system, any system can access it via the Internet

This study aims to understand why there is still a low level of E-banking intention in Somalia. It is vital to comprehend how to persuade you to employ your e-banking in Somalia. Consumer capacity anxiety, self-efficacy, perceived risk, and subjective norms were four unbiased variables that had been chosen to support the research problem. The survey's findings will eventually provide an answer to the following queries:

1) What percentage of people in Somalia intend to utilize e-banking services as a form of payment, on average?

2) How do factors like client technology apprehension, self-efficacy, perceived risk, and subjective norm affect e-banking usage at a more intention-level level?

To investigate the relationship between the independent and dependent variables, many theories have been put forth. It is hypothesized that factors including self-efficacy, perceived risk, and subjective norms may have an impact on Somalia' desire to use e- banking as payment methods

.

5.2 Conclusion

In general, this study concentrates on the variables that influence Somalia citizens' intentions

To utilize electronic wallets. Perceived security, utility, ease of use, subjective norms, and perceived trust are the factors that determine whether or not someone intends to use an electronic banking. As demonstrated above, every factor is strongly related to the intention to use electronic banking The results show that client technical concerns, self- efficacy, perceived dangers, and subjective norms are factors that influence whether they intend to utilize e-banking These factors have shown to be crucial in swaying consumers in favor of the objective of using electronic banking as a payment method among Somalia.

The main focus of this study is on the factors that influence Somalia citizens' intentions to use electronic banking. Perceived security, perceived utility, perceived usability, subjective norms, and perceived trust are the factors that determine whether someone plans to use an Electronic banking as was seen earlier, every determinant is closely related to the intention to use the electronic banking. The conclusions state that factors influencing a client's intention to use e-banking include self-efficacy, perceived dangers, anxiety about technology, and subjective standards. These factors have shown to be crucial in swaying consumers' opinions in favor of the objective of having Somalia citizens use electronic banking as a payment option. Future study should correctly begin with a recent mobile banking recruiting survey conducted by one of the top market research companies in the world in important developing nations. This study gives comparable results using a pre-established scale in addition to exploring relevant theories and models connected to cellular repayments and contributing to a theoretical understanding of consumer attitudes around mobile payments.

People in Somalia are now required to use electronic banking as a result of the government's democratization program. Acceptance of mobile banking will inevitably rise as security problems worsen and risk concerns are reduced. Aside from these problems, we may draw the conclusion that mobile wallets will gain from convenience and usability, and that over the nextfew years, acceptance of mobile wallets will rise dramatically.

5.3 Limitations and Recommendations

Following this inquiry, a few restrictions have been examined continuously. Future scholars might then refer to a few recommendations and proposals to remove the limitations. Following this study, a few restrictions were taken into account at every stage. Future researchers can therefore offer some ideas and proposals for addressing the restrictions.

First, future studies should broaden the generation and age of the relevant subjects. In Somalia, people from various generations have grown up with a variety of technology, particularly those relating to finance and E-banking services. As a result, there may be some differences in many types of persons depending on the degree of intent and the factors that influence intent. Following this inquiry, a few restrictions have been examined continuously. Thereafter, there second, only Mogadishu area residents were chosen as responders. It's possible that this isn't the best representation of Somalia.

Third, respondents were mostly drawn from the university community, with "voluntary engagement" from students helping to complete the survey but few unexpected results. It might be a cause for the responses to move quickly or urgently.

5.4 Future research

Future studies will be able to conduct the study by gathering data from a variety of respondents in various states. To enhance and deepen the findings, various additional investigations may be carried out at the level of Somalia people's intentions to use e-banking as a form of payment. in addition to the autonomous components covered in this study, other characteristics including consumer anxiety, self-efficacy, perceived risk, and subjective norms are also included to make the research more focused on using e-banking to improve action plans. It is necessary to conduct preliminary study before using other conceptual frameworks. For more in-depth understanding, it is therefore advised to carry out a thorough and extended inquiry at both the micro and macro le

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APPENDIX

This survey is designed to meet the needs of my corporate research. The questionnaire is intended to investigate the intent of using electronic bankingamong the people of Somalia.

Section A: Demographic Profile

The following questions are related to the respondents' demographic profile. Pleaseuse (/) in parentheses to enter the appropriate information to represent your answer.

1. Gender
   - Male
   - Female
2. Age
   - 18-30
   - 31-40
   - 41-50
   - 51+60
3. Education level
   - Diploma
   - Undergraduate
   - Postgraduate
   - PhD
4. Occupation
   - Student
   - Government employee
   - Private sector
   - Business
5. Which of the following services do you use the most?

- Online banking
- Branch
- ATMs
- EVC

6. Online banking information system is Trustworthy

- Strongly disagree
- Disagree
- Agree
- strongly agree

7. Enables me to complete all my banking activities

- Strongly disagree
- Disagree
- Agree
- Strongly agree

8. E-banking reducing customer visit in the branches of the bank?

- Strongly disagree
- disagree
- agree
- Strongly agree

9. Using the Internet for shopping and banking would make your life easier?

- Strongly disagree
- Disagree

- Agree
- Strongly agree

Section B: Consumer's intention to use E-banking

Please read each statement which indicates how much the statement applied to you over the intention to use E-banking. There are no right or wrong answers. Do not spend too much time on any statement. The rating scale is as follows:

1 Strongly Disagree

2 Disagree

3 Agree

4 Strongly Agree

	1	2	3	4
1. I expect my use of the 'E-bank will increase in the Future.				
2. I will probably start using the e-bank service soon.				
3. It is highly recommended to use `E-bank` for Others.				
4. Ready to use `E-bank right away.				
5. I will use the E-bank service if I have the Opportunity.				

Section C: Consumer Technology Anxiety

	1	2	3	4
1. I'm afraid to use my smartphone for E-bank.				

2. I hesitate to use E-bank for fear of Uncorrectable E-bank mistakes.				
3. It's a little scary to complete an E-bank using A mobile phone.				
4. I'm afraid to make mistakes when using the E-bank service.				
5. When I start using E-banking, I'm worried that I'll become dependent on E-bank and Lose some of my logical skills.				

Section D: Self-Efficacy

	1	2	3	4
1. It is comfortable to use the E-bank alone.				
2. If I want, I can easily run each device myself using the E-bank				
3. Mobile payment methods prove to be flexible In terms of interaction.				
4. With E-Wallet, I can complete financial Transactions faster.				

Section E: Perceived Risk

	1	2	3	4
1. It is difficult to keep personal information Confidential with E-bank.				
2. Privacy is not properly maintained in the E-Wallet system.				

3. Unauthorized parties could monitor my e-Bank activities.				
4. E-Wallet has minimum financial risk.				
5. My personal and E-Wallet information may Be recorded by unauthorized persons and subsequently disclosed without my consent.				

Section F: Subjective Norm

	1	2	3	4
1. Most people I know use e-bank				
2. People I care about will think I should go with An E-bank.				
3. People who influence my behavior will agree That I choose E-bank.				
4. I plan to use E-bank.				
5. I think it is important for everyone in society to use E-bank				

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