



MASTER OF SCIENCE IN SERVICE MANAGEMENT

MScSM 04 – THESIS

**CUSTOMER ATTITUDE TOWARDS USAGE OF
INTERNET BANKING: A CASE STUDY OF HNB PLC IN
COLOMBO REGION**

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ABSTRACT

The purpose of this study is to evaluate the factors affecting the usage of Internet Banking at Hatton National Bank PLC. This study provides an overview of the benefits of building and enhancing a long-term relationship Internet banking customers. Researcher has tried to find the relationships between Usage of Internet Banking through Social Status, Security, Human Interaction, Monetary Aspects, Knowledge, Reliability, Convenience and Accessibility.

Hatton National Bank PLC, Electronic Delivery Channels (EDC) offers its Retail and Corporate customers to carry out their banking, online with complete security on the go. Internet Banking, Mobile Banking, e-Statements, good governance of ATMs, KIOSKs & Deposit machines and Payments & Cash Management Services (PCM) are the main services offered by the EDC.

Internet banking is the core business of EDC. Other than accessing to all accounts, transfer funds, bill payments etc. customers can contact bank via "Relationship Manager Mail (RMM)" option using e-Banking and it is handled by the e-Banking Relationship Manager at EDC end on weekdays 8 am- 5 pm.

The transformation of the electronic banking system has revolutionized banking activities and has led to a rapid paradigm shift in banking sector. Before the introduction of Internet banking, mobile services, management of those manual services have become problematic for banks. It became clear that if online structures were offered to customers, with modern IT services most of the services have become very popular.

This study explores the factors contributing to the adoption of Internet banking in Sri Lankan context. Social Status, Security, Human Interaction, Monetary Aspects, Knowledge, Reliability, Convenience and Accessibility are the main factors which influence the attitude towards Internet banking usage. Pearson Correlation and Regression were used to measure the relationships between the variables. Monetary Aspects and Accessibility are considered as the major factors affecting the usage of Internet banking in terms of for attitude. Implications for banking consultants as well as directions for future researches are discussed.

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List of Abbreviations

2FA	Two Factor Authentication
ATMs	Automated Teller Machines
CBSL	Central Bank of Sri Lanka
CDMs	Cash Deposit Machines
HNB	Hatton National Bank
IB	Internet Banking
IoT	Internet of Things
IT	Information Technology
NFC	Near Field Communication (Commonly known as Contactless Technology)
PCE	Private Consumption Expenditure
POS	Point of Sales
OS	Operating System
OTP	One Time Password
TAM	Technology Acceptance Model
UI	User Interface

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