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FACTORS INFLUENCING CUSTOMERS TO USE E-BANKING IN KINGDOM OF SAUDI ARABIA

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Abstract: *Over the past few decades banking sector has chosen new methods of banking based on the huge progress took place in information technology, this gave rise to what is known now as e-banking. The main aim of e-banking is to provide customers with a much faster and continuous banking services with low cost. To keep pace with this evolution, banks competed in development and delivering of e-banking to their customers. Here, it became clear that part of the customers, who were been used for a long time to the old traditional banking system, for some reason or another were not ready to accept the new e-banking. To ensure a successful transition from traditional to e-banking it becomes necessary to know the obstacles and reluctance factors that make customer hesitant towards this new electronic banking service. This research paper elaborates and discusses factors that have an influence on customers towards using e-banking services in Kingdom of Saudi Arabia. In other hand there are many cases which portray e-banking system to be lack of security and trust and these are also discussed in this research. Result show that reliability and adoption of e-banking system can be improved among customers when banks succeed in removing the basic fears that prevent customers to shift from the traditional banking system. Retail banks have to show concern on solving customer complaints and problems, to convince hesitant customers with the usefulness, the ease of use, the reliability and the friendly of e-banking services compared to the old one.*

Keywords: *E-banking, Perceive usefulness, perceive ease of use, perceive reliability, perceive friendly customer services*

1. INTRODUCTION

Banks everywhere always was trying hard to make use of transformation of technology and science. The boom that occurred recently in the field of information technology provided multiple opportunities for all sectors, and enabled banks to perform their transactions via various electronic means such as "ATM", telephone, mobiles and Internet this give rise to a new banking system the e-banking which start to replace the old traditional

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banking procedures that last for a long time before, To catch this important development, banks in Kingdom of Saudi Arabia started to offer many e-banking transactions, but unfortunately not all bank's customers here accept these new services with the same enthusiasm. For more adoption and reliance on e-banking it is very important for banks to know factors that have an influence on customers to reduce their reluctance and attract more of them to this sophisticated banking service in Kingdom of Saudi Arabia.

2. BACKGROUND

E-banking is the process of performing banking transactions through electronic systems that offer bank's customer's easy access to their accounts 24 hours a day, 7 days a week. It gains the term e-banking because it depends primarily on special electronic components, hard and software, hence, some look at as (front office computerization) represented in remote bank transactions carried by customers from outside the bank, and (back office computerization) that are internal accounting and book-keeping (Ittelson, 2007). Automatic Teller Machine (ATM), credit cards, internet banking, mobile banking, telephone banking, electronic fund transfer (EFT) and electronic cheques are forms of e-banking (www.scribd.com). Karjaluoto et al. (2002), Gerrard and Cunningham (2003) recognized that customers find e-banking is efficient, cheap as they are not paying extra charges. Tarcisius (2003) stated: like in traditional banking, e-banking allows users to have various alternatives, provides different types of transaction to customers such as account enquiry, fund transfer, payment of services bills, request for issuance of cheques book, statement of accounts, access to latest schemes, and access to rates of interest and many other services.

Electronic revolution in the Kingdom of Saudi Arabia banking sector started since 1970s. the actualization of the electronic revolution happened during the introduction of Automated Teller Machine (ATM) in 1981. The introduction of telephone banking service in 1990s became the next technological leap in Kingdom of Saudi Arabian banking industry (Suganthi et al, 2001). In June 2000, the Kingdom of Saudi Arabia Central Bank allowed commercial banks to offer Internet banking services to their customers. Nevertheless, as highlighted by Suganthi et al, (2001) the uptake of Internet banking in the country was not widespread initially, largely due to various factors such as Internet accessibility, poor awareness, and security concerns. To cope with the international digital economy it is very crucial for Kingdom of Saudi Arabia banks to illuminate all those factors and barriers that limiting the fast and widespread of e-banking in Kingdom of Saudi

Arabia. The recent increase in the wave of internet activities and users in Kingdom of Saudi Arabia offers a good background for possible rise in online bank's customers. On the other hand, a study by International Data Corporation (IDC) Asia Pacific shows that the future for internet commerce in Kingdom of Saudi Arabia looks bright and promising (Khatibi et al, 2006). This should strongly encourage banking sector in Kingdom of Saudi Arabia to focus more on e-banking to assure delivery of competitive services to their customers.

3. RESEARCH HYPOTHESES:

This study assumes there are four main factors have noticeable effect in attracting bank customers in Kingdom of Saudi Arabia towards adoption of e-banking. This lead the researcher to four hypotheses:

Perceive usefulness has an influence on bank customers in Kingdom of Saudi Arabia to use e-banking.

Perceive ease increases adoption of customers of e-banking in Kingdom of Saudi Arabia.

Perceive reliability has ability to influence bank customers in Kingdom of Saudi Arabia to use e-banking.

Perceive friendly customer services is an important factor of e-banking adoption in Kingdom of Saudi Arabia.

Accordingly, the research objectives focused on the following points:

1. To identify perceive usefulness of e-banking system.
2. To research on perceive ease of use of e-banking system.
3. To examine perceive reliability of e-banking system.
4. To determine perceive friendly customer services provided in e-banking System.

To reach a comprehensive recommendation regarding customers behavior affecting adoption of e-banking system in Kingdom of Saudi Arabia, other possible factors that may have influence on bank customers to use e-banking in Kingdom of Saudi Arabia have been also partially considered in this study.

4. LITERATURE REVIEW

This study is mainly focuses on some main factors that have influence on bank customers in Kingdom of Saudi Arabia to use e-banking, which include

perceive usefulness, perceive ease of use, perceive reliability and perceive friendly customer services. This paper discusses and research about various ways e-banking able to serve customers. One way is to increase simplicity of e-banking system to increase convenience for customers to use. Banks have to show reliability towards customers in order to persuade them to feel secure relying on e-banking. Any further complaints from customers or public regarding e-banking system must be handled well by to improve public's perception towards adopting the habit of using e-banking. Banks could have performed roles and duties to influence customers to use e-banking in Kingdom of Saudi Arabia, whether it is a success would be dependant on the final decision made by customers.

4.1 Customers adopting E-banking system in Kingdom of Saudi Arabia

Kingdom of Saudi Arabia places technology and electronic transactions a major economic development to reach mission 2020. Researcher has found out that majority of banks in Kingdom of Saudi Arabia have established and encourage customers to use e-banking. According to research of Hoppe et. al. (2001), there is a positive result in adoption of e-banking in Kingdom of Saudi Arabia. Based on a sample of population, majority of customers are adopting e-banking system in Kingdom of Saudi Arabia. Saudibanks.net (2004) stated that Alrajhi and Riyadh bank are at top rank in Kingdom of Saudi Arabia. These two banks encourage customers to use e-banking as their usual bank office hours open from 9am to 4pm. It is not convenient for bank customers to deal with the bank after office hours and hence, they have no choice but to use e-banking. Nowadays all banks has gone viral online to expand to wider border of globe, most banks would invest in setting up e-banking system as Malhotra and Singh (2010) pointed out that large banks perform more aggressive plans to offer e-banking services in the future than smaller institutions. Poon (2008) customers of e-banking in Kingdom of Saudi Arabia like certain features of e-banking system, such as convenience of usage, convenience in accessing to their bank account anywhere at any time, feel proud of the bank image, found security and privacy in e-banking system, enjoy the design of e-banking site and fully utilize the speed of e-banking system Majority of customers accept e-banking system to enjoy the usefulness of e-banking, however minority of customers in Kingdom of Saudi Arabia is still avoiding e-banking can be due to the bad internet bank experiences they have faced or heard which created a forbia towards adopting e-banking. Since e-banking increase, convenience for public to do banking anywhere and anytime, some customers perceive that increase in

liquidity in monetary flow through e-banking will increase more inflow into bank accounts, at the same time increase outflow of bank account. This automatically discourages savings and encourage more spending. Banks are to have e-banking system that monitor customers' adoption of e-banking behaviour and not to allow any high accumulation of debts affect economic of the country. Mahmoud et al. (2004) suggested banks to monitor demographics and lifestyle characteristics of customers to maintain a proper customer buying behaviour. There are several disadvantages for adoption of e-banking system which banks in Kingdom of Saudi Arabia need be caution as Yousafzai et al. (2005) pointed out that security and privacy is the main concern before further proceeding of adoption of e-banking in Kingdom of Saudi Arabia. Dennis (2006) discovered that customers are concern about physical separation between customer and bank institution. Valdunciel (2004) lamented that e-banking lead to potential transactional errors when customers are likely to make mistake in their transactions due to the hedonic features of the e-banking site. Ndubisi and Sinti (2006) stated involves monetary transactions that demand full concentration by the customer. Researcher has found out the core reasons for adoption of e-banking to take place and further concerns about e-banking system in Kingdom of Saudi Arabia.

4.2 Perceive Ease of Use

E-banking system has brought many benefits to customers in Kingdom of Saudi Arabia, however whether customers have sufficient knowledge to use it is another question to be pondered. Banks that adopt e-banking system must continuously improve the accessibility and availability for customers to feel more convenient to use e-banking. A study conducted by Ramayah et al. (2003) in Penang found that perceived ease of use has proven to have significant impact on intention to use internet banking. Banks must be considerate to understand that there are still a number of illiterate customers who prefer face to face with bank officers to get transactions done, as they are relying on body language of bank officers to instruct them to fill up relevant forms. There are other reasons for some customers to view e-banking as inconvenient way to perform dealings with the banks. BBVA (2005) pointed out that some customers prefer the traditional way of banking which is to physically visit the onshore bank building, physically queue up to meet the bank employees and to receive physical receipt. Banks should make an effort to introduce and encourage these customers to accept e-banking. Amin (2008) stated that banks should provide mini-guide at all

branches of banks to present easy yet safe steps to use e-banking systems. Jaruwachirathanakul, B. and Dieter Fink (2005) stated that banks can provide demonstrations in local branches of banks to show public the correct and simple way to use e-banking. Amin (2008) supported that the banks should come out with ways to instil knowledge about how e-banking system works for customers especially in sub-rural or rural areas. When customers are more familiar with how the e-banking system functions, more customers will feel easier to use e-banking than traditional way of banking. Somehow most customers got the point that e-banking is more convenient that traditional banking system, however some customers do not see a solid ground for them to place trust in e-banking system.

4.3 Perceive Reliability

Poon (2008) mentioned that most of the banks use a security system which is the encryption technology safe guard personal information of the banks' customers, supplemented by a combination of different unique identifiers, for instance, a password, mother's maiden name, a memorable date, or a few minutes of inactivity automatically logs users off the account. Although some banks even go further to the extend to tighten security system of bank, however is a natural behavior that human beings get worry over something which they are not familiar or simply do not make them feel secured. There are many cases which portray e-banking system to be lack of security and trust. There have been many cases of online users fallen into traps and being monetarily cheated due to unable to identify difference between authorized and scam e-banking websites as both look alike. Broad Hurst (2006) agreed that e-banking is prone to e-funds transfer fraud. To avoid such happenings, most customers would fully withdraw the second chance to use e-banking, and to spread around the bad experiences they have encountered. Banks are aware of such happening past decades ago and did take action to curb more of those cases from happening as Broad Hurst (2006) stated that banks did develop the capacity of police to respond to cyber-crime and there is now increasing attention amongst computer users of the need for basic security online. Some customers are not convinced with the security control provided in e-banking system as it seems that cyber vandalism and terrorism are overtaking the lead. The person who created security control for e-banking system could leak out its knowledge to wrong hands leading to hackers able to hack the entire e-banking system. Hackers have the ability to trick online users into a fake e-banking site as Broad Hurst (2006) warned that illegal interception of communications could happen. Internet acted as a virtual

living space for most customers especially in this technology base arena, as customers do shopping, chatting, gaming, dating and doing almost everything online. Since there are theft and money laundering in reality, it is no doubt that customers need to be careful of hackers and electronic money laundering when using e-banking. Broad Hurst (2006) stated that customers need to come out with more ways to prevent illegal access to confidential data and violation of privacy rights. It is useless to prevent using e-banking and as it is like running away from problems found. Authorized sites started to keep track of the problems found in e-banking system. Internet Fraud Watch (2009) which owned by the National Customers League has recorded the trend of online fraud and stated that the lost endured by customers through fraud has increase from $8.07 million in year 2004 to $13.86 million in year 2005. Stewart (2010) hinted that banks should elaborate more on ways banks keep customers' data private by constructing brand recognition for exclusively web-based businesses like ING direct and Kingdom of Saudi Arabia government authority, establishing trust based on association with businesses where it is currently present like the purchase of Macromedia by Adobe. These are the primary ways for banks to show public that their e-banking system is safe to trustable. Researcher is against the idea of banks offering unconditional guarantees like eBay and Amazon as it is impossible for banks to take up full risk and responsibility to bear the entire ramification of e-banking fraud. Yousafzai et al. (2005) also object the idea of banking sectors offering damage cover or money refunds. Munoz-Leiva, Luque-Martınez and Sanchez-Fernandez (2010) came out with a solution name structural security whereby all parties come together to comply with the privacy policies. It is correct for banks, customers and government bodies to come up with an agreement for a stricter security protection. To prevent increase in numbers of internet fraud and hackers, Tornatzky and Klein (1982) pointed out that banks need to work closely with government and convince government to improve the current infrastructure of e-banking system to gain mutual benefits for both government of Kingdom of Saudi Arabia and banks. Existence of hackers will drain the assets of the country and both Kingdom of Saudi Arabia government and banks must curb this matter at all course. Tornatzky and Klein (1982) stated that customer's trust is gain when role of government comes into play as government able to provide assurances that internet banking takes place in an orderly and well managed condition. The only way for all three parties of banks, government and banks to work together is through increase in direct communication

without barrier to reach either party. It plays a mutual benefit for both customer and banks when there is increase in effective communication.

4.4 Perceive Friendly Customer Services

Reliability of e-banking system can be improved when banks offer after sales services to show concern and solve customer problems. When banks take heed of customer complaints, customers feel that banks take initiatives to improve their e-banking services. Malhotra and Singh (2010) agree that banks that master friendly customer services increase opportunities in gaining trust of customers and effectiveness in bank management. Customers feel appreciated as every undertaking of these banks place customer services as priority before revenue goals. Bankers are to be more aware of changes in customers' lifestyle and continuously adjust e-banking system to fit in different concerns from public. This made the customers feel comfortable to use e-banking system. Ahmad, Omar and Ramayah (2010) stated that these banks able to move forward and further improve e-commerce of tomorrow. Banks in Kingdom of Saudi Arabia need to keep abreast with the fast pace of revolution of internet and technology by continuously improving e-banking system. There are some blind spots where banks are not able to see because they are not the real users of e-banking. Banks can discover the root problem via perspective of different e-banking users. Banks should not take customer complaints as critics but to accept it as a piece of advice to improve e-banking system. Reyes Gonzalez, Jose Gasco and Juan Llopis (2006) encourage banks to invest in developing telecommunications to improve friendly customer service. It is a customer's right to have sufficient knowledge before using e-banking and banks must allocate a space for both banks and customers get a better grasp of e-banking system in various perspectives. Banks can portray a friendly customer service at e-banking sites as suggested by Jaruwachirathanakul, B. and Dieter Fink (2005) that banks can create a user-friendly web site where is a virtual online assistant answering the queries of online users. Since e-banking opens to all walks of customers in Kingdom of Saudi Arabia, banks like Maybank branches have taken consideration to provide multi languages in e-banking system. Jaruwachirathanakul, B. and Dieter Fink (2005) stated reduce mis-communication when information about e-banking is provided in various language to cater for customers with different mother tongue in Kingdom of Saudi Arabia. Banks have to create awareness of customers of the existing options and their respective desirability through a friendly customer service, however Merlonghi (2010) founded out the accomplishment of having more customers to use e-banking requires some intervention on a number of

aspects, such as the flexibility and ease of access of the payment device. The more banks take initiatives to guide public customers to use e-banking, the faster public customers would able to understand the usefulness and flexibility of electronic banking. Jaruwachirathanakul, B. and Dieter Fink (2005) stated that friendly customer service is practiced when banks consistently make survey on customer's responses to internet banking procedures and further develop the e-banking system.

4.5 Perceive Usefulness

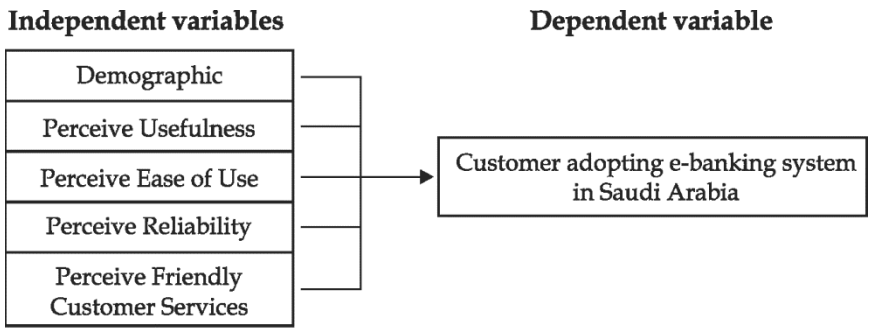
The necessity for e-banking system is to increase efficiency of banking services. E-banking serves the purpose of selling banking services at the doorstep of their customers, and customers can directly deal with bank without hassle. E-banking acts as a platform for customers to view transactions and services online, to settle payments and dealings with the banks online without further stranded in queue. Kandampully (2003), Bakos (1998), Kaplan and Sawhney (2000) claimed that such concept applied by banks able to lower down the cost of services. This is true from one angle when every record and dealings are done electronically without needs of labour force to work extra time to get things done, which lead to reduce costly human errors. As supported by Cooper and Zmud (1990) that customer receive a better customer services as banks reduces human technical error and operational mistakes. Customers from different background able to adapt to e-banking as banks have establish e-banking system that caters more requirements of all types of customers. If there are other queries which are beyond coverage of the e-banking, there will be a hotline for customers to contact customer services centres of the banks. Bakos (1998) proven that customers enjoy using e-banking as it offers customization of banking services available for more range of customers. As supported by Petersen et al. (2007) that this also improve effective communication between customers and banks where the possible moment when customers need to speak to banks is when there are no solutions listed in e-banking website. This enable banks to detect and recognise unsolved problems faced by users of their e-banking system. E-banking does increase time efficiency for customers to get a bank transaction done within split seconds. This increases number of transactions done within minutes. This is beneficial especially for business customers who need to deal with millions of transactions in a day. E-banking is good for customers who have time clash with bank operating hours. E-banking is also good for customers who do not want to miss any spotted opportunity as they can make a decision and settle payment with e-banking immediately. Customers grab hold of more opportunities in

shopping online with e-banking. Regardless of location and time, Ngai (2003) stated that such e-banking concept enable banks to operate non-stop round the clock.

5. THEORETICAL FRAMEWORK

The whole literature review is discussing about the factors that able to influence customers to use e-banking in Kingdom of Saudi Arabia. The factors are known as independent variables, namely perceive usefulness, perceive ease of use, perceive reliability and perceive friendly customer services. These independent variables directly affect the dependant variable, namely customers adopting e-banking system in Kingdom of Saudi Arabia. Demographic characteristics of respondents of sampling size are included in this research to analyse the background and of respondents. A theoretical framework is formed as shown in Figure 2 below.

Figure 1. Conceptual Framework



6. RESEARCH METHODOLOGY

6.1 Introduction

In this report, the primary approach will be moderated by the following:

- Use of realistic approach to primary data while the author applies knowledge research philosophy.
- Employing the relationship between the variables (dependent, independent and moderating) will make the author to apply an approach that is all about "deducing".
- The research strategy that will be employed in this study will be more of non- experimental with little experiment as questionnaire are responded to by chosen respondent.

6.2 Research Design

The research design is base on descriptive as the result of objectives of research which will present data that will permit the identification and evaluation of significant connection of customers' awareness on e-banking. Due to the time constrain of research, the research is said to be cross-sectional.

6.3 Sampling Design

In order to be able to provide adequate level of Outcome in the research sample size of this nature, the researcher will engage about 150 respondents of traditional system and e-banking as respondents.

6.4 Research Methods

Questionnaire would be a great idea for this research, however, the researcher thought of the importance of using physical method to provide the questionnaire to the respondents. The researcher will ensure that the questions in the questionnaire are easy to read and understand in order to obtain the expected response. In order to obtain more data from secondary sources, information about e-banking, such as articles, etc will be used.

6.5 Primary and secondary sources

Combination of these primary and secondary sources will be eminent in the normal format of questionnaire such that includes demographic factors of respondents including employees (age, gender, family status, etc).

6.6 Data Analysis

Researcher conducts data analysis of 150 respondents with SPSS version 16 to examine the hypotheses on the factors that influence consumers to use e-banking in Kingdom of Saudi Arabia

The Statistical Package for the Social Science (SPSS) version 16 used to analyze the primary data collected in the course of this research for accuracy of value collected. Other test that help in obtaining near to accurate outcome from data collected are reliability test, correlation & regression and frequency analysis (often engaged to analyze demographic factors) of respondent during analysis of primary data.

Hypothesis 1

H0: There is no significant relationship between perceive ease of use and customer adopting e-banking system in Kingdom of Saudi Arabia.

H1: There is a significant relationship between perceive ease of use and customer adopting e-banking system in Kingdom of Saudi Arabia.

Hypothesis 2

H0: There is no significant relationship between perceive reliability and customer adopting e-banking system in Kingdom of Saudi Arabia.

H1: There is a significant relationship between perceive reliability and customer adopting e-banking system in Kingdom of Saudi Arabia.

Hypothesis 3

H0: There is no significant relationship between perceive friendly customer services and customer adopting e-banking system in Kingdom of Saudi Arabia.

H1: There is a significant relationship between perceive friendly customer services and customer adopting e-banking system in Kingdom of Saudi Arabia.

Hypothesis 4

H0: There is no significant relationship between perceive usefulness and Customer adopting e-banking system in Kingdom of Saudi Arabia.

H1: There is a significant relationship between perceive usefulness and Customer adopting e-banking system in Kingdom of Saudi Arabia.

Table 1.
Frequency Statistic Analysis of Gender

Gender	*Frequency*	*Percent*
Female	60	40.0
Male	90	60.0
Total	150	100.0

The Frequency column reports that 60 respondents are female and the remaining of 90 respondents are male. This indicates that 40% of the total respondents are female and 60% are males.

Table 2.
Frequency Statistic Analysis of Age

Age	*Frequency*	*Percent*
Less than 25	60	40.0
Age 26 to age 35	60	40.0
Age 36 to age 45	15	10.0
Age 46 and above	15	10.0
Total	150	100.0

The frequency statistics analysis column reports that 60 respondents are between age 26 to 35; 60 respondents are at the age less than 25; 15 respondents are from group age of age 36 to 45 and 15 respondents are age 45 and above. The research is then to study adoption of e-banking among younger generation in Kingdom of Saudi Arabia.

Table 3.
Frequency Statistic Analysis of Marital Status

Marital status	*Frequency*	*Percent*
Single	60	40.0
Married	30	20.0
Separated	30	20.0
Complicated	30	20.0
Total	150	100.0

The frequency column reports that 60 respondents remain singles and the remaining numbers of respondents are equally categorize in marital status of married, separated and complicated.

Table 4.
Frequency Statistic Analysis of Educational Level

Educational Level	*Frequency*	*Percent*
Diploma	30	20.0
Degree	60	40.0
Masters and equivalent professional certificates	30	20.0
Others	30	20.0
Total	150	100.0

The Frequency column reports there are more Degree holders than other educational or professional certificates. There are 60 respondents are Degree holders or any kind of advance Diploma which is equivalent to Degree certificates.

Table 5.
Frequency Statistic Analysis of Occupation

Occupation	*Frequency*	*Percent*
Not working/Retired	15	10.0
Student	30	20.0
Executive	60	40.0
Manager	30	20.0
Others	15	10.0
Total	150	100.0

The Frequency Statistics Analysis above tabulates respondents occupation and it is analyzed that majority of respondents are working for employers and hold the position as an executive. There are 15 respondents who labeled themselves as businessmen, businesswomen and people who have different fields of career at the same time.

Table 6.
Frequency Statistic Analysis of Monthly Income

Income	*Frequency*	*Percent*
Less than 3,000 SR	30	20.0
3,001 to 5,000 SR	45	30.0
5,001 to 10,000 SR	30	20.0
More than 10,001 SR	30	20.0
Missing	15	10.0
Total	150	100.0

The tabulation above shows that 45 respondents' salary is in the range of 3,001 to 5,000. 15 respondents failed to provide information regarding their monthly income, this could be due to them not having a fixed monthly income or just deliberately do not choose to disclose this part of personal information.

Table 7.
ANOVA test on Perceive Ease of Use towards Customer Adoption of E-banking System in Kingdom of Saudi Arabia

	Sum of Square	*df*	*Mean Square*	*F*	*Sig*
Between Groups	265.740	6	44.290		
Within Groups	4.800	143	0.034	1.319	.000
Total	270.540	149			

ANOVA Test is run to investigate the significance in the relationship between perceive ease of use towards customer adoption of e-banking system in Kingdom of Saudi Arabia. Assuming that there is no error in ANOVA Test and the significant value as calculated above is 0.000, this indicates that perceive ease of use significantly affect customer adoption of e-banking system in Kingdom of Saudi Arabia.

Table 8.
ANOVA test on Perceive Reliability towards Customer Adoption of E-banking System in Kingdom of Saudi Arabia

	Sum of Square	*df*	*Mean Square*	*F*	*Sig*
Between Groups	265.340	6	44.223		
Within Groups	5.200	143	0.036	1.216	.000
Total	270.540	149			

The significance value as computed in ANOVA TEST above on variables of perceive reliability towards customer adoption of e-banking system in Kingdom of Saudi Arabia is lesser than 0.05, this indicates the value is significant.

Table 9.
ANOVA test on Perceive Friendly Customer Services towards Customer Adoption of E-banking System in Kingdom of Saudi Arabia

	Sum of Square	*df*	*Mean Square*	*F*	*Sig*
Between Groups	267.540	6	44.590		
Within Groups	3.000	143	0.021	2.125	.000
Total	270.540	149			

Assuming that there is zero error in ANOVA Test and the significant value as calculated above is 0.000, this indicates that perceive friendly

customer service significantly affect customer adoption of e-banking system in Kingdom of Saudi Arabia.

Table 10.
ANOVA test on Perceive Usefulness towards Customer Adoption of E-banking System in Kingdom of Saudi Arabia

	Sum of Square	*df*	*Mean Square*	*F*	*Sig*
Between Groups	269.340	6	44.890		
Within Groups	1.200	143	0.008	5.349	.000
Total	270.540	149			

Assuming that there is error is independent in ANOVA Test and the significant value as calculated above is 0.000, this indicates that perceive usefulness significantly affect customer adoption of e-banking system in Kingdom of Saudi Arabia.

Table 11.
Pearson Correlation Analysis between Perceive Ease of Use and Customers Adoption of E-banking System in Kingdom of Saudi Arabia

Correlations

		E banking	*ease of use*
E banking	Pearson Correlation	1	.865**
	Sig. (2-tailed)		.000
	N	150	150
ease of use	Pearson Correlation	.865**	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation shown in Table 15 analyze the relationship between perceive ease of use and customer adoption of e-banking system in Kingdom of Saudi Arabia. The correlation coefficient of 0.865 points out strong relationship between perceive ease of use and customers to adopt e-banking system in Kingdom of Saudi Arabia, as The value of each measurement is between 0.65 and 1.0 specify a strong relationship and the positive symbol signifies directly proportionate relationship. The positive sign of correlation

coefficient tells that increase in perceive ease of use able to increase number of customers adopting e-banking system in Kingdom of Saudi Arabia. The significance value shown in data above is 0.000. This value is less than 0.05, indicating that there is a statistically significant relationship between perceive ease of use and customer adoption of e-banking system in Kingdom of Saudi Arabia. This concludes that research accepts H1 and reject H0 of hypotheses 1, stating that there is a significant relationship between perceive ease of use and customer adoption of e-banking system in Kingdom of Saudi Arabia.

Table 12.
Pearson Correlation Analysis between Perceive Reliability and Customers Adoption of E-banking System in Kingdom of Saudi Arabia

Correlations

		E banking	*reliability*
E banking	Pearson Correlation	1	.865**
	Sig. (2-tailed)		.000
	N	150	150
Reliability	Pearson Correlation	.865**	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation shown in Table 18 tabulates the relationship between perceive reliability and customer adoption of e-banking system in Kingdom of Saudi Arabia. The correlation coefficient of 0.865 points out strong relationship between perceive reliability and customers to adopt e-banking system in Kingdom of Saudi Arabia, as the value of each measurement is between 0.65 and 1.0 showing a strong relationship and the positive symbol signifies directly proportionate relationship. The positive sign of correlation coefficient tells that increase in perceive reliability able to increase number of customers adopting e-banking system in Kingdom of Saudi Arabia. The significance value shown in data above is 0.000. This value is less than 0.05, indicating that there is a statistically significant relationship between perceive reliability and customer adoption of e-banking system in Kingdom of Saudi Arabia. This concludes that research accepts H1 and reject H0 of hypotheses 2, stating that there is a significant relationship between

perceive reliability and customer adoption of e-banking system in Kingdom of Saudi Arabia.

Table 13.
Pearson Correlation Analysis between Perceive Friendly Customer Services and Customers Adoption of E-banking System in Kingdom of Saudi Arabia

Correlations

		E banking	*customer service*
E banking	Pearson Correlation	1	.815**
	Sig. (2-tailed)		.000
	N	150	150
customer service	Pearson Correlation	.815**	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation shown in Table 21 tabulates the relationship between perceive friendly customer services and customer adoption of e-banking system in Kingdom of Saudi Arabia. The correlation coefficient of 0.815 points out strong relationship between perceive friendly customer services and customers to adopt e-banking system in Kingdom of Saudi Arabia, as the value of each measurement is between 0.65 and 1.0 showing a strong relationship and the positive symbol signifies directly proportionate relationship. The positive sign of correlation coefficient tells that increase in perceive friendly customer services able to increase number of customers adopting e-banking system in Kingdom of Saudi Arabia. The significance value shown in data above is 0.000. This value is less than 0.05, indicating that there is a statistically significant relationship between perceive friendly customer services and customer adoption of e-banking system in Kingdom of Saudi Arabia. This concludes that research accepts H1 and reject H0 of hypotheses 3, stating that there is a significant relationship between perceive friendly customer services and customer adoption of e-banking system in Kingdom of Saudi Arabia.

Table 14.
Pearson Correlation Analysis between Perceive Usefulness Adoption of E-banking Systems in Kingdom of Saudi Arabia

Correlations

		E banking	*usefulness*
E banking	Pearson Correlation	1	.865**
	Sig. (2-tailed)		.000
	N	150	150
usefulness	Pearson Correlation	.865**	1
	Sig. (2-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation shown in Table 21 tabulates the relationship between perceive usefulness and customer adoption of e-banking system in Kingdom of Saudi Arabia. The correlation coefficient of 0.865 points out strong relationship between perceive usefulness and customers to adopt e-banking system in Kingdom of Saudi Arabia, as the value of each measurement is between 0.65 and 1.0 showing a strong relationship and the positive symbol signifies directly proportionate relationship. The positive sign of correlation coefficient tells that increase in perceive usefulness of e-banking system able to increase number of customers adopting e-banking system in Kingdom of Saudi Arabia. The significance value shown in data above is 0.000. This value is less than 0.05, indicating that there is a statistically significant relationship between perceive usefulness and customer adoption of e-banking system in Kingdom of Saudi Arabia. This concludes that research accepts H1 and reject H0 of hypotheses 4, stating that there is a significant relationship between perceive usefulness and customer adoption of e-banking system in Kingdom of Saudi Arabia.

7. DISCUSSION AND CONCLUSION

Researcher is able to come into a conclusion that when all the factors that able to influence customers to use e-banking in Kingdom of Saudi Arabia being enhance, it is believed that more people will adopt e-banking in Kingdom of Saudi Arabia. Based on the Pearson Correlation analysis, all four

factors namely perceive ease of use, perceive reliability, perceive friendly customers services and perceive usefulness significantly able to influence people to use e-banking in Kingdom of Saudi Arabia as each of the correlation coefficient value is above positive 0.8. Customers can be encouraged to use e-banking as their usual bank office hours operate in limited amount of time every day, as this increase convenience in dealing with their banks. Customers are encouraged to use e-banking system as there are bank operators are always available to discuss and solve customers' problem and adoption of e-banking can be done better when banks improve customer service. Customers can be convinced with the security control provided in e-banking system is trustable and further strategies on internet securities can be implemented with the cooperation of banks and government to get rid to fraud and hackers. Customers must be provided with sufficient support to adopt e-banking system as to increase time efficiency in using online banking in Kingdom of Saudi Arabia and reducing human errors. Further research on methods to improve e-banking system in Kingdom of Saudi Arabia should be conducted.

The modern world digital economy necessitates that Kingdom of Saudi Arabia and all other emerging countries should develop strong e-banking system. This process require, in addition to different types of infrastructure, positive reaction and adoption from customers side, otherwise e-banking will not able to achieve its goals as an important channel in new digital local and global economy. There are many factors demonstrated its effectiveness in attracting customers towards e-banking. This study proved that the customers perceive of usefulness, the ease of use, the reliability and the friendly customer services provided by e-banking compared with the old traditional banking system will increase adoption of e-banking in Kingdom of Saudi Arabia.

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