

FACTORS THAT INFLUENCE THE USE OF E-BANKING SYSTEM: THE CASE OF A GHANANIAN UNIVERSAL BANK.

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Abstract

Digitalization has conquered the world in the past few years. The fast-growing technology and the transformation of banks and financial institutions by the internet with regards to products and services promoted the adoption of Electronic Banking channels. In order to expand markets and achieve strategic goals and customer's needs, banks are implementing their own E-banking platforms. However, the acceptance of this technology and the level of utilization of the systems by customers have been a challenge to the industry. This study covers detailed analysis of demographic factors, security, ease of use, convenience, and reliability of the systems with the main objective of investigating the factors behind the non-utilization of E-banking system in a key Ghanaian universal bank

The research adopted a quantitative approach with a cross-sectional survey design. A post- positivist philosophy ensured the objective and critical interpretation of all information throughout the research. The sample was composed of 200 questionnaires sent out to 77 branches of the Ghanaian universal bank. 124 responses were received out of which 123 selected using a questionnaire were sampling method. Data collected included customer demographics and a 7 multi-item scale for variables was used. Ten main hypotheses were tested in the study. The results were developed through various methods. Correlations were identified to show that all the independent variables positively related to the dependent variable. Furthermore, factor analysis and regression analysis were used to identify the factors that impacted the use of e-banking services and products.

The results of the survey showed that the most important factors influencing the use of technology in the Ghanaian banking environment in the particular case of Ecobank Ghana Ltd were security, ease of use, and demographic factors such as gender, age, and educational background.

This research will provide to industry players and researchers a better understanding of customer e-banking needs and at the same time, help provide the key areas to build strong relationships between customers and the bank.