

A Study of the Technology Acceptance Model, Trust, and Adoption of E-banking in Thailand

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Abstract

Online banking or E-banking, commonly known as internet banking, is experiencing rapid global growth. However, some may not realize that the growth in e-banking has not kept pace with the more rapid growth in internet usage. It appears that many consumers, particularly in Asia, are a reluctant to provide sensitive personal information online because they are concerned about security and privacy.

Utilizing the technology adoption mode (TAM) and a newly created trust model, this study investigates the factors impacting the adoption of e-banking including (a) perceived service and security, (b) perceived ease of use, (c) perceived usefulness, (d) innovation, (e) familiarity, and (f) awareness. These factors have a significant impact on trust which leads to a willingness to adopt e-banking.

Data were collected from residents in Thailand who have computer self-efficacy and high Internet usage. Seven hypotheses were tested with data collected from 400 respondents in Bangkok. Each of seven factors tested were found to be significant in impacting the adoption of e-banking. Recommendations are provided to banks to enable them to improve both the adoption and the retention rate of e-banking in Thailand.

Key words: e-banking, TAM, diffusion of innovation, Thailand