

عنوان مقاله:

Determinant of behavioral intention to mobile banking services in Iran

محل انتشار:

هفتمین کنفرانس بین المللی تجارت الکترونیک در کشورهای در حال توسعه با رویکرد بر امنیت ECDC2013 (سال: 1392)

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خلاصه مقاله:

With the improvement of mobile technologies and devices, banking users are able to conduct banking services at any place and at any time. Recently, many Iranian banks have provided mobile access financial information. The purpose of this research is to examine and validate determinants of users' intention to mobile banking in Iran. This research used a structural equation modeling (SEM) to test the causalities in the proposed model. The proposed model was empirically evaluated by using survey data collected from 203 banking users concerning their perceptions of mobile banking. The findings indicate that this model can predict consumer intention to use mobile banking. Specifically, perceived ease of use, perceived usefulness, Task-technology fit, self-efficacy and connectivity have a significant effect on user intention toward mobile banking.

کلمات کلیدی:

Mobile Banking; Technology Acceptance Model; Structural Equation Modeling; Customer Behavior

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