

**FACTORS INFLUENCING THE USAGE OF CASH DEPOSIT
MACHINE (CDM) OF COMMERCIAL BANKS IN THE
PUTTALAM DISTRICT**



By

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ABSTRACT

Banks in Sri Lanka have launched a new generation of machines facilitating cash deposits that are credited instantly to accounts. Depositing cash into a bank account can be a tedious affair as it has to be done within the banking hours and have to fill up a deposit slip and stand in a queue. To make the cash deposit process more flexible and convenient, banks have introduced Cash Deposit Machines and are expanding their availability across different locations to encourage electronic cash deposit without the assistance of banking personnel. The purpose of the study is to identify the factors that affect usage of CDMs of Commercial banks in the Puttalam district.

The study accompanies by Quantitative research approach. Primary data as well as secondary data has been practiced by this study. A structured questionnaire was used as the method of data collection and questionnaire consist of two parts as personal information of the respondent and research information. Stratified proportionate random sampling technique is used as a sampling method. There were 150 respondents selected which have been considered Puttalam district as a research area. Collected data were analyzed using SPSS 22.0 analysis. The data were analyzed using descriptive statistics and regression analysis.

The results of the analysis indicated that reliability, ease of use, risk, usefulness and security were significant factors concerning the usage of CDMs. Ease of use is the most effected factor for the usage of CDMs. Risk represents a negative impact on the usage of CDMs. The contribution of this research is related to the analysis from a theoreticál and empirical perspective of the customer attitude towards the usage of CDMs. The practical implications drawn from this study will be useful to bank managers, marketing experts and advertising executives in providing good quality services promoting CDM, whilst building continuance usage among customers, enabling extensive usage.

Keywords: Usage, Cash Deposit Machine, Reliability, Ease of use, Usefulness, Risk, Security.

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