

**THE FACTORS INFLUENCING THE ADOPTION OF E-  
BANKING IN MANMUNAI NORTH, BATTICALOA**



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## Abstract

The application of internet technologies to businesses for improvements in their performances is not something new. The proliferation of, and rapid advances in, technology-based systems, especially those related to the internet, are leading to fundamental changes in how companies interact with customers. On which, banks have been adopted one of the e-commerce tool known as electronic banking in order to satisfy the several stakeholders. In such away, Sri Lankan banks also paying a great attention implementing the online banking in order to provide the valuable service to the customers. Thus, this study aims to investigate the factors affecting customers' intension towards the acceptance of internet banking in Mannar North Divisional Secretariat, Batticaloa. The objective of this study is to identify the level, relationship and impact of customer usage of e-banking and adoption of e-banking. This study was based on the customer's perspectives and their experiences with e-banking service in Batticaloa. Data were obtained from the sample 200 customers, and convenience sampling was used. The descriptive statistics, correlation, and regression analysis were used to analyze the data.

The empirical findings of the study suggested that there is a high level perceived usefulness, perceived ease of use, trust exist among the bank customers regarding intension to use e-banking and also there is a high level of government support provided to the e-banking. Similarly, there is a high level of e-banking adoption exist among the banks' customers. Further, findings of the study implied that 57.1% of variability in adoption of e-banking is explained by four independent variables (perceived usefulness, perceived ease of use, trust and government support). Moreover, finding of the study showed that there is no significant difference the state and private banks in adoption of e-banking. Findings of the study stated that there is no significant difference in the adoption of e-banking among the demographic factors of consumers (gender, age, occupation and years of transactions). The study contributes to existing theoretical and practical knowledge by providing evidence about the relationships and the impact of the factors those affect the adoption of e-banking.

Key words: Adoption of e-banking, Banks

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