

Documents

Abbad, M.M.

E-banking in Jordan

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Abstract

The reasons why some customers use e-banking systems whereas others do not is the problem that motivated this study. This study examines the factors underlying customers' technology adoption based on the technology acceptance model (TAM). E-banking adoption is studied from the information systems acceptance point of view; banking customers use the information system to make financial transactions and hence more knowledge of the factors that affect information technology adoption is useful to better understand and facilitate their acceptance. Perceived ease of use, perceived usefulness, subjective norms, security and trust, Internet experience and enjoyment are the important factors that affect customers' adoption of e-banking in Jordan. © 2013 Taylor & Francis.

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