Extending online banking

"Technology Acceptance Model"

By

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Perface

This study is aimed at investigating the factors influencing the online banking
Acceptance in Dubai. This study applies technology acceptance model (TAM) as the base model in order to investigate the online banking acceptance. For this purpose, cronbach alpha is employed to examine the factors influencing online banking acceptance. The model employs perceived credibility, perceived enjoyment, information of online banking, quality of internet connection and social norm, in addition to perceived usefulness and perceived ease of use. The study results suggest that perceived usefulness, perceived ease of use, perceived credibility perceived enjoyment, information of online banking, quality of internet and social norm are statistically significant. Essentially, this study offers an insight into online banking in Dubai which has limited previously been investigated. Indeed, the results useful to banks planning further online banking.