

NATIONAL UNIVERSITY OF
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AN ASSESSMENT OF THE FACTORS AFFECTING
INTERNET BANKING ADOPTION IN BULAWAYO.

BY

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Abstract

In Zimbabwe, banking has been conducted through traditional offline channels primarily characterised by face to face visits to the banking halls, however, the increasing spread of Information and Communication Technologies (ICTs) in the past decade has significantly impacted society in general and changed the way banks conduct their business. The aim of the study was to assess the factors affecting the adoption of internet banking in Bulawayo. The research framework was based on diffusion of innovation theory (including innovation characteristics relative advantage, perceived ease of use, security and privacy and information on internet banking) which was used to assess internet banking adoption among commercial bank customers in Bulawayo. Mixed methods approach to data collection was used comprising of interviews and questionnaires. Respondents were conveniently sampled from a study population of 11 commercial banks in Bulawayo. Of the 160 questionnaires handed out only 111 were filled and returned resulting in the response rate of (69.34%). Statistical Package for Social Sciences (SPSS) version 23 was used as the statistical analysis tool where descriptive statistics were computed and used in the interpretation of findings which were presented in the form of tables and graphs. Findings showed that perceived ease of use and relative advantage have positive correlation with adoption of internet banking among Bulawayo bank customers. Results also indicated that both security and information on internet banking deemed crucial factors to explaining the perceptions of internet banking adoption. Further examination of the ANOVA test highlighted that of educational level and income of respondents is a major cause in the adoption of internet banking. Also the findings showed that age and gender do not affect internet banking adoption by Bulawayo commercial bank customers. Overall, the results showed that the majority bank customers in Bulawayo have not yet adopted internet banking as only (31.5%) of the sampled bank customers are using this innovation.