

Factors affecting Customer's Trust in Online banking

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Abstracts

An increasing number of citizens are processing transactions online and the numbers are likely to increase rapidly in the near future. Based on McKnight et al. (2002) and Gefen et al. (2003), a conceptual model was developed in this study.

This research focuses on those who have conducted online banking in any financial institutions. The results showed that trusting beliefs had the strongest relationship for users' intention to process transaction online. The second important determinant of trusting intention is perceived site quality. Moreover, structural assurance had the strongest relationship for trusting beliefs, following by familiarity, perceived site quality and situational normality. In addition, disposition to trust showed significant to structural assurance. The findings in this study are useful for e-banking vendors to understand what factors affect users' trust in online banking so as to retain users.

Table of Contents

1. Introduction	
1.1 The Trend of Online Banking	1
1.2 The Objective of Study	2
2. Literature Review and Research Model	
2.1 McKnight et al. (2002) Model	2
2.2 Gefen et al. (2003) Model	3
2.3 Research Model	3
2.4 Definition of Trust	4
2.5 Factors Affecting Trust in Online Banking	5
2.6 Hypotheses	6
3. Research Methodology	
3.1 Research Design	16
3.2 Respondent Profile	17
3.3 Measurements	18
4. Analysis and results	
4.1 Reliability of the Instrument	19
4.2 Multiple Regressions	
4.2.1 Explaining Trusting beliefs	21
4.2.2 Explaining Trusting Intention	22
4.2.3 Explaining Structural assurance	23
4.2.4 Explaining situational normality	24
4.3 Summary of results	24
5. Discussion	
5.1 Implications	26
5.2 Limitations and Further Research	29
6. Conclusion	30
7. References	31

8. Appendices	37
8.1 Appendix A Measurement Table	38
8.2 Appendix B Respondent Demographic Characteristics	42
8.3 Appendix C Questionnaire Sample	44
8.4 Appendix D Summary Results of Hypotheses	53
8.5 Appendix E Regression Analysis Results	55
8.6 Appendix F Reliability Test Result	60

1. Introduction

1.1 The Trend of Online Banking

Hong Kong is a well developed city with around 7 millions citizens. “Currently, there are around 38 authorized institutions offering Internet banking services in Hong Kong” (Li, 2004). At the end of 2004, around 2.7 million personal Internet banking accounts were established in Hong Kong (Hammond, 2005). From government official Website, the labor force in 2005 is around 3.6 millions. Roughly estimating, one labor has around one to two e-banking accounts. Banks are still trying hard to attract more potential users in order to reduce cost. Every transaction conducted with a teller costs a bank approximately UK£1-2; but an online transaction costs a bank only a fraction of a penny (Standford, 2002). Since our next generation is receiving better education, so they have higher tendency to accept information technology. Internet banking provides an access to banking services 24 hours a day, 365 days a year. Users can manage their finances anytime, anywhere without visiting the traditional bank in person. It also helps to save the bank's human resources, thus reduce the operating cost (Education and Manpower Bureau, 2001). However, some people will be attracted by the promotions, register it and try to use it, but finally they will give up using it. According to Keaveney (1995), customers switching behavior will damage market share and profitability of services firms. Therefore, retention of

customers and attraction of new customers is an important issue. Trust has been an important aspect for acceptance of technology and is an important ingredient for long-term orientation. There is a significant relationship between trust and continuity. (Pavlou, 2002; Morgan & Hunt; 1994; Anderson & Weitz, 1989; Ganesan, 1994) So, I will examine the determinants of trust of online banking.

1.2 The Objective of Study

This study is to examine the factors affecting trust of Internet banking in Hong Kong. In addition, a research model will be developed after analysis and the critical determinants will be indicated. The result of the study is useful for online banking services providers to retain their customers. Recommendations will also be made.

2. Literature Review and Research Model

2.1 McKnight et al. (2002) Model

McKnight et al. (2002) suggest that “Disposition to Trust”, “Institution-base Trust”, “Perceived Site Quality” affect customers’ trusting beliefs in the e-commerce context. In addition, they suggest that “Disposition to Trust”, “Institution-based Trust”, “Trusting Beliefs” and “Perceived Site Quality” affect customers’ intention to engage in trust related behaviors with a specific web vendor. They also suggest that “General

Web Experience” affect customers’ perceptions of the institutional environment.

I used part of the factors suggested by McKnight et al. (2002) in my research model.

2.2 Gefen et al. (2003) Model

Similar to McKnight et al. (2002), Gefen et al. (2003) suggest that “Institution-based Trust” affect customers’ trust with an e-vendor. However, they separated “Institution-based Trust” into two constructs namely “Structural Assurance” and “Situational Normality” in their research. In addition, they suggest “Knowledge-based trust” is an antecedent of trust, it defined as familiarity with the e-vendor. Contrary to the previous research (Gefen, 2000), “Knowledge-based Trust” did not significant increase trust in an e-vendor. Gefen et al. (2003) believed that the effect was mediated by other constructs. They still believe that familiarity does increase trust, but this effect is channeled through other constructs only. Similar to McKnight et al. (2002), they suggest trust in the e-vendor will affect customers’ intention to shop online.

Now, I base on their models to develop a research model in online banking context.

2.3 Research Model

My research model is mainly based on McKnight et al. (2002) and Gefen et al.

(2003). The relationship between disposition to trust and trusting intention in McKnight et al.'s model has been dropped because its effect is mediated by trusting beliefs. Similarly, the relation of institution-based trust and trusting intention has also been dropped. From Gefen et al.'s model, institution-based trust is separated into situation normality and structure assurance because their effect magnitudes on trust are different. Familiarity in Gefen et al.'s model is adopted in my model. Since it is found to be important in the online shopping context, it is important to know if it can be applied in the online banking context. The term 'trust' is always used in this study, so its meaning should be completely and properly understood. Before the explanation of each hypothesis, let's define what trust is first.

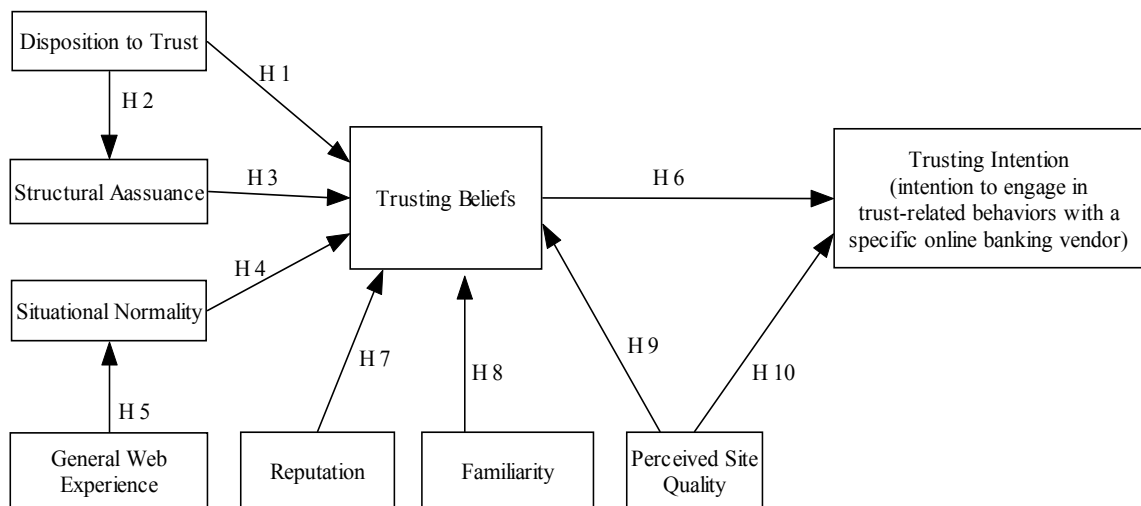


Fig. 1 My Proposed Research Model

2.4 Definition of Trust

Trust is a very complex construct and it is multidimensional (Gefen 2000; Hoy &

Tarter, 2004; Smith & Birney, 2005; McKnight et al., 2002; Mayer et al., 1995). It is “the trait of trusting; of believing in the honesty and reliability of others” (WordReference, 2005). Trust is also referred to the willingness to rely (Doney, Cannon, & Mullen, 1998; Van & Sniezek, 2005) and has a positive attitude toward others (Whitener et al., 1998). One of the most frequently used definitions of trust is the following, “Trust is a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intention or behavior of another under conditions of risk and interdependence” (Rousseau, 1998). It has also been defined as a behavior (e.g., trusting behavior) by Mayer et al. (1995). Therefore, we cannot only use the term ‘trust’ and assume its meaning is completely and properly understood. For the purpose of this project, the definition of trust suggested by Rousseau will be employed. That means, trust is not a behavior, it is a psychological state in terms of beliefs and positive expectations. It has positive (or nonnegative) outcomes, requires mutuality (other parties) and developed under uncertain, risk and interdependence (Rousseau, 1998; Bhattacharya et al., 1998).

2.5 Factors Affecting Trust in Online Banking

There are many factors identified by the past studies which will affect customer’s trust in online banking vendors. The antecedents of trust are trusting beliefs,

familiarity, disposition to trust, institution-based trust (structural assurance and situational normality), reputation and perceived site quality. The trusting beliefs (trust in online banking) will directly relate to the trusting intentions (the intention to continue to online banking). Disposition to trust will positively affect structural assurance and general web experience will positively affect situational normality. The following passage will describe the definition of each antecedent and the relationships in the model (as shown in Fig. 1) will be explained.

2.6 Hypotheses

2.6.1 Trusting beliefs

Trusting beliefs means the trust in online banking vendors. Truster (User) perceived that the trustee (online banking vendor) has beneficial attributes to him/her. These attributes include benevolence, competence, and integrity (McKnight and Chervany, 2002). Benevolence means “one can rely on the good will of the other to act in one's best interest” (Hoy & Tarter, 2004 p. 254). In addition, “competence is the belief that a partner has the necessary skills to do a task” (Coetzee & Eloff, 2005 p.502).

Moreover, competence is equivalent to ability, which refers to “the ability of the trustee to do what the truster needs” (McKnight et al., 2002 p.337). Many research indicated that web user want the e-vendor to act in his/her interest (benevolence), to

be honest in transactions (integrity) and to be able to deliver services at promise (ability/competence) (Mayer et al., 1995; Suh & Han, 2003; Lin et al., 2005; Hosmer, 1995; Koeszeig, 2004).

2.6.2 Disposition to trust

Disposition to trust is defined as the general propensity to trust others in the e-commerce context (McKnight et al., 2002) and in the management context (Mayer et al., 1995; Kramer, 1999). It represents the inclination to trust other people (Ferres et al., 2004). It also defined as the personality traits that formed through an individual's lifetime (Tan & Sutherland, 2004). This trait is dependent on cultural background, personality type and developmental experience (Lee & Turban, 2001).

A person who has high propensity to trust others tends to color the interpretations of the relationships built between trustor and trustee (McKnight et al., 2002). What's more, Tan & Sutherland (2004) stated that disposition to trust brought its own influencing factors into the online trust. In the online shopping context, Lee and Turban (2001) showed that the individual trust propensity positively related to the trustworthiness of Internet merchant. In the online banking context, it works similarly. A person tends to feel others are generally reliable and easy to trust things/people will believe that the online bank can act in his/her best interest, keeps promise and honest.

Thus, it was hypothesized that:

H1: Disposition to trust is positively related to trusting beliefs

2.6.3 Institutional-based trust

Institutional-based trust refers to a person's perceptions of the institutional environment. From Chang and Cheung (2005), institutional-based trust will lead to higher levels of trust in e-vendors in the online shopping context. According to McKnight and Chervany (2002), Gefen et al. (2003) and Ratnasingham et al. (2005), it is subdivided into structural assurance and situational normality.

2.6.3.1 Structural assurance

Structural assurance means that one believes that protective structures such as guarantees, contracts, regulations, promises are conducive to situational success. For instance, Internet users who perceive the existence of structural assurance would believe that legal and technological Internet safeguards (encryption) protect them from privacy loss, identity loss, or credit card fraud. "Structural assurance is information that can be used to give a web services provider or requestor the confidence that measures exist that can provide safeguards and reduce the risk when something goes wrong" (Coetzee & Eloff, 2005 p.501). According to Tan and Theon (2001), contracts and agreements can monitor and control the successful performance

of a transaction in online shopping. In the online banking context, it refers to the terms and conditions provided by the e-bank. A detailed terms and conditions act like a contract or agreement. The use of two-factor authentication in Hang Seng e-Banking (<http://www.hangseng.com>) can also be regarded as another kind of structure assurance. They use User ID, password combined with a security device to generate a one-time password for verifying a user's identity for performing non-registered account transfer and online bill payments. Standard Chartered e-Banking (<http://www.standardchartered.com.hk/cb/ibkg/demo/index.html>) use User ID, password combined with mobile phone to generate a one-time password for verification of identity. Also, many banks such as Hang Seng Bank and Bank of China (Hong Kong) (<http://www.bochk.com>) have adopted the 128bit Secure Socket Layer (SSL) encryption, to ensure the security of customers' data during transmission.

Disposition to trust is positively related to structural assurance because past studies showed that a person that is willing to depend on or trust others tends to highlight the situational success that bought by the protective structures (McKnight et al., 2002; Lee & Turban, 2001). In the online shopping context, Lee and Turban (2001) showed that the individual trust propensity positively related to the contextual factors (effectiveness of third party certification and security infrastructure). Lee and Rao (2005) also showed that disposition to trust positively affected perceived structural

assurance in the Internet. In the online banking context, it works similarly. A person tends to feel others are generally reliable and easy to trust things/people will believe that the protective structures such as encryption and two-factor authentication are more trustworthy. Thus, it was hypothesized that:

H2: Disposition to trust is positively related to structural assurance

With a high level of structural assurance in a web site, one would be more likely to believe in the goodness of the e-vendors (trusting beliefs) because of the secure feeling that the structural assurance engenders (McKnight and Chervany, 2002; Gefen et al., 2003). In the online banking context, the more the protective structures such as encryption system and two-factor authentication system provided, the more the trust in this online banking vendors. Thus, it was hypothesized that:

H3: Structural assurance is positively related to trusting beliefs

2.6.3.2 Situational normality

Situational normality means that a person believes that the situation in a venture is normal or favorable or conducive to situational success (McKnight and Chervany, 2002; Pavlou, 2002). It also means that the parties involved will act normally and everything seems normal or in the right order (Lee & Rao, 2005). For example, when

Internet users believe that the internet situation is normal and their role and the vendor's roles are appropriate and conducive to success, then they have a basis for trusting the e-vendors. Past studies showed that people tend to trust more when the nature of the interaction is in accordance with what they consider to be normal, anticipated and typical (Gefen et al., 2003; McKnight et al., 2002). Thus, it was hypothesized that:

H4: Situational normality is positively related to trusting beliefs

2.6.4 General web experience

General web experience is the accumulated experience of using Internet and browsing web page. It is expected to be positively related to situational normality because internet experience gives customer a feeling of proper and normal situation, which represented by situational normality. In addition, Internet experience will give customer feeling that the web is normal, safe and secure (McKnight et al., 2002).

Many past studies suggested that prior experience of technology impacted on attitude towards related systems (DeLone, 1998; Levin & Gordon, 1989; Igbaria et al., 1995).

Thus, it was hypothesized that:

H5: General web experience is positively related to situation normality

2.6.5 Trusting intention

Trusting intention means the intention to engage in trust-related behaviors with online banking vendors. That is, the intention to continue to use this online banking services of this vendor in the current research context. According to McKnight et al. (2002), trusting intentions referred to the truster (user) is willing to depend on the trustee (e-vendors). Trusting beliefs will positively related to trusting intention because a user with high trusting beliefs perceived the online banking vendor to have attributes that enable the customer to hold a secure willingness to depend on the online banking vendors. Perceptions of honest, ability and integrity of e-vendor encourage the user to engage with this e-vendor. There is significant evidence to suggest a strong relationship between trust and continuity (trusting intention) (Pavlou, 2002; Morgan & Hunt; 1994; Anderson & Weitz, 1989; Ganesan, 1994; Wakefield & Whitten, 2006; Wakefield et al., 2004). Thus, it was hypothesized that:

H6: Trusting beliefs is positively related to trusting intention

2.6.6 Reputation

Chang and Cheung (2005) showed that reputation is a crucial factor affecting trust in online shopping. It is categorized as process-based trust and is defined as a symbolic representations of a past exchange history. "Process-based trust is developed

through repeated interactions between two partners and thus depends on the behaviour of each partner and the history of interactions among the partners” (Lindgreen, 2003). Besides, Pennington & Wilcox & Grover (2004) also shows that reputation is an importance factors affecting trust in e-commerce. In addition, according to McKnight and Chevany (2002), good reputation would positively affect trusting beliefs because reputation is a kind of second-hand rumor. In the online banking context, it refers to the accumulated scale of opinions of from many people about the e-bank (MacInnes & Li & Yurcik, 2005). For instance, you heard many positive things of Hang Seng e-banking from friends such as useful, easy to use and always provide good services. So, if the users had heard many positive things from their friends/families, they are expected to trust the e-bank more. Thus, it was hypothesized that:

H7: Reputation is positively related to trusting beliefs

2.6.7 Familiarity

Familiarity means the past interactions with the online banking vendors (Pavlou, 2002). Familiarity is the antecedent of knowledge-based trust (Gefen et al., 2003). Yamigishi (1994) stated that knowledge-based trust depends on history, information and experience. Familiarity lessens confusion about the web site procedures and reduces the possibility that the customer may mistakenly sense that he/she is being

taken unfair advantage of (Gefen 2000; Gefen et al., 2003). Trust is developed over time with accumulation of trust-relevant knowledge resulting from experience with the other party (Gefen et al. 2003). Past studies showed that customers gain knowledge about e-vendors through the prior experience such as past purchase, communication or other interactions with e-vendors (Gefen 2000; Gulati, 1995). Trust is also created progressively through the accumulated experience with others. This experience refers to the cumulative result of interactions with a party (Coetzee & Eloff, 2005). With higher level of familiarity and past experience about the e-bank, a person will trust it more (Bhattacharjee, 2002). Thus, it was hypothesized that:

H8: Familiarity is positively related to trusting beliefs

2.6.8 Perceived site quality

Perceived site quality means the impressions of how well the web site is built and works. It is showed that the effect of good perceived site quality has key relationships on willingness to explore and trusting the site (McKnight et al., 2002). Past studies showed that with high level of perceived site quality, one is willing initially to explore the site without considering risks and then, one is more likely to have trusting intentions in the site which involves risks (McKnight & Kacmar & Choudhury, 2003; Kim & Tadisina, 2005; Wakefield et al., 2004). Perceived web site quality related

positively to both trusting beliefs and trusting intentions because using the Web site solidified the initial impressions and provided the first experiential taste of vendor's presence (McKnight et al., 2002). Web characteristics such as menu layout, appearance, smooth navigation, professional design and error-frees are the primary drivers of trust (Shankar & Urban & Sultan, 2002; Barnes & Vidgen, 2001; Cyr et al. 2005). Personalization is also one of the characteristics. In the online banking context, it refers to tailoring service to the customers' preferences (Serino et al. 2005; Kim & Tadisina, 2005). Detail demonstrations or guidelines showed potential customers how to use the online banking services is also a kind of good site quality. For instance, the Liu Chong Hing Bank demo lets potential customers know more about the interfaces after logged in. (<http://www.ibanking.lchbank.com/WEB/sc0041/ZHT/demo/0.html>)

If users perceive the web site is having high quality, they will assume the online banking vendor has positive attributes and will form trusting intentions. Thus, it was hypothesized that:

H9: Perceived site quality is positively related to trusting beliefs

H10: Perceived site quality is positively related to trusting intentions

Ten hypotheses have been developed. The following research methodology is used in this study.

3. Research Methodology

3.1 Research Design

This study focuses on the factors affecting the user's trust in online banking. So, the target respondents are the individual who has visited the online banking website and who has done something through the website for at least one time. Examples include checking account balances, transferring money to another bank accounts or buying stocks. Therefore, the respondents should have at least some knowledge in online banking website. The target respondents include both students and the work forces. The online banking vendor is considered as a trustee while the user is considered as a truster in the online banking perspective.

Both paper-based questionnaire and Internet-based questionnaire were distributed to the Internet users in Hong Kong. Two versions of questionnaires, English and Chinese were prepared (See Appendix C). Only Chinese version of questionnaire were distributed on the web whilst both English and Chinese questionnaire were distributed in person. A total of 145 usable questionnaires were collected in which 92 of them were paper-based and 53 of them were web-based.

3.2 Respondent Profile

The respondents who were online banking users were asked to answer the questions according to their past experience from the online banking organization. Most of them processed their transaction at Hang Seng Bank, HSBC, Bank of China, Bank of East Asia, Citibank, Standard Chartered and Liu Chong Hing. Table 2 (See Appendix B) summarizes the demographic characteristic of respondents. As shown in table, there were 52.4% of respondents were female and 47.6% of them were male. Over 70% of the respondents were 17-25 years old, and 17.2% of the respondents were 26-35 years old. The result showed that 74.5% of the respondents' education level attained university or above. 64.8% of the respondents were students and 61.4% of the respondents had average monthly income below \$4,000. 26.2% of respondents reported that they had 3-6 years of general web experience, while 69% of them had 7-10 years of general web experience.

3.3 Measurements

Each variable shown in figure 1 was measured with several items derived from prior research and modified to fit the context of online banking (see Appendix A).

Those variables were measured on a 5-point Likert-type scale anchored by 1 (strongly disagree) to 5 (Strongly agree) except general web experience. To ascertain they have past experience, respondents were asked to name one of the online banks they used.

Trusting beliefs. The respondents' trusting beliefs were measured using three items adapted from McKnight et al. (2002) and two items that adapted from Wakefield et al. (2004).

Structural assurance. It was measured using three items adapted from Wakefield et al. (2004) and another two items constructed by myself.

Trusting intentions. It was measured using four items. Two items adapted from Pavlou (2003) and two remaining items adapted from Martakos et al. (2003) and Suh and Han (2003) respectively.

Perceived site quality. It was measured using 7 items. Two items were constructed by myself. Three items were adapted from Cyr et al. (2005). The two remaining items were adapted from Zhang & Small & Dran & Barcellos (2000) and Kim & Tadisina (2005) respectively.

Situational normality. It was measured using 2 items. One of them was self-construct

and one of them was adapted from Gefen et al. (2003).

Familiarity. It was measured using 2 items. One of them was self-construct and one of them was adapted from Bhattacharjee (2002).

Disposition to trust. It was measured using 2 items. One of them was adapted from Gefen (2000) and one of them was adapted from Lee and Turban (2001).

Reputation. It was measured using 4 items. One of them was adapted from Park & Kim (2003). One of them was adapted from Wakefield et al. (2004) and one of them was adapted from Torres et al. (2005). The remaining one was self-constructed.

4. Analysis and Results

4.1 Reliability of the Instrument

The statistical package for social science (SPSS) 13.0 for windows was used to analyze the data. Cronbach's Alpha was used to test the internal reliability of the scales. "Reliability" is an indication of measurement accuracy that is the extent to which instrumentation produces consistent or error-free result. Cronbach's Alpha is an Internal-consistency reliability estimation method. It should only be computed on a homogeneous set of items. If the Cronbach's Alpha for the model constructs are at or above the recommended threshold of 0.7, the construct are said to be reliable.

Table 1 summarizes the Cronbach's Alpha for all scales. All the alphas are greater

than 0.7. The tests demonstrated that the measures of Disposition to Trust, Reputation, Trusting Beliefs, Structural assurance, perceived site quality, situational normality, familiarity, trusting intention are reasonably internally consistent. For a more detail reliability analysis result, please refer to Appendix F.

Table 1 Cronbach’s Alpha Reliability Analysis (Significant Level: Alpha \geq 0.7)

Variables	Items	Alphas
Disposition To trust	DT1, DT2, DT3	0.797
Reputation	RP1, RP2, RP3, RP4	0.740
Trusting Beliefs	TB1, TB2, TB3, TB4, TB5	0.812
Structural Assurance	SA1, SA2, SA3, SA4, SA5	0.782
Perceived site Quality	PSQ1, PSQ2, PSQ3, PSQ4, PSQ5, PSQ6, PSQ7	0.771
Situational Normality	SN1, SN2	0.754
Familiarity	F1, F2	0.745
Trusting Intention	TI1, TI2, TI3, TI4	0.824

4.2 Multiple Regressions and Simple Regressions

Multiple regression analysis is the study of how a dependent variable is related to two or more independent variables. Simple regression analysis is the study of how a dependent variable is related to an independent variable.

Multiple regression is used to measure the relationship between several independent or predictor variables and the dependent or criterion variable. To test the hypothesis, when the p-value is less than 0.05 (significant level), then the independent variables affect the dependent variable. Otherwise, they don't have relationship. They are used to test the hypotheses.

4.2.1 Explaining Trusting beliefs

In the first regression, Disposition to Trust, Reputation, Structural Assurance, Perceived Site Quality, Situational Normality and Familiarity are the independent variables and Trusting Beliefs is the dependent variable. The following multiple regression will be used to test Hypothesis 1, 3, 4, 7, 8 and 9.

$$\text{Trusting Beliefs (TB)} = a + \beta_1 * \text{DT} + \beta_2 * \text{SA} + \beta_3 * \text{SN} + \beta_4 * \text{RP} + \beta_5 * \text{PSQ} + \beta_6 * \text{F}$$

The results, presented in table 2, show support for Hypotheses 3, 4, 8 and 9 as structural assurance, perceived site quality, situational normality and familiarity all emerged as significant predictors of trusting beliefs. However, reputation and

disposition to trust are insignificant since p-value of regression coefficient is larger than 0.05. Hence, hypothesis 1 and 7 is rejected. Further, the significant change in R-square ($R^2=0.402$) indicated that 40.2% of the variance in trusting beliefs was explained by the structural assurance, familiarity, situational normality and perceived site quality.

Model ($R^2=0.402$)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.036	0.343		3.019	0.002
Structural Assurance	0.303	0.068	0.341	4.427	0.000
Disposition to Trust	0.010	0.053	0.013	0.190	0.425
Reputation	-0.028	0.064	-0.032	-0.435	0.332
Familiarity	0.142	0.052	0.198	2.715	0.004
Situational Normality	0.144	0.061	0.181	2.385	0.009
Perceived Site Quality	0.171	0.086	0.163	1.995	0.024

Table 2 Regression results – Trusting beliefs

4.2.2 Explaining Trusting Intention

In the second regression, Trusting Beliefs and Perceived Site Quality are the independent variables and Trusting Intention is the dependent variable.

The following multiple regression will be used to test Hypothesis 6 and 10.

$$\text{Trusting Intention (TI)} = a + \beta_1 * \text{TB} + \beta_2 * \text{PSQ}$$

The results, presented in table 3, show support for hypotheses 6 and 10 as perceived site quality and trusting beliefs all emerged as significant predictors of trusting intentions. Further, the significant change in R-square ($R^2=0.336$) indicates that 33.6%

of the variance in trusting intentions was explained by the perceived site quality and trusting beliefs.

Model (R ² =0.336)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.296	0.411		0.720	0.473
Perceived Site Quality	0.453	0.105	0.329	4.335	0.000
Trusting Beliefs	0.465	0.099	0.355	4.678	0.000

Table 3 Regression results – Trusting intentions

4.2.3 Explaining Structural assurance

Simple regression has been performed with Disposition to trust as independent variable and Structural Assurance as dependent variable.

The following simple regression will be used to test Hypothesis 2.

$$\text{Structural Assurance (SA)} = a + \beta * \text{DT}$$

The results, presented in table 4, show support for Hypothesis 2 as disposition to trust significant as predictors of structural assurance. Further, R-square (R²=0.061)

indicates that 6.1% of variance in structural assurance was explained by the disposition to trust.

Model (R ² =0.061)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.187	0.240		13.265	0.000
Disposition to Trust	0.215	0.071	0.247	3.046	0.002

Table 4 Regression results – Structural assurance

4.2.4 Explaining situational normality

Simple regression has been performed with General Web Experience as independent variable and Situational Normality as dependent variable.

The following simple regression will be used to test Hypothesis 5.

$$\text{Situational normality (SN)} = a + \beta * \text{GWE}$$

The results, presented in table 5, show reject for Hypothesis 5 as p-value of regression coefficients is larger than 0.05. Hence, Hypothesis 5 is rejected; general web experience is not the predictor of situational normality.

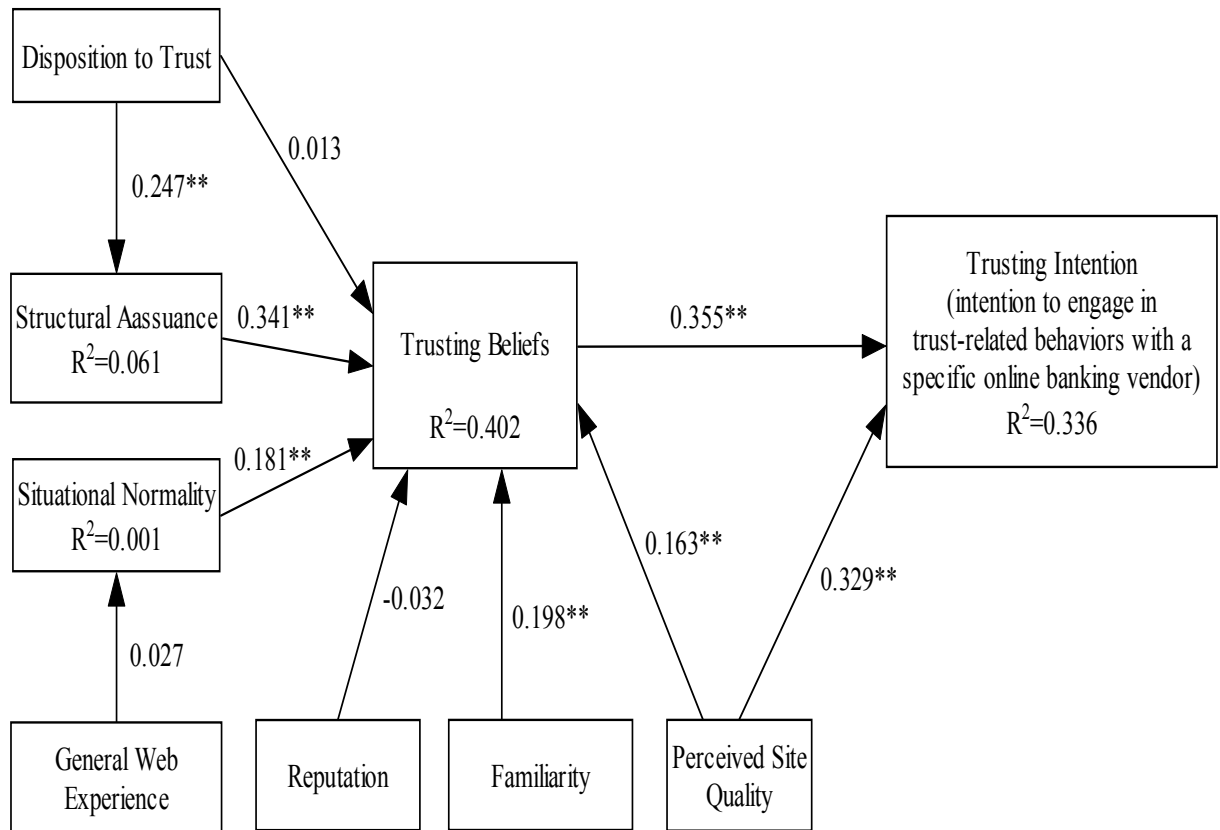
Model (R ² =0.001)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.709	0.206		17.992	0.000
General Web Experience	0.008	0.025	0.027	0.319	0.375

Table 5 Regression results – Situational Normality

4.3 Summary of results

Figure 2 shows a summary presentation of results. From the model, it indicates that trusting beliefs ($\beta=0.355$) was a strong determinant of trusting intentions, followed by perceived site quality ($\beta=0.329$). In addition, structural assurance ($\beta=0.341$) is the most significant determinant for trusting beliefs, followed by familiarity ($\beta=0.198$), situational normality ($\beta=0.181$) and perceived site quality ($\beta=0.163$). Finally, disposition to trust is significant to structural assurance, with $\beta=0.247$. The test results

for all hypotheses are shown in Table 3 (Appendix D).



Notes: ** indicates $p < 0.05$ (Significant)

Figure 2 A summary results of the analysis

5. Discussion

5.1 Implications

This study adapted McKnight et al.'s model (2002) and Gefen et al.'s model (2003) to explain the users' trust in online banking. First of all, I discuss the results of the determinants influenced trusting beliefs. The results showed that reputation and disposition to trust was insignificantly related to trusting beliefs which is different from McKnight et al.'s and Gefen et al.'s results. It is believed that the different finding was discovered due to the nature of industry.

According to the findings, reputation was found to have insignificant coefficient in the model regressing trusting beliefs. This result was different from the previous studies (Chang & Cheung, 2005; McKnight et al., 2002; Pennington & Wilcox & Grover, 2004). McKnight et al.'s model was adapted in e-commerce context and it considered the initial trust. Moreover, Chang & Cheung's and Pennington et al.'s model was adapted in online shopping context, so it implies that reputation is more important in online shopping context but not so important in e-banking context. In addition, the reputation of an e-banking is affected by its traditional bank; the more the reputation of the traditional bank, the more the reputation of its e-banking. So, users are difficult to distinguish the reputation of e-bank that they used. Finally, as they are already using that e-bank, so they would less concern about its reputation.

Therefore, reputation is proved not significantly affected the trusting beliefs of e-banking.

Moreover, disposition to trust was insignificant in this study. In the online shopping context, previous studies (Tan & Sutherland, 2004; Lee and Turban, 2001) have showed that disposition to trust was a significant factor affecting trusting beliefs. However, this study found that disposition to trust is not significant in e-banking context. Unlike online shopping vendors, e-banking vendors were supported by their financial institutions. All banks in Hong Kong are required to become members of the Hong Kong Association of Banks (HKAB) and to observe the rules made by the Association under the HKAB Ordinance. Since the financial institutions were regulated by HKAB, therefore, they are generally very reliable. Most people will believe in an e-banking vendor because they have built trust with the financial institutions already. Thus, the effect of disposition to trust is eliminated.

Structural assurance was found to be significant and was the dominant determinants of trusting beliefs. It was found consistent with the previous studies (McKnight and Chervany, 2002; Gefen et al., 2003). Therefore, online banking vendors should provide more security measures or detailed term and conditions to their users.

Familiarity was significant to trusting beliefs as previous studies (Gefen 2000; Gulati, 1995; Bhattacharjee, 2002). Thus, it is useful for online banking vendor to

make more interactions with their users.

Situational normality was significant to trusting beliefs as previous studies (Gefen et al., 2003; McKnight et al., 2002). Thus, it is useful for online banking vendor to make their web site similar to other sites, such as typical login system. However, general web experience was found insignificantly related to situational normality which was contradicted with previous findings (DeLone, 1998; Levin & Gordon, 1989; Igarria et al., 1995). All the e-banking vendors provided very similar services among each others. In addition, the respondents' general web experience was ranged from 3 years to 17 years; the ones who have Internet experience over 3 years are already very familiar with the Internet. Therefore, no matter they have 3 years or 17 years of experience, they are also having enough experience in the Internet. Thus, their perceptions on situational normality may have not much difference.

Perceived site quality was significant to trusting beliefs as previous studies (McKnight et al., 2002; McKnight & Kacmar & Choudhury, 2003). Perceived site quality was the second determinant to trusting intentions, which is consistent with the past studies (McKnight & Kacmar & Choudhury, 2003; Kim & Tadisina, 2005; Wakefield et al., 2004). Thus, in order to retain users' continuity to process transaction online, the website must be error-free. What's more, it is better to further investigate what interfaces and navigation that user like and level of personalization user prefer.

The final finding is that disposition to trust is significant to structural assurance, but the magnitude is very small ($R^2=0.061$). It is consistent with previous studies (Lee and Rao, 2005; Lee & Turban, 2001; McKnight et al., 2002). Thus, e-banking vendors can attract more students to join their e-banking because students are generally easier to trust a people/thing than an adult.

5.2 Limitations and Further Research

As with any prior studies, my study also has its limitations. There are four main limitations. First of all, the sample size is not large enough ($N=145$) due to the time limitation. It is better to use larger sample size to measure. The sample is not randomly selected. Further research may need to use a larger sample size. Second, other than the discussed factors that influence the trust towards online vendor, there maybe more factors; so it would be appropriate to extend this study by developing a more extensive model. Third, the answers of respondents' general web experience were ranged from 3 to 17, they are all very experienced. Thus, their perceptions on situational normality may have not much difference. Junior users with less than 2 years experience should be asked. Finally, large portion of the sample was composed of respondent age under 25 (75.2%) and have University education level (74.5%), it is possible that their perceptions of trustworthiness are different from other population.

6. Conclusion

In this study, the results highlight the idea that trusting beliefs had the strongest relationship for users' intention to process transaction online, following by perceived site quality. Structural assurance had the strongest relationship for trusting beliefs, following by familiarity, perceived site quality and situational normality. Disposition to trust showed significant to structural assurance and general web experience showed no relationship with situational normality.

Online banking vendor can focus on research & development determining the factors affecting users' perceived site quality. They should also increase the structural assurance, such as increases security and provides detail terms & conditions. It can reduce the perceived risk. In addition, interacting with users can increase the familiarity, such as provides online opinion sections, provides immediate enquiry answered by the online customer service representative. Finally, making a typical login system and providing similar services with other e-banking vendors can increase the situational normality. For instance, if some banks adopt two-factor authentication in the login system, other banks should follow. Otherwise, users will confuse about why their banks do not provide them with this system. Increased situation normality would increase trust. I hope the results provide insights for e-banking vendors by increasing their understanding of factors affecting trust in online banking.

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8. Appendices

8.1 Appendix A

Table 1 Measurement table

Table 1 Measurement Table

Factor	Items	Source
Disposition to trust (DT)	<ol style="list-style-type: none"> 1. It is easy for me to trust a person/thing. (DT1) 2. I generally trust other people unless they give me a reason not to. (DT2) 3. I feel that people are generally reliable. (DT3) 	<p>Lee and Turban (2001)</p> <p>Gefen (2000)</p> <p>Gefen (2000)</p>
Reputation (RP)	<ol style="list-style-type: none"> 1. This online bank is very famous and well known. (RP1) 2. Many people would recommend this e-bank(e.g. by magazine or word-of-mouth) (RP2) 3. This online bank has a good reputation in the market. (RP3) 4. I believe that the reputation of this e-banking is superior to its competitors. (RP4) 	<p>Park & Kim (2003)</p> <p>Self-constructed</p> <p>Wakefield et al. (2004)</p> <p>Torres et al. (2005)</p>
Trusting beliefs (TB)	<ol style="list-style-type: none"> 1. I believe that this online bank would act in my best interest. (TB1) 2. I believe that this online bank would keep its commitments. (TB2) 3. I believe this online bank perform its business role very well. (TB3) 4. I believe this online bank is capable and proficient in its business. (TB4) 5. This online bank is truly sincere in its promise to users. (TB5) 	<p>McKnight et al. (2002)</p> <p>McKnight et al. (2002)</p> <p>McKnight et al. (2002)</p> <p>Wakefield et al. (2004)</p> <p>Wakefield et al. (2004)</p>
Structural assurance (SA)	<ol style="list-style-type: none"> 1. On this e-bank, I believe the proper technology has been put into place that would assure me this website is functional. (SA1) 	<p>Wakefield et al. (2004)</p>

	<p>2. On this e-bank, I believe the appropriate safeguards (encryption or privacy protection measures) have been put into place that would ensure me of a successful transaction. (SA2)</p> <p>3. There is enough information on this e-bank to assure me that this vendor is legitimate. (SA3)</p> <p>4. The login process of this e-banking is secure. (SA4)</p> <p>5. This e-bank provides detailed terms and conditions. (SA5)</p>	<p>Wakefield et al. (2004)</p> <p>Wakefield et al. (2004)</p> <p>Self-constructed</p> <p>Self-constructed</p>
Trusting intentions (TI)	<p>1. I would be willing to rely on this Internet banking. (TI1)</p> <p>2. It is likely that I will use this e-bank in the near future. (TI2)</p> <p>3. Given the chance, I intend to use this e-bank. (TI3)</p> <p>4. I will recommend others to use this e-bank. (TI4)</p>	<p>Martakos et al. (2003)</p> <p>Pavlou (2003)</p> <p>Pavlou (2003)</p> <p>Suh and Han (2003)</p>
Perceived site quality (PSQ)	<p>1. This website can be easily navigated e.g. smooth navigation and clear directions. (PSQ1)</p> <p>2. This website looks professionally designed. (PSQ2)</p> <p>3. The user menus are clearly categorized and are well laid out in the screen. (PSQ3)</p> <p>4. This site has an attractive appearance e.g. attractive screen layout and background. (PSQ4)</p> <p>5. The level of personalization at this site is about right, not too much or too little. (PSQ5)</p> <p>6. This e-bank is error-free. (PSQ6)</p> <p>7. The demonstration or guidelines provided by this e-bank can</p>	<p>Cyr et al. (2005)</p> <p>Cyr et al. (2005)</p> <p>Cyr et al. (2005)</p> <p>Zhang & Small & Dran & Barcellos (2000)</p> <p>Kim & Tadisina (2005)</p> <p>Self-constructed</p> <p>Self-constructed</p>

	show me how to use e-banking correctly. (PSQ7)	
Situational normality (SN)	<ol style="list-style-type: none"> 1. The steps required to login are typical of other websites. (SN1) 2. The e-banking services provided by this online bank are similar to other competitors in the market. (SN2) 	<p>Gefen et al. (2003)</p> <p>Self-constructed</p>
Familiarity (F)	<ol style="list-style-type: none"> 1. I gain knowledge about this e-bank through the prior experience of using this website. (F1) 2. Overall, I am familiar with this e-bank. (F2) 	<p>Self-constructed</p> <p>Bhattacharjee (2002)</p>

8.2 Appendix B

Table 2 Respondent Demographic Characteristics

Table 2 Respondent Demographics Characteristics

Sample (N=145)	Frequency	Percentage (%)
Gender		
Male	69	47.6
Female	76	52.4
Age		
16 or below	0	0
17-25	109	75.2
26-35	25	17.2
36-45	10	6.9
46 or above	1	0.7
Educational Level		
Primary school	0	0
Secondary school	7	4.8
Diploma/ High Diploma	30	20.7
University or above	108	74.5
Occupation		
Student	94	64.8
Clerical work	28	19.3
Managerial Level	2	1.4
Professional	6	4.1
Self-employed	0	0
Others	15	10.4
Monthly Income		
Below \$4,000	89	61.4
\$4,000 - \$8,999	9	6.2
\$9,000 - \$13,999	24	16.6
\$14,000 - \$ 18,999	9	6.2
\$19,000 - \$23,999	6	4.1
\$ 24,000 or above	8	5.5
General Web Experience		
3-6 years	38	26.2
7-10 years	100	69.0
11-14 years	5	3.4
15 years or above	2	1.4

8.3 Appendix C
Questionnaire Sample
(Chinese Version and English Version)

有關網上銀行之意見調查

本人是香港浸會大學資訊系統管理系三年級的學生，現正進行一項有關用戶對網上銀行的意向調查。希望閣下能抽出數分鐘的時間，完成這份問卷。是次調查所得的資料只會作學術之用，在此先感謝閣下的協助。

第一部份 經驗

1. 你以前曾否擁有網上銀行戶口?
_____ 有 (請繼續問題二) _____ 沒有 (問卷完)
2. 你以前曾否在網上銀行處理戶口帳目?
_____ 有 (請繼續問題三) _____ 沒有 (問卷完)
3. 於過往一個月，你使用網上銀行的次數為:
_____ 零次 _____ 15-21 次
_____ 1-7 次 _____ 22-28 次
_____ 8-14 次 _____ 28 次或以上
4. 你使用了互聯網多少年? _____ 年

第二部份：個人信任度

	非常不同意		中立	非常同意	
4. 我很容易相信一個人/一件事	1	2	3	4	5
5. 除非有原因，否則我多數會信任人	1	2	3	4	5
6. 我覺得別人普遍是可靠的	1	2	3	4	5

7. 請你列舉一間你會使用的網上銀行，並根據你在該網上銀行的經歷回答以下問題。

_____ (請繼續第三至第十部份之問題)

第三部份：聲譽

	非常不同意		中立	非常同意	
8. 該網上銀行是很出名及為人熟悉的	1	2	3	4	5
9. 很多人推薦這間網上銀行 (例如透過雜誌或口傳)	1	2	3	4	5
10. 該網上銀行在市場上是有聲譽的	1	2	3	4	5
11. 我相信該網上銀行比其他競爭對手更有聲譽	1	2	3	4	5

第四部份：對該網上銀行的信任程度

	非常不同意		中立	非常同意	
12. 我相信該網上銀行會為我的利益著想	1	2	3	4	5
13. 我相信該網上銀行會實踐承諾	1	2	3	4	5
14. 我相信該網上銀行會妥善地履行它的商業職責	1	2	3	4	5
15. 我相信該網上銀行精通和有能力做好自己的業務	1	2	3	4	5
16. 該網上銀行的諾言是真誠的	1	2	3	4	5

第五部份：結構保證

17. 我相信該網上銀行有恰當的科技保證該網站能運行	1	2	3	4	5
18. 我相信該網上銀行有適當的保安措施(加密或私隱保護措施)保證我的指示可以成功地執行	1	2	3	4	5
19. 該網上銀行有足夠的資料使我相信它是合法的	1	2	3	4	5
20. 登入時有足夠的保安措施(例如使用保安顯示器以獲取一個只可使用一次的編碼), 很安全	1	2	3	4	5
21. 該網上銀行提供詳細的條款及細則	1	2	3	4	5

第六部份：網站質素

22. 該網站是容易瀏覽的 (例如: 順暢, 指示清晰)	1	2	3	4	5
23. 該網站的設計是專業的	1	2	3	4	5
24. 項目單清楚地分類及妥善地排列	1	2	3	4	5
25. 該網站的外觀是吸引人的 (例如: 吸引人的版面設計及背景)	1	2	3	4	5
26. 該網站的個人化程度是恰當的, 不會過多或不會過少	1	2	3	4	5
27. 該網站是沒有錯誤的	1	2	3	4	5
28. 該網上銀行提供的示範或指引使我知道如何正確地使用網上銀行	1	2	3	4	5

第七部份：正常情況度

	非常不同意		中立	非常同意	
29. 登入網上銀行的步驟與其他網站相同	1	2	3	4	5
30. 該網上銀行所提供的服務與其他競爭對手所提供的相似	1	2	3	4	5

第八部份：熟悉度

31. 我透過過往的經驗，例如與該網上銀行的溝通及互動，對該網上銀行加深了解	1	2	3	4	5
32. 整體來說，我熟悉這間網上銀行	1	2	3	4	5

第九部份：對該網上銀行的使用意向

33. 我願意倚靠這間網上銀行	1	2	3	4	5
34. 我未來仍會使用這間網上銀行	1	2	3	4	5
35. 如果有機會，我有意使用這間網上銀行	1	2	3	4	5
36. 我會向別人推薦這間網上銀行	1	2	3	4	5

第十部份：個人資料

37. 性別

_____ 男

_____ 女

38. 年齡

_____ 16 或以下

_____ 17-25

_____ 26-35

_____ 36-45

_____ 46 或以上

39. 教育程度

_____ 小學

_____ 中學

_____ 文憑/ 高級文憑

_____ 大學或以上

40. 職業

_____ 學生

_____ 文職

_____ 管理階層

_____ 專業人仕

_____ 自僱

_____ 其他

41. 你每月平均的入息為:

_____ \$4,000 以下	_____ \$14,000-\$18,999
_____ \$4,000-\$8,999	_____ \$19,000-\$23,999
_____ \$9,000-\$13,999	_____ \$24,000 或以上

問卷完, 謝謝你的參與!

Part III: Reputation

	Strongly Disagree		Neutral		Strongly Agree
9. This online bank is very famous and well known	1	2	3	4	5
10. Many people would recommend this e-bank(e.g. by magazine or word-of-mouth)	1	2	3	4	5
11. This online bank has a good reputation in the market	1	2	3	4	5
12. I believe that the reputation of this e-banking is superior to its competitors	1	2	3	4	5

Part IV: Trusting Beliefs

13. I believe that this online bank would act in my best interest	1	2	3	4	5
14. I believe that this online bank would keep its commitments	1	2	3	4	5
15. I believe this online bank perform its business role very well	1	2	3	4	5
16. I believe this online bank is capable and proficient in its business	1	2	3	4	5
17. This online bank is truly sincere in its promise to users	1	2	3	4	5

Part V: Structural Assurance

18. On this e-bank, I believe the proper technology has been put into place that would assure me this website is functional	1	2	3	4	5
19. On this e-bank, I believe the appropriate safeguards (encryption or privacy protection measures) have been put into place that would ensure me of a successful transaction	1	2	3	4	5
20. There is enough information on this e-bank to assure me that this vendor is legitimate	1	2	3	4	5
21. The login process of this e-banking is secure	1	2	3	4	5

22. This e-bank provides detailed terms and conditions 1 2 3 4 5

Part VI: Perceived Site Quality

	Strongly Disagree		Neutral		Strongly Agree
23. This website can be easily navigated (e.g. smooth navigation and clear directions.)	1	2	3	4	5
24. This website looks professionally designed	1	2	3	4	5
25. The user menus are clearly categorized and are well laid out in the screen	1	2	3	4	5
26. This website has an attractive appearance e.g. attractive screen layout and background	1	2	3	4	5
27. The level of personalization at this site is about right, not too much or too little	1	2	3	4	5
28. This e-bank is error-free	1	2	3	4	5
29. The demonstration or guidelines provided by this e-bank can show me how to use e-banking correctly	1	2	3	4	5

Part VII: Situational normality

30. The steps required to login are typical of other websites	1	2	3	4	5
31. The e-banking services provided by this online bank are similar to other competitors in the market	1	2	3	4	5

Part VIII: Familiarity

32. I gain knowledge about this e-bank through the prior experience of using this website	1	2	3	4	5
33. Overall, I am familiar with this e-bank	1	2	3	4	5

8.4 Appendix D

Table 3 Summary result of hypotheses

Table 3 Summary result of hypotheses

Hypotheses	Results
H1: Disposition to trust is positively related to trusting beliefs	Rejected
H2: Disposition to trust is positively related to structural assurance	Supported
H3: Structural assurance is positively related to trusting beliefs	Supported
H4: Situational normality is positively related to trusting beliefs	Supported
H5: General web experience is positively related to situation normality	Rejected
H6: Trusting beliefs is positively related to trusting intention	Supported
H7: Reputation is positively related to trusting beliefs	Rejected
H8: Familiarity is positively related to trusting beliefs	Supported
H9: Perceived site quality is positively related to trusting beliefs	Supported
H10: Perceived site quality is positively related to trusting intentions	Supported

8.5 Appendix E

Regression Analysis Results

Regression Analysis Results - Trusting Intentions

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Trusting Beliefs, Perceived Site Quality ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Trusting Intentions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580 ^a	.336	.327	.58976

a. Predictors: (Constant), Trusting Beliefs, Perceived Site Quality

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.036	2	12.518	35.990	.000 ^a
	Residual	49.391	142	.348		
	Total	74.427	144			

a. Predictors: (Constant), Trusting Beliefs, Perceived Site Quality

b. Dependent Variable: Trusting Intentions

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.296	.411		.720	.473
	Perceived Site Quality	.453	.105	.329	4.335	.000
	Trusting Beliefs	.465	.099	.355	4.678	.000

a. Dependent Variable: Trusting Intentions

Regression Analysis Results - Trusting Beliefs

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Site Quality, Disposition to trust, Familiarity, Reputation, Situational Normality, Structural Assurance ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Trusting Beliefs

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.376	.43387

a. Predictors: (Constant), Perceived Site Quality, Disposition to trust, Familiarity, Reputation, Situational Normality, Structural Assurance

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.489	6	2.915	15.484	.000 ^a
	Residual	25.978	138	.188		
	Total	43.468	144			

a. Predictors: (Constant), Perceived Site Quality, Disposition to trust, Familiarity, Reputation, Situational Normality, Structural Assurance

b. Dependent Variable: Trusting Beliefs

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.036	.343		3.019	.003
	Structural Assurance	.303	.068	.341	4.427	.000
	Disposition to trust	.010	.053	.013	.190	.850
	Reputation	-.028	.064	-.032	-.435	.664
	Familiarity	.142	.052	.198	2.715	.007
	Situational Normality	.144	.061	.181	2.385	.018
	Perceived Site Quality	.171	.086	.163	1.995	.048

a. Dependent Variable: Trusting Beliefs

Regression Analysis Results - Structural Assurance

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Disposition to trust ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Structural Assurance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.247 ^a	.061	.054	.60257

- a. Predictors: (Constant), Disposition to trust

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.368	1	3.368	9.276	.003 ^a
	Residual	51.921	143	.363		
	Total	55.289	144			

- a. Predictors: (Constant), Disposition to trust
 b. Dependent Variable: Structural Assurance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.187	.240		13.265	.000
	Disposition to trust	.215	.071	.247	3.046	.003

- a. Dependent Variable: Structural Assurance

Regression Analysis of Situational Normality

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	General Web Experience ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Situational Normality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.027 ^a	.001	-.006	.69182

a. Predictors: (Constant), General Web Experience

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.049	1	.049	.102	.750 ^a
	Residual	68.441	143	.479		
	Total	68.490	144			

a. Predictors: (Constant), General Web Experience

b. Dependent Variable: Situational Normality

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.709	.206		17.992	.000
	General Web Experience	.008	.025	.027	.319	.750

a. Dependent Variable: Situational Normality

8.6 Appendix F

Reliability Test Result

Reliability of Disposition to trust

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.797	3

Reliability of reputation

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.740	4

Reliability of trusting beliefs

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.812	5

Reliability of structural assurance

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.782	5

Reliability of perceived site quality

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.771	7

Reliability of situational normality

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.754	2

Reliability of familiarity

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.745	2

Reliability of trusting intention

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.824	4