

# Study of Online Banking Service Influencing Factors on Chengdu Commercial Bank Customer Usage Intention

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**Abstract:** With the rapid development of electronic information technology and its penetration in the financial field, online banking has become a convenient, fast, efficient, and low-cost advantage. This paper first reviewed the research on the factors affecting the development of online banking by domestic and foreign scholars. It then analyzed the effect of online banking services in the Sichuan area. Based on the academics' influencing factors on online banking, such as trust, service quality, system quality, use attitude, conversion cost, perceived ease of use, perceived usefulness in adopting the Technology Acceptance Model (TAM) and Planned Behavior Theory (TPB) for the analysis of the relationship between the influencing factors and customer usage intention.

**Keywords:** Online Banking Service; Commercial Bank; Customer Usage Intention.

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## 1. Introduction

With the rapid development of electronic information technology and its penetration in the financial field, online banking emerged. With its real-time, convenient, fast, efficient, and low-cost advantages, online banking has promoted more and more people's support for online banking, enabled the rapid rise of online banking, and increased its depth in people's daily life. China's online banking industry has developed step by step in recent years. Some experts predict that China will maintain a stable development trend during the 12th Five-Year Plan period. However, compared with China's banking industry, the proportion of online banking transactions is still very small; and compared with foreign countries, there are many problems in the development of domestic online banking, such as independent operation mode, single development entity, and service function level. Low levels, outstanding security technology issues, etc., and immature credit mechanisms have seriously hindered the further development of online banking development potential. Vigorously developing online banking of commercial banks will enhance their brand competitiveness and even their overall strength. In addition, the development of online banking directly depends on the intention to use online banking. Therefore, studying the influencing factors of the intention to use online banking will benefit the development of the entire banking industry.

## 2. Theoretical Basis

### 2.1 Usage intention and attitude in online banking service

Service quality, perceived risk, and trust level affect behavioral intention and attitude to use online banking services. They are implementing and developing systems that meet the needs and lifestyles of potential users (Namahoot; & Laohavichien. 2018)<sup>[1]</sup>.

### 2.2 System quality

Shankar; & Jebarajakirthy. (2019)<sup>[2]</sup> incorporated security, timeliness, availability, and reliability as system quality into system security as independent variables. Among them, security refers to the security technology of the system; timeliness refers to the degree to which the system provides a timely response to information or behavior requests; availability refers to the ease with which the system can obtain or extract information; reliability refers to the reliability of system operation.

### 2.3 Perceived usefulness, perceived ease of use, and usage attitude

Perceived usefulness: Refers to customers' perception of changes in revenue due to acceptance and use of online banking to handle related businesses. Its intuitive performance is the customer's perception of the increase in revenue efficiency and the reduction of costs after using online banking. Customers perceive the "usefulness" of online banking (Mutahar: et al. 2018)<sup>[3]</sup>.

## 3. Understanding the Study of Online Banking Service Influencing Factors on Chengdu Commercial Bank Customer Usage Intention

### 3.1 Rational behavior theory (TRB)

Ajzen and Fishbein first proposed the theory of Reasoned Action. It is a typical model for studying customer attitudes, intentions, and behaviors. It refers to individual behaviors determined by behavioral intentions and individual intentions determined by personal subjective standards and behavioral attitudes. It also points out that after individual attitudes are affected by individual actions, their beliefs and perceptions of potential benefits will be affected (Gong; & Yi. 2018)<sup>[4]</sup>.

### 3.2 Planned behavior theory (TPB)

Since customers cannot fully control their behavior in practice, many scholars have optimized and extended this hypothesis of rational behavior theory. Ajzen (1985)<sup>[5]</sup> was the first to try and propose the Theory of Planned Behavior (TPB) based on rational behavior. It does not assume that the participants are entirely reasonable but believe that they cannot fully control their behavior, so their intentions, attitudes, and behaviors will change accordingly.

### 3.3 Technology Acceptance Model (TAM)

Davis: et al. (1989)<sup>[6]</sup> proposed the Technology Acceptance Model (TAM). They suggested the relationship between attitude-behavior and intention, which further develops and extends the theory of planned behavior.

## 4. The Conceptual Framework for the Research Study

First Theoretically speaking, based on the theory of technology acceptance model, this article constructs the evaluation model of Chinese commercial banks' willingness to use online banking, surveys the use of online banking by customers of Bank of Chengdu through questionnaires, and further uses statistical software to sort out the actual data obtained comprehensively. The analysis clarifies which factors are susceptible to the online banking customers of Bank of Chengdu in using their online banking, which has improved the research framework of my country's commercial banks online banking to a certain extent.

Second In practice, this article uses appropriate statistical analysis methods, combined with the actual development of Bank of Chengdu's online banking, to clarify many factors affecting the willingness of Bank of Chengdu's online banking customers to use it. It proposes a targeted development strategy for Bank of Chengdu's online banking, promoting Bank of Chengdu's online banking development.

## 5. The Countermeasures for the Study of Online Banking Service Influencing Factors on Chengdu Commercial Bank Customer Usage Intention

### 5.1 Online banking service

Online banking service refers to accessing your bank account and carrying out financial transactions through the Internet on your smartphone, tablet, or computer. It's quick, usually free, and allows you to do tasks, such as paying bills and transferring money, without having to visit or call your bank.

### 5.2 Influencing factor

Influencing factors are those factors that can affect some features of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object.

### 5.3 System quality

System quality represents the quality of information system processing itself, including software and data components. It is an index to measure the technical soundness of the system.

### 5.4 Quality of service

Service quality is the description or measurement of the overall performance of a service, such as a phone network, travel agency, or banking institution.

### 5.5 Trust

Trust in technology refers to any technology that enhances and propagates trust in personal, social and business settings.

### 5.6 Perceived usefulness

Perceived usefulness refers to the subjective feelings of users that they believe that using certain technologies can improve their job performance.

## 6. Conclusion

Based on customer satisfaction theory and expectation theory, this paper analyzes the characteristics and shortcomings of the development of online banking in my country's commercial banks. It takes the Bank of Chengdu as an example to conduct an empirical analysis, using questionnaires and other methods to clarify its online banking. The reliability and validity of the development are analyzed. The correlation with each indicator is analyzed. Finally, the practical ways and reasonable countermeasures for China's commercial banks to develop online banking are put forward, and the following conclusions are initially obtained.

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