

# FACTORS AFFECTING THE DECISION ON FINANCIAL TRANSACTION SERVICE VIA ONLINE BANKING OF THE USERS IN BANGKOK

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## ABSTRACT

This research aimed to 1) study the factors affecting the decision on financial transaction service via online banking of the users in Bangkok, and 2) study the behavior of financial transaction service via online banking of the users in Bangkok. The population was the people who use the financial transaction service via online banking in Bangkok and the sample group was 400 people. The data was gathered by using the questionnaire and data was analyzed by using the software package.

The findings revealed that most of the users used the mobile application for its convenience, fastness, and security; during 8:30 – 12:00 hrs.; and 6 – 10 times per week. The opinion towards the factors affecting the decision on financial transaction service revealed that it was at the moderate level in overall, considering each topic; the intention of using the financial transaction service; perception and convenience of using the financial transaction service; trust of using the financial transaction service; security of using the financial transaction service; perception on benefits of using the financial transaction service; and brand loyalty, respectively. The hypothesis test results revealed that; 1) education level – the different education levels affected the different factors affecting the decision on financial transaction service via online banking of the users in Bangkok at a significance level of 0.05, and 2) behavior - the different behaviors affected the different factors affecting the decision on financial transaction service via online banking of the users in Bangkok at a significance level of 0.05.

**Keywords:** Factors, Decision, Service, Financial Transaction, Online Banking

## INTRODUCTION

Nowadays, information is an essential resource. Whoever gets accurate and faster information will have an advantage because they can use that information to make various decisions. Therefore, information is important for decision making, especially on planning and strategic specifying that require quality information system, accurate, meet the needs and up-to-date, which efficiently assist for planning, management and decision.

As mentioned above, Thai Commercial Bank use information to facilitate customers for having flexibility, variety options and different operations in doing business. In addition, the survey of internet users' behavior in Thailand in 2022 showed that Thai people's internet

usage behavior in the past 15 years has increased to 85.3 percent, with the behavior that Thai people use the most is purchase and services through social networks. Females like to buy fashion products, clothes, cosmetics; and more than 90 percent of males prefer to buy IT equipment. It can be considered that Thailand has stepped into the world of full internet usage. The device that allow to access social networks to buy main products and tend to increase the usage volume is smartphone. It also facilitates network connectivity all times through carrier network technology (Electronic Transactions Development Agency (Public Organization), 2022)

The reason above, the researcher is interested in studying “Factors affecting the decision on financial transaction service via online banking of the users in Bangkok” as a guideline for Thai Commercial Bank to adjust information quality cause more information usage, which will lead to better customer satisfaction objectives

1. To study factors affecting the decision on financial transaction service via online banking of the users in Bangkok
2. To study the behavior of financial transaction service via online banking of the users in Bangkok

## **HYPOTHESIS**

1. The different personal factors affect to the different factors influencing the decision on financial transaction service via online banking.
2. The different behaviors affected to the different factors affecting the decision on financial transaction service via online banking

## **METHODOLOGY**

### **Population and sample group**

The population was the people who use the financial transaction service via online banking in Bangkok and the sample group was 400 people, 15 samples were reserved for errors, with a 5 percent of permissible error.

The researcher determined a sample based on probability sampling by simple random sampling from the people who use the financial transaction service via online banking in Bangkok; at important places, shopping centers, community areas, universities, etc.

### **Research tools**

The research tool is questionnaire, which was a closed-ended questionnaire that provide the answers for selecting; and open ended questions for express the opinions. The content was divided into 3 parts; part 1: personal factors, part 2: on online banking behaviour, and part 3: factors affecting the decision on financial transaction service via online banking of the users in Bangkok

### **Quality of tools**

1. Validity is determined by examining and considering the contents of the questionnaire whether it covers factors consistent with the hypothesis of the study, which is content validity and construct validity; and verified by expert, and then edited and improve to find out the appropriate.

2. Reliability is determined by trying out by 30 other samplings with the similar characteristics to find out the objectivity and precision of the questions with the reliability of questionnaires by Cronbach's alpha coefficient at 0.797.

### **Data analysis**

After collecting data, the researcher has checked the completeness and correctness of the questionnaire, coded according to the statistical research method and processed by computer using a software package, and create a statistical analysis table to illustrate.

#### Statistics

1. Descriptive analytical statistics:

- Percentage)
- Arithmetic Mean)
- Standard Deviation)

2. Inferential analysis statistics:

Hypothesis 1: t-test, One way Anova (F-test), the confidence level at 95 percent

Hypothesis 2: One way Anova (F-test), the confidence level at 95 percent

## **RESULTS**

The study defined a framework into 4 parts:

Part 1: The findings of the analysis of personal characteristics of the samples found that most of them were female or 51.5 percent and 48.5 percent for male, with ages between 35-39 years at 26.5 percent and 47.3 percent of them graduated bachelor degree. The occupation of 43.3 percent of them were private company employees with earning monthly salary between 20,001-30,000 baht or 40.5 percent

Part 2: The findings of the financial transaction behavior found that most of them use online banking through applications for its convenience, fastness, and security; during 8:30 – 12:00 hrs.; and 6 – 10 times a week.

Part 3: The findings of factors affecting the decision on financial transaction service via online banking of the users in Bangkok in overall found that it was at the moderate level in overall at 3.30, considering each topic; the intention of using the online financial service at 3.38; perception and convenience of using the financial transaction service at 3.35; trust and security of using the financial transaction service at 3.34; perception on benefits of using the financial transaction service at 3.29; and brand loyalty at 3.25, respectively.

Part 4: The hypothesis test result found that:

(1) Personal factors: education level affected the different factors influencing the decision on financial transaction service via online banking of the users in Bangkok at a significance level of 0.05

(2) Different behaviour of financial transaction service via online banking categorized by: online channels, reasons for choosing online channels and frequency affected the different factors affecting the decision on financial transaction service via online banking of the users in Bangkok at a significance level of 0.05

## DISCUSSION

The findings of decision-making behavior for using financial transaction service via online banking comply with Pitayarat Anuwatsirikul (2017), studying the opinions and behaviors of using financial transaction services via online banking system (KTB NETBANK) of Krung Thai Bank Public Company Limited, Tesco Lotus Khon Kaen, branch 2, Mueang District, Khon Kaen Province found that the average customer's financial transaction usage behavior is more than 9 times a month, and make each transaction amount 30,000-40,000 baht. Most customers know there are new products that allows to do through online banking.

The findings of factors affecting the decision on financial transaction service via online banking of the users in Bangkok in overall correspond to Dalia, Ahmed and Omneya (2009), studying the factors affecting internet banking among Egyptian customers that ease of usage of internet banking is the most important indicator for a customer's determination to continue internet banking using. Moreover, DeLone (2004) has studied factors affecting the continuous banking services using via in internet. The variables included perception of benefit, convenience, risk, social norms and demography; the perceiving benefit is the level of a person's belief for the system will enhance working. Several studies have found that the perceiving benefits affected Internet banking use is a positive correlation between the perceived benefits of Internet banking users and their continued using.

The findings of personal factors found that education level affected the different factors influencing the decision on financial transaction service via online banking of the users in Bangkok at a significance level of 0.05 comply with Dalia, Ahmed and Omneya (2009), studying the factors affecting internet banking among Egyptian customers; the study revealed that the demographic variables had no effect to the use of internet banking services.

## SUGGESTIONS

1. The overall perception and convenience: the operating should be a simple system, and a user manual should be easy to understand, clear and access.
2. The perceiving on benefit: the online financial transaction service should be accessed easier
3. The security: the online financial transaction service should be saved
4. The trust: the online financial transaction service should be developed to be a trustworthy system and how to manage access of customer's information
5. The intention: the online financial transaction service should be efficiency and safe.
6. The brand loyalty: the online financial transaction service should be efficiency and safe.

### **Suggestions for further research**

The further research should be categorized into similar industries or divided into regions, countries in order to apply the results as a guideline for improving Thai Commercial Banks that provide internet banking services for increasing information system usage.

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