

## Investigating The role of customers' electronic trust in online banking website of Maskan Bank (Case Study: Maskan Bank of Dareshahr city)

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**Abstract:** Along with the progress and developments made in the society, trade as one of the pillars of human civilization, changed and has taken a new shape, in the form of e-commerce. Despite the increasing use of e-commerce and its advantages, trust in electronic systems is, particularly in the domain of banking, one of the most important issues is the use of the Internet. This study aimed at investigating the role of customers' electronic trust in online banking website of housing Bank (Bank Maskan) of Dareshahr city. Theoretical framework of this research, regarding to the appropriateness of topic, is based on reliability theory and technology acceptance models, and then research questions and hypotheses were posed. The sample size of the study was considered 241 subjects which were selected randomly through the survey methodology and questionnaire. The SPSS 18 software was used. The results suggest that all the hypotheses are confirmed by SPSS software. In other words there is a significant relationship between electronic trust and attitudes towards using Housing Bank's (Maskan Bank's) Internet website, electronic trust and deciding to reuse Bank Maskan's internet website, understood easily application and understood advantages of bank and attitudes toward using Bank Maskan's internet website. **Investigating The role of customers' electronic trust in online banking website of Maskan Bank (Case Study: Maskan Bank of Dareshahr city)** . *J Am Sci* 2012;8(9):381-386]. (ISSN: 1545-1003). <http://www.jofamericanscience.org>. 55

**Key words:** Trust, E-Commerce, Perceived Usefulness, Perceived Ease of Use, Intention.

### Introduction

With advent of e-commerce in 1966 by some American companies, business processes faced with some changes in 1980s and because of creating World Wide Website and developing its commerce in 1990, some new methods of business were invented. In today's changing economic world, every day the role of e-commerce increases in economy and we observe a significant growth in this business in the world. Electronic commerce removes the geographical barriers and the time zones in different areas of economic, causes improvements of amazing changes in competitive conditions and provides new opportunities for business replacement and creating new job in different fields.

Electronic commerce, despite being new, has improved dramatically and particularly its recent trend in Iran has increased, but on the other hand, because the goods in e-commerce, as there is in traditional commerce, are not tangible. So, one of the necessary factors in e-commerce is the concept of trust.

Study of consumer behavior and the factors influencing consumer behavior and the factors affecting adoption of electronic commerce, and help many successful companies and organizations in the field of electronic commerce a lot. High degree of consumer confidence not only meet high expectations

of customers in business, but also remove lack of confidence, understood risks, and bilateral dependencies in most of online businesses. In addition, high degree of consumer confidence leads to the increasing of customers' intention of shopping and helps companies to attract and maintain their customers. (Chen and et all, 2007). In this study, the role of customers' electronic trust to acceptance of Bank Maskan's internet website in city of Darehshahr has been investigated.

### 2. Statement of the problem

Trust and taking risk have a strong influence on intension of customers to use business electronic website. The customers' opinion to trust, fame, private industrial factory, guaranteed industrial factory, information quality and website, and the fame of company has very strong influence on attracting customers' trust to the Internet website.

Electronic trust emphasizes on long term relations between businesses and customers. The nature of internet makes it ideal to be used in business. Global access to internet proposes trust as one of the vital important factor in electronic business. In spite of traditional trading, internet does not provide a face to face chance for electronically internet consumers and sellers. Therefore, one important issue is that how to make such kind of trust in electronic commerce.

In the cases that it is not possible to regularized the trading rules completely, the rely on the business partner to do his obligations is necessary and trust play a vital role in this regard. Definitely, those organizations will be succeeding that are able to satisfy their customers more than other organizations because the most important property of every organization is its customers. Since that in the global economy customers make the future of a business, businesses cannot be indifferent to the customers' expectations and satisfaction. They should all things and their best for customers and meet their needs and attract their attention because the only source of return is customers. Banking system in economy based on market as one of important element in economy and has a big responsibility and is not an exception. The existing capital in the banks is the main source of products and services, given loans is source of credit for all industrial units.

Maskan Bank as a specialized bank in Iran, could get the Information Security Management System (ISMS) certificate in electronic banking services and its employees and managers' activities for customers, improvement of electronic banking and executing national projects are considerable.

Since Maskan Bank has been recognizes as a prominent bank and electronic services have been increased in Darehshahr city in recent years, and regarding the importance of subject and the role of electronic services in society, this study attempts to investigate the role of electronic trust in accepting Maskan bank electronic website in Darehshahr city.

### 3. Objectives

-Investigating the effect of electronic trust on customers' perspective to use Maskan Bank internet website and their intention to use it again.

-Investigating effect of easiness of perceived ease of use and perceived usefulness of Maskan Bank website on people's intention to use this website and reusing it.

### 4. Terms definition

**Trust** means the degree that a person believes in the new technology as a reliable and trustful one (Ha and Stoel, 2009:566). Trust is acceptance and relaying on partners' statements on one hand, and doing the obligations by that partner on the other hand (Wen, 2009:754). Trust means fiduciary relationship involving two parties, whereby the second party has responsibility for handling property for the benefit of someone else.

Loiacono and McCoy (1996) have studied six constructive elements of trust to know how trust affects users' behavior. These elements are: 1. Trust beliefs 2. trust intention 3. trust behavior 4. Systematic trust 5. Background trust 6. Temporary decision of trust (Salo and Karjaluto, 2007:606). They have

defined trust based on three main groups: first they define trust as beliefs and expectations; secondly the trust can be defined as a behavior and third is that the trust can include affective and cognitive behavior aspects.

**Electronic trust** is the trend of customers to accept the vulnerability against internet seller, and based on positive expectations in future behaviors of seller (Ayass, 2008:47).

**E-business** began in 1965 and involves business processes spanning the entire [value chain](#): electronic purchasing and [supply chain management](#), processing orders electronically, handling customer service, and cooperating with business partners in which using internet and digital channels is essential. Such exchange process created electronic market (Shojaei and et al, 1995:26). According another definition, e-business is the use of internet in selling and purchasing goods and services (Cho, 2005:34).

**Website** is a way in which organizations make relations with their beneficiaries (Liacano and Mackoy, 2006: 393). Briefly speaking, web is a media through which the information are published for to be accessed and used easily. Web is the biggest, most advanced and most equipped tool that internet provides and the reason of its success is providing multimedia facilities including graphic, sound, text and picture. The development of web is so that we can say that it supports all internet services in multimedia environment. Web is a media in which users can simply go through pages and leave it at every point in the page and look for another related information (Golmohamadi 1991:38).

### 5. Research Background

Different studies have been done in the field of e-commerce and trust which are as follow:

Shirkhodaei 2003 in his research titled "investigating the factors which are effective on customers' trust in e-commerce" showed that variables related to business (variable related to web and market) and validity foundations are practical on customers' trust (shirkhodaei, 2003:25). A research titled "studying the effect of service quality on customers' satisfaction of Meli Bank of Toserkan city has been done with 380 subjects. The results suggest that customers' expectations from tangible factors, fame, trustfulness, and strong agreement are important for them and the gap in services and undisciplined services are the signs of dissatisfaction of customers regarding the provided service quality by bank. Moreover, from customers' point of view, after confidence, the customers' expectations are the highest priority (Samadi et al 2003:31). Another study has been done in industry and mine Bank. In this study, the effective factors on customers' satisfaction of bank have been investigated and the results show

the strong relationship between the two mentioned variables. Subjects of this study contained all customers of this bank who received services from Industry and Mine Bank. Subjects in the first phase of study were 675 and in the second phase were 681 persons and in the third phase were 556 customers which were selected through categorized sampling.

The finding of this study show that the service quality factor (including its five aspects) has the highest effect (.44), on customers' satisfaction and after that customers' evaluation of bank regulations (.28), customers education (.12) and customers base (.7) determine the customers' satisfaction (Hossein Hashemzade, 1997:63). A research "ranking the effective factors on customers' satisfaction in branches of EGhtesad-e- Novin Bank" has been done in which the subjects were 140 customers who completed the questionnaire. The results show the ranked factors on the basis of the extent of customers' satisfaction and its importance from customers' perspective point of view in 7 branches of EGhtesad-e- Novin Bank in Mashhad city (Kazemi et al, 1999: 92). In addition, Rosa et al, 2009 studied the trust importance and perceived security and privacy in online business system. The findings suggest that perceived trust and perceived usefulness and perceived ease of use are effective factors in online business system.

**6. Theoretical framework**

Theoretical framework of this study is based on two theories of trust and technology acceptance model.

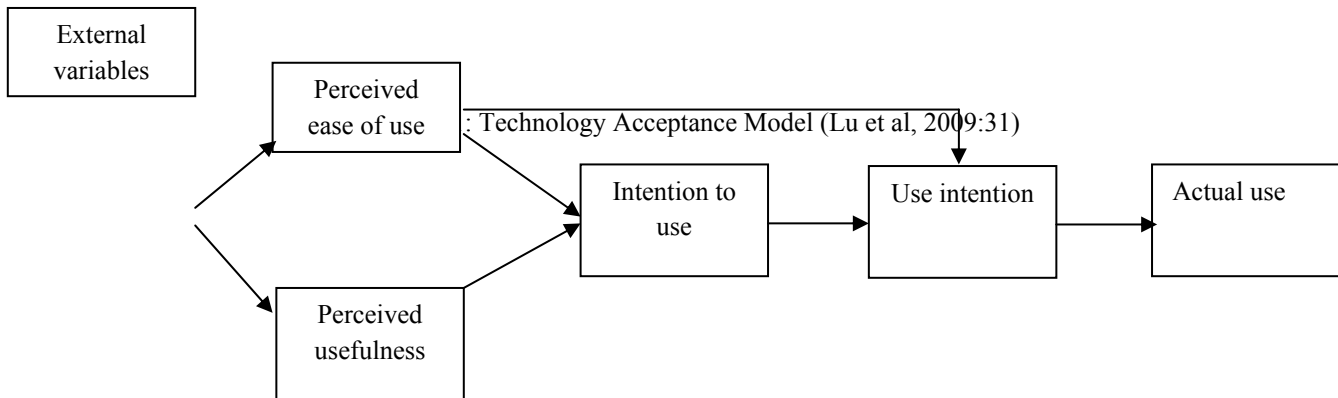
**Trust:** the cornerstone of society relationships is trust. Trust causes the removing of pessimism from social relations and make provides a close and friendly

atmosphere and relations in which without trust such relations and situations are impossible. In contrast, mistrust causes pessimism to others and weakens self-confidence of people. As the result of mistrust, relations between people, groups and team organizing face with problems. Finally the problem of misuse leads to the reduction of effectiveness (kazemi, 2002:1).

Physical distance between customers and sellers and also between customers and shopping centers make the trust as one of important issue in e-commerce. Trust plays an important role in virtual environment in which internet and online consumers use computer systems for communications in unpredictable conditions. Unknown factors have been defined by Beigi and Pires (1998) which there is not valid and significant information about them. Therefore, when the customers have no previous experience of internet or electronic shopping, trust plays a vital important role in this field.

Trust is an effective factor for reduction or simplifying the complexity of customers' decision making (Hovo and Ao, 2009:657). According to Jaroeis (2000), /92 percent of internet marketers believe that if customers trust more in privacy of web, they will do more businesses. Fear and mistrust to lose personal information is one of the most vital important issue for consumers and privacy, trust and honesty in business are factors that determine the tendency of consumers to participate in online exchange ( Homan: 658). Trust in e-commerce is the belief that allows customers voluntarily vulnerable to the internet seller, after searching the internet seller conditions (Ha and Estoel, 2009:566).

**Technology acceptance Model**



Technology acceptance model originated from psychological studies and has been used in Information System Management (ISM) studies. Information

System Management was made to answer theoretically the question of " Why may users select or reject it?" This model explains the technological acceptance or

using of technology through perceived usefulness and perceived ease of use:

1. Actual use: individual behavior to new system
2. Perceived ease of use: the extent to which an individual believes that use of system requires a little or no physical and mental effort.
3. Perceived usefulness: is the extent to which a person believes that using system can promote his/her job achievement and efficiency. The most recognized characteristic of technology acceptance model is that it is simple and recognized. Technology acceptance model used basic beliefs i.e. perceived usefulness (U), and perceived ease of use (EOU) which can be used in different situations. Perceived usefulness was defined as the extent to which a person believes that using of system requires no effort (Davis, 1989: 320).
4. Therefore, perceived usefulness and perceived ease of use are two variables that predict behavioral intention of users. Perceived usefulness is the extent to which a person believes that using a technology or system improves his/her efficiency. Perceived ease of use also is the extent to which an individual believes that using a system or technology is easy and has little problem and difficulty (Cao et al, 2005: 646).

A lot of previous studies on technology acceptance model suggested the same positive relation between perceived ease of use, perceived usefulness and behavioral intention. Behavioral intention is determined via individual intention an perceived usefulness by individual, but intention is determined via perceived usefulness and perceived ease of use. Customer shopping behavior through e-commerce website is a kind of shopping behavior in online shopping environment that is studied as a new form of services. In voluntary environment such as e-commerce with customer, shopping behavior is vital important and technology acceptance is practical model to predict the acceptance of e-commerce of business by consumers and customers.

### 7. Hypotheses

1. Electronic trust has positive effect on the intention to use Maskan Bank internet website.
2. Electronic trust has positive effect on the intention to reuse of the Maskan Bank internet website.
3. Perceived ease of use has positive effect on perceived usefulness of Maskan Bank internet website
4. Perceived ease of use has positive effect on intention to use of Maskan Bank internet website.
5. Perceived usefulness has positive effect on the intention to use Maskan Bank internet website.

6. Perceived usefulness has positive effect on the decision making to reuse Maskan Bank internet website.

7. Intention to use has positive effect on the willing of reusing Maskan Bank internet website.

### 8. Methodology, Domain and Sample Size

This research is practical from aim point of view and data were collected through questionnaire. The subjects of this study are all users of Maskan Bank internet website in Darehshahr city who used the bank web in past. The time period of this research was from spring to summer of 2012. The subjects were 241 persons. This sample size of the research is in accordance with the sample size of the research done by Rey and Parker, 1992.

Because of unlimited number of subjects and impossibility of access to these subjects, the nonrandom method was used. The software SPSS was used for data analysis.

### 9. Research reliability and Validity

A. Reliability means the extent to which the results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under the same methodology, then the research instrument is considered to be reliable (Joppe, 2000). After administering the pre-test in this study, as the  $\alpha$  value above .7, the reliability indicator is above constructs.

B. Validity determines whether the research truly measured what was intended to measure or how trustful the research results are. The inappropriate written statements were deleted and finally the questionnaire was given to specialists in this field and they helped us to revise it.

### 10. Research Finding

In this secession, the hypotheses are tested on the basis of findings.

Hypothesis 1: electronic trust has positive effect on the intention to the use of Maskan Bank internet website.

This relation is significant at the level of .95 percent (sig.T=/.031). According to "r", as it is in table 1,  $r=.140$ , the electronic trust variable has significant relation with Maskan Bank internet website. This relation is positive and significant. It means that if electronic trust increases, intention to Maskan Bank internet website also increases.

Table 1-correlation between electronic trust and intention to use of Maskan Bank internet website

Variables	Average	SD	Pearson correlation	Significant level
Electronic trust and intention to use website	27.50	11.136	0.140	0.031

Hypothesis 2: Electronic trust has positive effect on intention of reuse Maskan Bank internet website.

Table 2- correlation between electronic trust and intention to reuse of Maskan Bank internet website

Variables	Average	SD	Pearson correlation	Significant level
Electronic trust and intention to reuse website	2.64	1.274	0.182	0.005

The second hypothesis is “electronic trust has positive effect on intention of reuse Maskan Bank internet website”. This hypothesis was verified with Pearson correlation and there is a significant and positive relationship between two variables. As the customers’ electronic trust increases, the intention to reuse Maskan Bank internet website increases.

Hypothesis 3: Perceived ease of use has positive effect on the perceived usefulness of Maskan Bank internet website.

The results of table 3 show that as the perceived ease of use of Maskan Bank internet increases, perceived usefulness increases

Table 3-correlation between perceived ease of use and perceived usefulness

Variables	Average	SD	Pearson correlation	Significant level
perceived ease of use and perceived usefulness	14.11	2.675	0.154	0.017

Hypothesis 4: perceived ease of use has positive effect on intention to use of Maskan Bank internet website.

Table 4-correlation between perceived ease of use and intention to use website

Variables	Average	SD	Pearson correlation	Significant level
perceived ease of use and intention to use website	43.34	10.543	0.275	0.000

On the basis of Pearson correlation ( $r=. /275$ ), the relationship between the perceived ease of use variable and intention to use website is positive and significant.

Hypothesis 5: perceived usefulness has positive effect on intention to use the Makan Bank internet web

Table 5-correlation between perceived usefulness and intention to use website

Variables	Average	SD	Pearson correlation	Significant level
perceived ease of use and intention to use website	31.04	6.368	0.296	0.000

This hypothesis is also verified through Pearson correlation and there is a direct relation between two variables. That is, if perceived usefulness increases, intention to use internet website increases too. This hypothesis is significant at ./95 level.

Hypothesis 6: perceived usefulness has positive effect on the trend to reuse Maskan Bank internet website

Table 6-correlation between perceived usefulness and trend to reuse website

Variables	Average	SD	Pearson correlation	Significant level
perceived usefulness and trend to reuse website	20.78	4.955	0.182	0.005

The results of this hypothesis suggest that as much as perceived usefulness increases, the trend to reuse Maskan Bank internet website increases too. This hypothesis was verified on the basis of data analysis and is significant at the level of 95 percent (Sig.T=.005).

Hypothesis 7: intention to use has positive effect on the trend to reuse Maskan Bank internet website.

On the basis of Pearson correlation which is 0.308, the intention to use with the trend to reuse of Maskan Bank internet website has a positive relation. Since Pearson correlation is positive, it is understood that the relationship between two variables is direct, that is, if intention to use increases, the trend to reuse Maskan Bank internet website also increases.

Table 7-correlation between intention to use and the trend to reuse Maskan Bank internet website

Variables	Average	SD	Pearson correlation	Significant level
Intention to use and trend to reuse website	14.20	3.44	0.308	0.000

## 11. Conclusion and Discussion

In recent years, increasing use of computer and internet in business changed the life style very much. In this modern life people use of internet to speed up doing works and prevent wasting time and internet plays a vital important role in their difficult and busy life. In competitive and developing situation, banks try to promote their efficiency and achievements in the field of offering services to the customers and try to win in this competitive situation. As the findings of this study show, all hypotheses of the study were verified. In other words, there is a significant relationship between electronic trust and intention to use Maskan Bank internet website and also reuse of this website and use of this website increases if electronic trust increases. Therefore, in the world in which business is

done via internet and electronically and traditional trading is rare, trust plays a vital important role in increasing and acceptance of e-commerce. So, banks and other businesses should equip themselves to prevent hackers to access personal information and be careful about their security system and privacy and increase customers' electronic trust. In addition, they should facilitate money transferring and internet business.

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