

Technology Acceptance Model in Mobile Banking - Review

Prof (Dr) Ahamed Lebbe Abdul Rauf ¹, Gnei Shihara Lani Mausudeen ^{2*}

^{1,2} *Development Oriented Research (DOR), Accelerating Higher Education Expansion and Development (AHEAD), Faculty of Management and Commerce, South Eastern University of Sri Lanka*

¹ alarauf@seu.ac.lk, ² lanimausudeen@seu.ac.lk*

Abstract

Purpose: Mobile phones and the Internet are two technological breakthroughs that have had a considerable impact on the industry in recent decades. With the increasing rise of mobile phones, mobile services have emerged as a possible alternative for several industries, including banking. The growing need for self-service, product, and service personalization has spurred the expansion of the mobile banking industry. Technological improvements have resulted in a variety of valuable mobile banking features, including real-time customer service, adaptable interfaces, and prompt transactions. Bank customers can now make banking transactions from anywhere in the world in fractions of seconds. The purpose of this literature review is to emphasize the importance of the Technology Acceptance Model (TAM) in mobile banking.

Design/Methodology/Approach: This study used several databases and relevant key phrases to identify published articles related to the Technology Acceptance Model in Mobile Banking. Empirical research and studies based on the Technology Acceptance Model (TAM) were conducted to evaluate mobile banking and technology acceptance.

Findings: According to academic literature, the TAM model's primary constructs, such as perceived utility, perceived ease of use, quality, credibility, compatibility, and attitude toward using mobile banking, were applied to various technologies and confirmed their strength and significance in the context of mobile banking.

Practical Implications: The findings of this study provide valuable insights into the adoption and usage of mobile banking by bank customers. The practical implications include the development of mobile banking features, adaptable interfaces, and real-time customer service that cater to customers' needs and preferences.

Research Limitations: This study is limited to a literature review approach, and the results are based on existing published research. Future research could include empirical studies to further validate the findings of this literature review.

Originality/Value: This literature review highlights the significance of the Technology Acceptance Model (TAM) in the context of mobile banking, and its practical implications for the banking industry. The study provides valuable insights into mobile banking adoption and usage, which could benefit researchers, practitioners, and policymakers.

Keywords: *Technology Acceptance Model, Perceived Usefulness, Mobile Banking*