

ABSTRACT

Internet banking users still less when compared with the total population of customers. If seen from the number of Internet users in Indonesia, the development of Internet banking should be more massive.

The purpose of this paper is to further the understanding of innovation resistance by dividing internet banking non-adopters into three groups based on their intention to use the innovation. Thereafter, the aim is to identify how the resistance differs in these customers groups.

This study identifies three groups of internet banking non-adopters, namely postponers, opponents, and rejectors. The data were collected by conducting questionnaire through online and offline among the retail banking customers in Indonesia who had not adopted internet banking. The 593 responses were collected, of which 225 respondents represented postponers, 271 respondent the opponents, and 97 respondent the rejectors. Thereafter, kruskal-wallis test used to analyzed data by using SPSS 22.

The result showed that usage, value, risk, tradition and image barrier differ significantly between the groups. The result also showed that postponers had low resistance than opponents, while the rejectors show high resistance. The postponers had some doubt about risk aspect. Risk barrier is the most intense barrier to internet banking adoption among opponents, followed by usage barrier. The results indicate that tradition barrier is the most intense barrier to internet banking adoption among the rejectors.

This research suggested to the bank, the groups should be approached with different strategies and differentiated targeted marketing actions. Therefore, some targeted marketing actions concentrating on safety issues could be sufficient to speed up the the postponers' adoption. As for the bank's group opponents can do the same marketing approach postponers group, but also be able to concentrate on usage aspects of the internet banking service. Then, to convinced the rejectors to adopt internet banking, banks can provide education and information about simplicity, usability, and benefits of using internet banking services in the internet banking.

Keywords: *Consumer resistance; Internet banking, Adoption*