

ABSTRACT

The percentage of mobile banking users in Indonesia is still low compared to the internet users and mobile users. Whereas, mobile banking has some features which is its users will have more productivity and benefits if they are using it and also mobile banking as digital finance could increase Indonesia gross domestic product and lower the financial service cost. This phenomenon could leads Indonesian people to unproductivity and inhibit Indonesia to achieve the maximum nation profit. Eight factors are predicted to be the factors that may influence the mobile banking adoption. The factors represented by using Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) which contains performance expectancy (EE), effort expectancy (EF), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), trust (TR), and behavioral intention (BI).

The purpose of this study is to investigate the factors influencing behavioural intention and adoption of Mobile banking by customers of Indonesian 4 top banks. Cross-sectional data was collected by conducting an online survey questionnaire contains 41 items completed by 385 respondents. The results show that Adoption is 19% influenced by behavioral intention and facilitating condition. Behavioral intention) is 66% is influenced by performance expectancy, effort expectancy, price value, and trust. Performance expectancy is influenced 60% by effort expectancy and trust. Performance expectancy, price value, and trust have positive influence to behavioral intention while effort expectancy, social influence, and hedonic motivation have no positive influence to behavioral intention. Effort expectancy and trust have positive influence to performance expectancy. Behavioral intention and facilitating condition have positive influence to adoption.

From the result, the companies suggested to maintain the ease of learning mobile banking, the compatibility of mobile banking, and the good value that mobile banking provide, improve the mobile banking features, the interaction clearness of mobile banking, the security of mobile banking, provide more support to help customers that have difficulties in using mobile banking, and lower the cost of using mobile banking.

Keywords: adoption, mobile banking, SEM, trust, UTAUT2.