LIBYAN BANK CUSTOMERS' ATTITUDE TOWARDS
THE USE OF ELECTRONIC BANKING SERVICES

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المستخلص:

قبول عملاء المصارف للخدمات المصرفية الإلكترونية مشكلة كبيرة بالنسبة للعديد من المصارف.حيث يعد استخدام الخدمات المصرفية الإلكترونية في البلدان المتقدمة طريقة شائعة للغاية. ومع ذلك ، فإن الحالة مختلفة في البلدان الأقل نمواً ، مثل ليبيا. على الرغم من أن المصارف الليبية قد أدخلت العديد من أنواع الخدمات المصرفية الإلكترونية ضمن إستراتيجية تقديم الخدمات والمنتجات المصرفية الخاصة بها ، إلا أن عملاء المصارف الليبية لا يزالون يستخدمون الخدمات المصرفية التقليدية ،و هذا يرجع إلى حد كبير إلى عدة قضايا يراها عملاء المصارف مهمة في انظمة الصيرفة الالكترونية و التي تؤثر على عزمهم في استخدام هذه الخدمات.عند استعراض الأدبيات السابقة في هذا المجال ،اتضح هناك العديد من الدراسات البحثية حول قضايا تبني التكنولوجيا في العالم المتقدم ، ولكن كانت قليلة في المناطق العربية ، بما في ذلك ليبيا. وبالتالي ، تهدف هذه الورقة إلى سد هذه الفجوة من خلال دراسة اهم العوامل الرئيسية التي تؤثر على قبول و تبني عملاء المصارف للخدمات المصرفية الإلكترونية ، وذلك كخطوة ضرورية في إقامة مشروعات مصرفية إلكترونية ناجحا في ليبيا.

اعتمدت هذه الدراسة على النتائج المستخلصة من المؤلفات السابقة حول قبول التكنولوجية في الصناعة المصرفية. وكذلك نتائج المقابلات الشخصية مع بعض من عملاء المصارف التجارية في ليبيا. حيث استندت البيانات إلى تصورات عملاء المصارف الليبية حول العوامل التي قد تؤثر على قراراتهم بشأن ما إذا كان ينبغي قبولهم واستخدامهم للخدمات المصرفية الإلكترونية أم لا. و توصلت الدراسة الي عدد من العوامل (مثل سهولة استخدام انظمة المصرف الاكترونية، وقضايا الخصوصية ، والافتقار إلى المعرفة بتكنولوجيا المعلومات ، وقضايا الأمن ، وسمعة البنك ، والدعم الفني والقانوني ، وصعوبة انجاز المعاملات المصرفية الالكترونية) التي تؤثر على مواقف عملاء البنك تجاه قبول الخدمات المصرفية الإلكترونية.

الكلمات المفتاحية: الصيرفة الالكترونية , الخدمات المصرفية الإلكترونية ، نظريات قبول التكنولوجيا ، ثقة عملاء المصارف في انظمة الصيرفة الالكترونية

Abstract:

Bank customers' acceptance of using electronic banking services (e-banking) is a challenging problem for many banks. The use of e-banking services in developed countries is a very popular way, however, the case is different in the less developed countries, such as Libya. Even though Libyan banks have introduced many types of e-banking services within their banking services delivery strategy, Libyan bank customers are still using traditional banking delivery channels. This is largely due to bank customers' concern of issues connected with e-banking technology. In reviewing the literature in the wider domains of bank customers' attitude towards the acceptance of e-banking technology, to date there have been many empirical research studies on the issues of technology acceptance in the developed world, but these have been sparse in the Arab regions, including Libya. Thus, this paper aims to bridge this gap by investigating key factors affecting Libyan bank customers' acceptance of e-banking services, as a step necessary in setting up successful e- banking projects in Libya. To fulfill the research aim, an interpretive research approach was adopted for this study. As a result, a research qualitative method which is aligned with the interpretive research philosophy was selected. This paper draws on findings from prior literature on technological developments in the banking industry. As well

as findings from semi–structured interviews with some bank customers of a commercial bank in Libya. The data was based on Libyan bank customers' perceptions of factors that might affect their decisions as to whether or not to conduct e-banking services. A number of factors (e.g. system ease of use and usefulness, privacy issues, lack of IT knowledge, security issues, bank reputation, technical and legal support, and bank transactional difficulty) influencing bank customers' attitudes towards the acceptance e-banking technology are identified.

Keywords: E-banking, technology, Technology acceptance modules, Technology acceptance factors.

1- INTRODUCTION

Recent advances in information technology (IT), along with the rapid advancement of telecommunication systems and emerging technologies have transformed the manner in which banking services and products are delivered. For instance, the use of information and communication technology (ICT) in the delivery of banking products and services have triggered a new wave of financial innovation - electronic banking technology (e-banking technology) (Liao & Cheung, 2002).

The term e-banking technology is relatively new, and several definitions have been cited in the literature. The majority of banking technology researchers and practitioners (e.g Daniel, 1997; Sathye, 1999, Richard, et al 2003; Lassar, et al., 2005 and Ankit, 2011) agree that the concept of e-banking refers to electronic systems (e.g., Automated Teller Machines (ATMs), telephone banking, computer home banking and Internet banking, electronic point of sale and banking related softwares) that enable bank customers pay for their goods electronically and access their bank accounts to transact business and obtain information.

The use of e-banking services in developed countries is a very popular way; however, the case is different in the less developed countries, such as Libya. The level of e-banking services in the Libyan banking industry in general is limited, and is still in its early stages (Libya investment, 2019)

Recently, to keep up with the rest of the world, as well as to overcome the issues of bank cash shortage due to Libyan , Libyan banks have introduced some e-banking facilities to their customers. However, customers' usage rate of e-banking technology in Libya is still very minimal. This is due to customers' doubtful and trust of e-banking technology (Ahmed and Arayici , 2013).

Lymperopoulos and Chaniotakis, (2004) argue that bank customers' perception and expectations of e-banking are a crucial element in the development of successful e-banking implementation projects. According to Sathye, (1999) if banking customers primarily consider e-banking as a self-service and convenient channel that decreases cost, time, processes, then they will adopt it. However, if they perceive e-banking as threat to their funds and fear it will close relationships with their banks, then they will be likely to resist the acceptance of this technology to keep using traditional banking channels.

2- RESEARCH PROBLEM

Even though Libyan banks have recently introduced some types of e-banking facilities within their banking services delivery strategy, Libyan bank customers are still relying on and using traditional banking delivery channels (branch-based channels). According to the researcher' observations and hypothesis bank customers' concerns and trust of issues related to banking technologies are behind the low rate of e-banking usage. Thus, this has initiated the researcher`s attempt to find out an answer to the following question:

How do Libyan bank customers perceive e-banking services and what factors influencing their attitude towards the use of these technologies?

3- RESEARCH AIM AND CONTRIBUTION

The aim of this research is identify the factors affecting Libyan bank customers' trust and attitude towards the use of e-banking services. As a result, the research findings could be used by Libyan banks in understanding the key factors inhibiting or encouraging the adoption of e-banking projects in Libya. Additionally, in identifying the range of factors to the acceptance of e-banking technologies in Libya, this study also establishes the extent of acceptance to-date of this technological advancement within Libya, thus providing a snapshot of the state-of-the-art at the time of the research and a future study conducted in a similar way could make effective comparisons between then and now, and hence measure, albeit crudely, the progress in e-banking adoption over a period of time. Furthermore, the study goes some way towards bridging the gap found in the banking literature which demonstrates a lack of extensive and empirical research on understanding banking technology adoption and implementation issues in Libya.

4- LITERATURE REVIEW

A review of existing technology adoption frameworks and theories is the starting point of any study which investigates individuals' attitudes towards the adoption of any new technology (Ruppel and Harrington ,1995). Thus, this section will review adoption and acceptance of technological innovations theories in order to provide a theoretical framework that could aid the researcher's attempt to explore and understand the potential factors influencing Libya bank customers' attitude towards the use of e-banking.

4.1TECHNOLOGY ACCEPTANCE THEORIES AND MODULES

The most popular models include the Technology Acceptance Model (TAM) proposed by Davis (1986); the Diffusion of Innovations Theory offered by Rogers (1983); the Theory of Reasoned Action (TRA) suggested by Fishbein and Ajzen (1975), and the Theory of Planned Behaviour (TPB) proposed by Ajzen (1985, 1991). These theories have been the basis of much of the research into IT adoption and diffusion, and have been used extensively by researchers investigating a range of issues in the area of technology user adoption and acceptance (e.g., Moore and Benbasat, 1991; Chin and Todd, 1995; Venkatesh e*t al.*, 2003). These theories are outlined clearly below.

4.1.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a widely used model in studying information technology adoption and diffusion .it is sedelped by Fishbein and Ajzen (1975). The TRA assumes that individuals are usually rational and will consider the implications of their actions before they decide to engage or not engage in a given behaviour. Bagozzi (1992) suggests that from a theoretical point of view the TRA is intuitive, parsimonious, and insightful in its ability to explain behaviour.

Figure 4.1: Theory of Reasoned Action (adopted from Ajzen, 1975)

According to the TRA (Figure 4.), behavioural intention is the immediate antecedent of an individual's behaviour. The TRA posits that "most behaviours of social relevance are under volitional control and are thus predictable from intention" (Ajzen and Fishbein 1980). The theory also suggests that because many extraneous factors influence stability of intention, the relationship between intention and behaviour depends on two factors: First, the measure of intention has to correspond to the behavioural criterion in action, target, context, and time; second, a measure of intention will predict behaviour only if the intention does not change before the behaviour is observed Tan & Teo (2000). The TRA specifies that behavioural intention is a function of two determinants: a personal factor termed `attitude towards behaviour' and a person's perception of social pressures termed `subjective norm' (Fishbein and Ajzen 1975). Attitude refers to "an individual's positive or negative evaluation of performing the behaviour" Tan & Teo (2000). Importantly, attitude refers specifically to the person's own performance of the behaviour rather that to his/her performance in general. A behavioural belief refers to an individual's subjective probability that behaviour will lead to particular outcome, for example, it saves time to conduct banking transactions on the internet. According to the TRA, the strength of each behavioural belief is multiplied by the evaluation of its consequence, and attitude is determined by summing the resulting products across all salient behavioural beliefs.

Subjective norm is a function of a set of beliefs termed as normative beliefs. Normative beliefs "are concerned with the likelihood that important referent individuals or groups would approve or disapprove of performing the behaviour" (Ajzen and Madden 1986).

4.1.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB: Ajzen 1991) is a well-established general theory of social psychology, which suggests that in addition to attitudinal and normative influence, identified by TRA, a third element, Perceived Behavioural Control (PBC), also influences behavioural intentions and actual behaviour (see Figure 4.2).
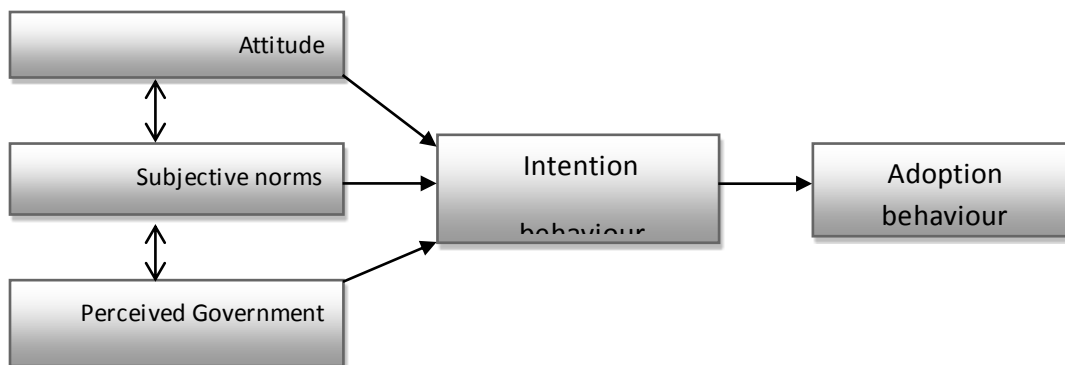

Figure 4.2: Theory of Planned Behaviour (TPB) adopted from Ajzen (1985)

The TPB as shown in Figure 4. assumes that motivation (behavioural intention) and ability (behavioural control) interact in their effects on behavioural achievements. Ajzen (1991) suggested that under a sufficient degree of actual control over the behaviour, people are expected to carry out their intentions when the opportunity arises.

 According to the TPB, human action is guided by three kinds of considerations: behavioural beliefs about the likely outcomes of the behaviour and the evaluations of these outcomes, normative beliefs about the normative expectations of others and motivation to comply with these expectations, and finally control beliefs about the resources and opportunities possessed (or not possessed) by the individual and also the anticipated obstacles or impediments towards performing the target behaviour (Ajzen 1991). In their respective aggregates, behavioural beliefs produce a favourable or unfavourable

attitude toward the behaviour; normative beliefs result in perceived social pressure or subjective norm; and control beliefs give rise to perceived behavioural control. Thus, the more favourable the person's attitude and subjective norm towards a behaviour and the greater the perceived control, the stronger should be the person's intention to perform the given behaviour.

4.1.3 Technology Acceptance Model (TAM)

One of the most utilised models in studying information technology adoption and diffusion is the Technology Acceptance Model (TAM) (see Figure 4.3). Developed by Davis *et al.* in 1989, its goal is to provide a basis for tracing the impact of external factors on users' attitudes and the level of their intentions regarding the acceptance of the new technologies (Davis, 1989). The TAM is based on the Theory of Reasoned Action (TRA) (Fishbein, 1980) which is concerned with the behaviour of technology users towards a new technology.
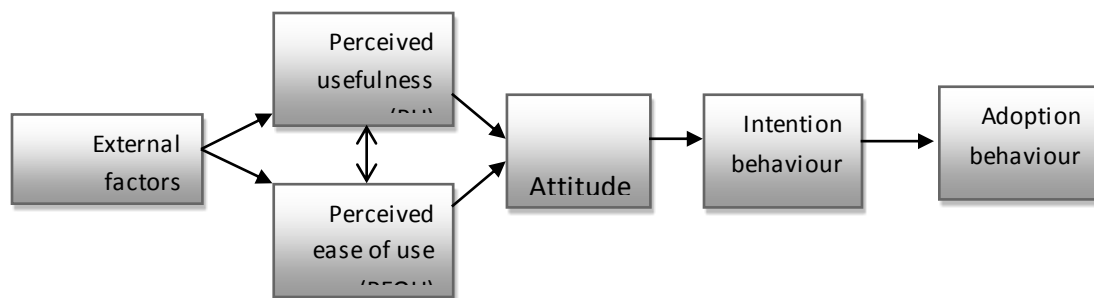

Figure 4.3: Technology Acceptance Model (TAM) (Davis et al., 1989)

4.2- USAGE OF ACCEPTANCE THEORIES IN BANKING CONTEXT

In the banking literature there are a number of studies that have used technology acceptance modules in understanding the acceptance and usage of e-banking technology. These are outlined below as well as gaps and weaknesses of these are also stated.

Liao et al (1999) applied the Theory of Planned Behaviour (TPB) as a means of examining the slow acceptance rate of e-banking technology in the Hong Kong banking industry. They identified that the acceptance rate of banking innovations was determined by the characteristics of innovations such as compatibility, ease of use, perceived risk and subjective norms. These findings reflect the TAM which assumes that the acceptance of technology is determined by perceived ease of use and usefulness of the technology. However, this study was limited as it failed to consider the management culture, focusing purely on technological factors.

Wang et al (2003) used the technology acceptance model (TAM) to predict the critical success factors of e-banking technology in Taiwan. They found evidence that perceived ease of use, perceived usefulness, and perceived credibility all had a significant positive effect on people's willingness to adopt e-banking technology. This aligns with the TAM assertion of the drivers of banking innovations. However, Wang et al modified the TAM model by adding the perceived credibility of the innovation to its components as they argue that perceived credibility plays an important role in the acceptance of e-banking facilities. Perceived credibility is the extent to which the user believes that the use of technology is secure. It is used as a new construct to reflect the security and privacy concerns that affect the acceptance of online banking.

In the UK, Moutinho and Smith (2000) tested the usefulness of the TAM in a study of the behaviour of established bank customers towards the acceptance of e-banking technology, and concluded that innovation characteristics, such as ease of banking and convenience, were the two important drivers behind adopting e-banking technology. This pattern however, does not match the usual components shown in the TAM.

Gerrard and Cunningham (2003) looked at the ability of Rogers' theory to predict the factors affecting Singaporean consumers' predispositions with regards to adopting e-banking technology. They identified eight characteristic dimensions, namely "social desirability", "compatibility", "convenience", "complexity", "confidentiality", "accessibility", "economic benefits", and "PC proficiency" as the key influential factors of e-banking acceptance. This seems to offer a valid extension to Rogers' higher-level views. The pattern also supports the findings of Liao and Cheung (2002) who found that individual perceptions regarding accuracy, security, transaction speed, user-friendliness, user involvement, and convenience were the most influential attributes in the perceived usefulness of e-banking in Singapore. However, the findings of Liao and Cheung were limited to the identification of technical factors.

Mattila et al (2003) used the TAM to determine whether it was applicable in Finnish culture. They found that household income and education had a significant effect on the use of e-banking, whereas perceived difficulty in using computers combined with the lack of a personal service in e-banking as perceived among customers, were the main barriers.

Anandarajan et al, (2000) examined the usefulness of the TAM in understanding the factors affecting the acceptance and acceptance of microcomputers in Nigerian banking industry. A comprehensive questionnaire on microcomputer acceptance and its resulting impact was collected from 88 users in six banks in Nigeria. The results suggest that perceived usefulness and perceived enjoyment were not the key factors that motivated the acceptance of this system; rather social pressure was an important factor affecting microcomputer usage.

Nor & Pearson (2007) in their study of the influence of trust on internet banking acceptance which was conducted in Malaysia surveying more than one thousand academic students of four public Malaysian universities. The purpose of their study was to examine empirically the influence of trust together with some of the aspects of Innovation Diffusion Theory on e-banking acceptance. The study came up with three suggestions those are; trust, relative advantage, and trialability, have a significant effect on attitude towards using Internet banking. It was consequently found that attitude significantly affects the intention to use the technology.

Kamel and Hassan (2006) used the TAM to assess the introduction of e-banking systems in Egyptian society-bank customers. They suggested that the barriers were structural, managerial, technical, and a combination of these. They applied the TAM to understand the reasons for the project failure and developed a set of critical success factors for the project.

4.3- GAPS AND WEAKNESSES OF PREVIOUS LITERATURE
Drawing on the information provided in the review of the use of technology acceptance modules in a banking context, it is clear that in the last two decades there has been a plethora of studies that have utilised the TRA, TAM and TPB in evaluating the use, acceptance or acceptance of IT, in particular e-banking technology in a banking context. However, in spite of the widespread interest in the topic of acceptance and usage of e-banking technology, among academics, it was also established that there is little old empirical evidence (Ahmed and Arayici , 2013, Abbad, et al, 2012, Abukhzam, and Lee, 2010, Touati, 2008, , Kamal, 2006 , Khalfan and Akbar 2006 , Sohail and Shaikh, 2007 Al-sukkar,and Hasan, 2004) to date, on the use of technology acceptance models in identifying the potential factors

influencing bank customers, acceptance of banking technologies in Arabic countries, especially in Libya. Thus, this initiated the researcher's interest in conducting this study. Accordingly, there exists a timely need for discovering the key issues affecting Libyan bank customer' attitudes towards the acceptance and usage of e- banking services.

5- RESEARCH METHODOLOGY

After a careful consideration of the nature of the research problem, an interpretive research philosophy was adopted for this study. As a result, a qualitative approach which is aligned with the interpretive research philosophy was selected. A combination of research methods (literature review and case study design) was used to collect the research data and meet the aim of this study.

5.1- STUDY SAMPLE UNIT

The unit of the study is customers of a leading commercial bank in Libya called Bank of Commerce and Development (BCD). This case study bank was deemed suitable because it is the first bank in Libya to provide e-banking services, offering a variety of electronic banking services. In 2018, it was reported that the bank had over 200 ATMs. This bank foresees the need for e-banking systems as a part of the bank's overall technology strategy which is to continue to improve its information and communication mechanisms to its customers (BCD, 2018). Thus, data was gathered from a chosen sample of eight customers from the bank who were interested for using e-banking services (e.g bank customers who have applied for e-banking services). Given the fact that the e-banking services is in its early stages, it was considered adequate to interview only eight of them. These are chosen because they are perspective e-banking users who need e-banking services to perform their banking activities. It should be noted that the lack of awareness of e-banking among the Libyan bank customers, posed major obstacles in the attempts to increase the sample size of this study.

5.2- DATA COLLECTION METHOD

Since the aim of this research is find out perceptions and expectations of bank customers regarding the acceptance of e-banking services, a qualitative method was deemed to appropriate for this study. According to Yin (2003) if the nature of the research is related to human behaviour and attitudes; the research aim can be only obtained by getting psychologically close to the research settings. Yin argued that the closer the researcher gets to the phenomenon, the clearer it is understood. As a result, the qualitative method was used to gain a clear understanding of bank customer's attitude and perception of e-banking technology in Libya. Therefore, the data were gathered through qualitative methods (interviews) conducted in the first quarter of the year of 2019.

5.3- DATA ANALYSIS TOOL

Nvivo 10 content analysis tool was used in the analysis of the collected data. NVivo is a qualitative data analysis (QDA) computer software package produced by Tom Richards in 1999. The software allows users to classify, sort and arrange information; examine relationships in the data; and combine analysis with linking, shaping, searching and modeling. NVIVO is often referred to by terms such as 'codebook analysis' or 'thematic coding' and is a form of textual analysis that focuses on using the textual content to describe a phenomenon (King, 2004). According to King (1998), "the essence of the approach is that the software produces a list of codes (a 'template') representing themes identified in their textual data. Some of these will usually be defined as a priori, but they will be modified and

added to as the researcher reads and interprets the texts. Coding is a process of breaking down, examining, conceptualising, contextualising and categorising data to yield new concepts, categories and theories from the claimed. It is important, nonetheless, to give a brief explanation as to how the themes were created during the analytical process. The following quotation taken from interview participant P1 (bank customer) gives an example of the analysis and the coding process using a portion of the interview transcript.

> "Libyan bank customers are definitely looking at e-banking technology as a new, innovative, and effective system that could help conducting banking services, *however*, problems such as a system difficulties, lack of IT knowledge and a fear of fraud make me refrain from using e-banking services."

It is clear from this portion of the text, that the text has meaning and contains a number of issues (themes). The researcher's observation from this section of the transcript was that the participant P1 was optimistic about the implementation of an e-banking strategy within his bank, but at the same time he raised issues such as <u>a lack of IT knowledge among bank customers</u>, <u>a fear of fraud activities</u>, that could make e-banking impractical for them. The researcher carefully read the extract and highlighted the themes that were related to the categories that were identified in the literature review part of this study and then assigned each theme to the appropriate category. Themes that were not related to the initial categories were given another category name.

5.4 CASE STUDY FINDINGS

This section explores the contents of the findings from the interview process and analyse them qualitatively according to research question (*How do Libyan bank customers perceive e-banking services and what factors influencing their attitude towards the use of these technologies?* The sections covered interviewees' answerers of questions regarding e-banking attributes (system ease of use and usefulness) and e- banking challenges including reputation issues, transactional issues, privacy issues, security issues and technical and legal issues.

To answer the research question mentioned above, the interview's participants were asked the following questions:

> "How do you perceive e-banking services in your bank and what are factors that you think affect your attention and attitude towards their usage?"

The aim of these two questions was to gain a clear insight into the key factors affecting Libyan bank customers' attitude towards the adoption of e-banking technology from the point of view of bank customers who have already intended to use e-banking services. Thus, this may list any factors that had not been identified from the literature review which may, in turn, highlight new areas that need to be focused on.

The findings from the interview data, interestingly, did not appear to contradict the findings within the literature, since all the critical factors were mentioned across the range of interviewees. However, some distinct variations between the perceptions of bank customers emerged.

- **E-BANKING ATTRIBUTES**

In this respect, all interview participants expressed their opinions about the value of the technology itself, agreeing with the features of the technology such as ease of use, convenience, and the extent of the technology's usefulness, were all confirmed as features that would support the process of adoption and diffusion. These were identified as the most important enabling factors for adopting e-banking services in their bank. As participant P5 stated: *"If I find the e-banking services easy to use and deal with, I will not hesitate to use it and will recommend it to other friends."*

Another participant P5 added that:

> *"Using the technology is very beneficial for our trade. It helps us to conduct our banking activities more effectively and efficiently".*

Likewise, all participants of interview were in agreement regarding the need for security measures, ease of use, convenience and usefulness, if successful diffusion of the technology was to be gained. In this respect, they mentioned that generally bank customers are happy to adopt and implement technological alternatives to traditional manual procedures if they find the new process is easy to use and helps them to accomplish their banking activities effectively. They also revealed that having widely-available, easy and user-friendly computer systems and software assists in the acceptance and diffusion of computer-based technologies in many organisations. For instance, a bank participant (P7) said:

> *"The adoption of new technology depends on its use by the bank customers and how friendly it is; if the technology is easy then it is perceived useful and vice-versa."*

Implicitly, these comments signal the likely rejection of any new technology that is complicated to use and makes the job harder. Unfortunately, it was most evident from the interviews with those responsible for actually using the technology, that the new technology was not perceived as being user-friendly and four bank participants (P5, P3, P2 & P8) complained that the use of e-banking services in their bank was difficult for them, as well as being insecure. This comment about insecurity implied that the system itself was not properly developed and that those responsible for its implementation had no confidence in it.

- *E-BANKING CHALLENGING ISSUES*

the second theme was bank cutomers view of e-banking challenges identifed earlier from the literure review. These includes; reputation issues, transactional issues, privacy issues, security issues and technical and legal ussues,. Below are the interview participants views on the themes identified in the literature.

- **Privacy issues:** the privacy issues of bank customers' financial information were considered to be of extreme importance, and were emphasised by many interviewees. As participant, P1, said:
    > "We are still uncertain about e- banking technologies if they are safe to use, I still do not trust e-bank systems because most of the people can get access to them."

- **Reputation issues:** on this theme, participants were asked: Do their friends who use e-banking services influence their behavior to use e-banking services? Seven references from seven interviewees were found as a result of this item, confirming participants' answers and opinions regarding reputation issues in e-banking. The majority of participants agree that their friends influence their decisions towards the use of e- banking services. For instance Interview participant P1 stated that,

"Yes of course, if I see anyone of my friends uses e- banking services so may encourage me to use online banking".

- **Security issues** the main question the participants were asked if they trust the safety procedures of e- banking services. For instance when describing issues related to security in e- banking services, Interview participant P2 mentioned that, *"I do not trust electronic banking and in my view the problem is internet environment which includes many issues such as hacking, intrusion, identity theft, and fraud.*

  However Interview participant P3 was more optimistic as he stated that,

  "So far I trust online banking for its safety, because I have been using e- banking services for sometime without any problem".

- **IT knowledge issues:** participants were asked whether or not they are aware or have the knowledge to use e- banking technology. Knowledge here means the technical and legal awareness for them and their ability to use e- banking technology. The majority of participants agree that they have the little knowledge on how to use e- banking. Interview participant 1 for instance stated that,

  "I don't have the knowledge, on how to open an account online and how to use online banking and how to deal with any problem that I may face while I am using of online banking".

- **Transactional issues:** Participants were investigated for their opinion regarding e- banking transactional information and related issues. The majority of participants agree that the transactional information of their e- banking is unfair and most of them have faced issues with conducting their e- banking activities. As an example one of the answers from Interview participant 5 shows that,

  "It *actually depends on the bank that provides this information, for example, while I am in the*, he added. He also declared that, *each bank provides their customers with its own information. The information provided in a particular bank can be slightly similar or different than other banks".*

6- RESEARCH FINDINGS

The key findings from this paper can be presented as follows:

- Factors found in the literature review of technology acceptance modules such as ease of use and usefulness of the banking technologies play key role in customer's intention to use e- banking services.

- Factors such as privacy issues, reputation issues, security issues, technical knowledge issues, transactional issues, trust and risk were also found as key factors concerning bank customers' attitude towards the use of the e-banking services.

- Perceived security issues are the crucial challenges facing customers when thinking to move to or use e- banking services in Libya.

- Libyan bank customers are still doubtful about e-banking services and at this time they are still reluctant to accept e-banking services as they fear that their bank information may be accessed and stolen by hackers.

7- CONCLUSION

In the light of the above findings, if successful implementation of e-banking technology is to be gained, there is a clear need for Libyan banks to the range of issues identified both in the literature and these additional factors from the interviews. As a result, based on the findings of both literature and the interviews, the study suggests that in order to encourage customers to use e-banking services in Libyan banks, the following strategies are recommended for banks:

- Libyan banks should recognize the importance of investing in a trusting relationship with the customer in comparison with providing an efficient and useful e- banking.
- Banks should provide –banking systems that are not only useful and easy to use, but it should also include trust-building mechanisms.
- The provision of information and knowledge about the available technologies via various sources of media.
- The provision of manuals about how to use the e-banking services.

Finally these findings are merely the start; they must be used develop an acceptance framework or lessons and recommendations that will improve the rate of IT acceptance in banking industries of Arabic countries such as Libya.

8- THE RESEARCH LIMITATION AND FUTURE STUDIES

This study has a limitation, which suggests directions for future research. There is always the issue of generalizability in the customer behaviour studies, and this study is no exception. The data in this study was limited to customers of a single Libyan established bank which is the Bank of Commerce and Development (BCD). Therefore, it may be more useful to assess the effect of the technology acceptance modules` factors by applying the different research methodology i.e. descriptive survey to the entire Libyan banking sector.

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