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CUSTOMER ATTITUDE TOWARDS THE ATM SERVICES OF MYANMA ECONOMIC BANK

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CUSTOMER ATTITUDE TOWARDS THE ATM SERVICES OF MYANMA ECONOMIC BANK

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ABSTRACT

This study investigated customer attitude towards ATM services of Myanma Economic Bank (MEB). The two main objectives of this study are to identify the ATM Card Services in Myanma Economic Bank and to examine the customer attitude towards ATM services provided by Myanma Economic Bank. Descriptive research method is applied .Both primary and secondary data are used. Among the ATM users of MEB, the survey questionnaires are distributed to 170 ATM card users as sample population out of 1133 card users from 3 branches in Kyauktada Township, Yangon. It is found that most of the respondents are using other private bank ATM cards as well. According to the regression result, among four factors such as perceived ease of use, perceived usefulness, perceived accessibility and perceived security, three factors have the positive relationship with the customer attitude towards the ATM service. Based on the regression results, MEB should pay the attentions to perceived usefulness, accessibility and security. For usefulness, MEB should arrange for utility payment systems as most of the people use it for utility payments. For accessibility, MEB should place the ATM machines at their branches and city centers as many as possible. MEB should educate the people that MEB is registering to MPU service because some customers do not know that MEB ATM cards could be used in other ATM machines. For security concerns, MEB should arrange security guards near the ATM machines so that ATM users will be relaxed and safe while they withdrawal the money. In additions, MEB should send the alert messages if there is some frauds system error. MEB should send messages about the balance of the ATM cards whenever it updates. This will increase the sense of security of MEB ATM users.

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LIST OF ABBREVIATIONS

ATM - Automated Teller Machine

BOD - Board of Directors

CBM - Central Bank of Myanmar

FIM - Financial Institutions of Myanmar

ICT - Information and Communication Technologies

JCB - Japan Credit Bureau

MAB - Myanma Agricultural Bank

MEB - Myanma Economic Bank

MFTB - Myanma Foreign Trade Bank

MPU - Myanmar Payment Union

MPI - Union Pay International

OSS - One Stop Service

PLS - Partial Least Squares

POS - Point Of Sale

SCB - State Commercial Bank

TAM - Technology Acceptance Model

TPB - Theory of Planned Behavior

TRA - Theory of Reasoned Action

UBB - Union of Burma Bank

UPI - Union Pay International

CHAPTER 1

INTRODUCTION

Banking is the main stream of the economy and its vitality indicates the health and prosperity of every country. Subsequently, independence commercial banks have a wide operation network in the country. Modern banks execute multiple functions by offering numerous products and services to the customer with the ultimate objective to raise profits along with customer satisfaction.

Automated Teller Machine (ATM) banking becomes user friendly and a modernized access channel to banking products and services and it left behind the branch banking. As ATM machines are faster, secure, and with a wider range of services which consist of cash depositing to achieve competitive advantage through the ATM banking as a result, Banks have been offering more access points to newer ATM technologies. ATM is such type of innovation technology that can take care of many facilities to customers mechanically such as depositing, withdrawing, transferring funds between accounts, collecting cheques, recharging mobiles. (Idirs. B, 2014)

ATMs have related to people's daily life and the banks which do not offer ATM services are lack of the customers' favor. The ATM industry can offer multitude of activities which can run e-banking at (24) hours service smoothly. In fact, electronic banking is profitable and achievable due to services of ATMs. ATMs become ubiquitous as a result, it has become the second most used channel for accessing banking products behind branch service and this service provides immense help to the customers in withdrawing cash no matter anywhere, anytime.

Understanding customers' requirements and meeting their demands and expectations regarding ATM has become a challenge for banks. Courtier and Gilpartrick (1999) recommend that banks must survey customers' requirements on a regular basis in order to understand the factors that can influence their intention to accept and fully utilize ATM banking service.

1.1 Rationale of the Study

The financial sector of Myanmar encompassed by state-owned banks, private banks, finance companies and representative of foreign banks. A new banking law allows 28 domestic private banks to operate, permits 13 foreign banks branches and 49 representative offices of foreign banks and finance companies to open in Myanmar. Competition in the banking sector rises and customers' attitude become important to get competitive advantage and sustainability.

State-owned banks are competing with Private Banks as they are trying to provide similar services as the Private Banks are offering. Since late 90s', private banks have been offering ATM services but State owned banks could introduce ATM service only in 2015. Nowadays, private banks provide debit / credit cards services. But, Myanmar Economic Banks are delaying at ATM system so that MEB needs to learn about customer satisfaction, attitude, and experience of how they utilize upon ATM services.

Automation of banking service delivery is becoming a critical factor in the process of trying to attain cost effectiveness which can be used as a strategic competitive weapon in the financial market. Adoption of ATM by many banks was to ease the pressure on the human tellers especially during peak periods in the banking hall. ATM banking service has a great contribute in achieve a competitive edge to the banks against their rivals.

It is enhancing to improve services for customers and attracting more customers to come and more use of banking facilities. Factors that influence customers' attitude towards ATM banking therefore become of essence as bank managers and ATM technology providers ponder over the factors influencing customers' satisfaction with ATM banking. One of the banks, Myanmar Economic Bank is a state-owned and it also faces high competition in the industry. In order to compete in the industry, Myanmar Economic Bank has to find out the customer attitude towards the ATM services of Myanmar Economic Bank.

1.2 Objectives of the Study

The main objectives of the study are:

(1) To identify the ATM Card Services in Myanma Economic Bank.

(2) To examine the customer attitude towards ATM services provided by Myanma Economic Bank.

1.3 Scope and Method of the study

This study focuses on the customer attitude on ATM service of Myanma Economic Bank. In this study, descriptive research method is applied. Both primary data and secondary data are used. Primary data are collected by using structured questionnaire with (5) point likert scale. Structured questionnaire are distributed to (170) ATM card users as sample population out of (1133) card users from (3) MEB branches in Kyauktada Township, Yangon. Secondary data include the documents and reports of Myanmar Economic Bank, related website, previous research paper, text book and other related information resources.

1.4 Organization of the Study

This researched is organized into five chapters. Chapters one is an introductory one that presents rationale of the study, method of the study, scope and limited of the study and organization of the study. Chapter two presents with literature view of the customer attitude towards the ATM services. Chapter three describes profiles and ATM services of Myanma Economic Bank. Chapter four examines the attitude of ATM services of Myanma Economic Bank. Chapter five presents the conclusion, suggestions, and needs for future research.

CHAPTER 2
THEORETICAL BACKGROUND

This chapter describes the theoretical background of the customer attitude. It consists of definition and perceived ease of use, perceived usefulness, perceived accessibility, perceived security and conceptual framework of this study.

2.1 Customer Attitudes

Attitude is defined as a mental, emotional or rational predisposition with regard to a fact, state, person or an object. In the context of customer behavior we are studying the attitude of buyers towards all the relevant attributes of a product or services as well as the marketer and markets. An individual with a positive attitude towards a product/ service offering is more likely to make a purchase; this makes the study of customer attitudes highly important for a marketer. An attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object (be it a person, thing or situation). It is a learned predisposition to exhibit and act based on evaluation resulting in a feeling of like or dislike towards and object.

Attitude is a lasting, general evaluation of people (including oneself), objects, advertisements or issues (Solomon, 2013), and it is a mental state used by individuals to structure the way they perceive their environment and guide the way they respond to such an environment (Tsang et al., 2004). The evaluation of people is more complex than whether they simply like or dislike an object. To have a comprehensive view of attitudes, the ABC Model of Attitudes was developed. This model divides attitudes into three components: Affect, Behavior and Cognition, which are referred as the verbs “feel, do and think”. Affect is the feeling of a customer about an object. Behavior refers the intention of the customer to do something. Notice that the meaning of Behavior in this model is the intention, not the actual behavior. Cognition is what a customer believes about an object. These three components have a close relationship with each other. Depending on the situation, the relative impact of these components, known as hierarchies of effects, are diversified (Solomon, 2013).

Triandis (1979) described attitude as an individual’s positive or negative behavior towards innovation adaptation. Triandis further stated that attitude portrayed the attitudes

of usefulness of electronic banking, adaptation features, bank electronic features, risk and privacy, and personal preferences.

2.2 Influencing Factors on Customer Attitudes

ATM banking is a product/ service that has attributes/ features that meet implicit and/or explicit needs of bank customers. To achieve customer satisfaction the attributes have to deliver service quality to customers' expected threshold. Therefore before customer satisfaction is delivered through ATM banking, managers ought to understand the features/ attributes of ATM banking that provide service quality because these are the factors that influence performance superiority (Poretla and Thanassoulis, 2005) to influence customer satisfaction (Swan and Combs, 1976).

2.2.1 Perceived Ease of Use

A customer's attitudes of the effort expended in a particular technology serves as a decision as to whether they will use that particular technology or not. It is generally believed that customers may choose to use banking technology if they believe it is easy to use. Venkatesh (2000) refers to this notion as ease of use and describes it as the extent in which one believes that using a particular technology will be without effort. In the present study, if a customer suggests that an ATM might facilitate the performance of transactions with minimum effort, then, they may come to believe that it is easy to use.

Ease of use is one of the factors affecting customer satisfaction in using ATM. ATM user group believed that ATM is fast and easy to use, and improve quality of service, reduce cost, presents no risk to customers (Leblanc, 1990). Quickness and ease of use is one of motivations that attract customers to use ATM (Almahmeed and El-Haddad, 1992).

Justice (2003) confined that the baseline requirements expected from the next generation of ATMs are ease of use for cardholders, reliability, transaction speed, flexible and scalable design and ease of service. Justice (2003) declared the criteria that most consumers in each major region of the world are concerned when using ATM is simple transaction, personal safety and security, transaction speed, transaction cost, financial safety and security, privacy when completing the transaction and ATM appearance. Ease of use is an optimum convenience for customers to interact with a given system. It is also

affirmed that the factors affecting to the customer satisfaction are determined by the ease of use of ATM.

Cooper (1997) found ease of adoption as one of the important characteristics from the customer's perspective for adoption of innovative service. It stated that innovative products often have superior performance characteristics. Daniel (1999) found "ease of use" as one of the factors for customer acceptance in her study of electronic banking in the UK and Ireland.

Adeniran and Junaidu (2014) cover the major factors affecting customers' satisfaction in Nigeria such as ease of use. The positive impact implies that the more the improvement of the ATM services in terms of their ease of use, more the satisfaction of customers in the use of ATM service. Ease of use of the ATM services will change the customer satisfaction positively. Customer satisfaction and different demographic factors are the key elements of the retained customer base. Afzal, Saeed and Lodhi (2013) found that customer satisfaction and demographics are highly inter related. Moutinho and Brownlie (1989) recommended that some consumers have positive attitudes towards ATMs based on dominant attitudes of convenience, accessibility and ease of use.

Perceived ease of use - refers to the extent to which a person believes that using the new technology will be free of effort (Davis, 1989; Davis, Bagozzi, and Warshaw, 1989). Besides the functional and utilitarian dimensions of such consumer perceptions as perceived usefulness and perceived ease of use, a more recent addition to the TAM considers an emotional and hedonic dimension of perception - enjoyment (Menon& Kahn, 2002; Childers, Carr, Peck, & Carson, 2001).

Researchers argued that perceived ease of use is the extent to which a person accepts as true that using an exacting method would be at no cost to that individual (Davis et al., 1989; Mathieson, 1991; Gefen and Straub, 2000; Gahtani, 2001). At first Rogers (1962) affirmed perceived ease of use is the term that represents the degree to which an innovation is perceived not to be difficult to understand, learn or operate. He further stated that perceived ease of use is the degree to which consumers perceive a new product or service as better than its substitutes (Rogers, 1983). Similarly, Zeithaml et al. (2002) stated that the degree to which an innovation is easy to understand or use could be considered as perceived ease of use.

However, the role of perceived ease of use in the TAM remains controversial. Mathwick (2001), Fang, et al., (2005) allude that the nature of an innovation or a task or service related to it may influence its perceived ease of use. In ATM service, perceived ease of use represents the degree to which individuals associate freedom of difficulty with the use of mobile technology and services in everyday usage (Knutsen, Constantio and Damsgaard, 2005). Moon and Kim (2001) coin that ATM services that are easy to use will be less threatening to individuals in that, they might find them less complex or tedious to use.

2.2.2 Perceived Usefulness

The importance of perceived usefulness has been widely recognized in the field of electronic banking (Guriting and Ndubisi, 2006). According to them usefulness is the subjective probability that using the technology would improve the way a user could complete a given task. According to the TAM, perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance. According to Davis et al. (1992), perceived usefulness refers to consumers' attitudes regarding the outcome of the experience. Davis (1993) defined perceived usefulness as the individual's attitude that using the new technology will enhance or improve her/his performance. Similarly, Mathwick et al., (2001) defined perceived usefulness as the extent to which a person deems a particular system to boost his or her job performance. However, Gerrard and Cunning-ham (2003) noted that the perceived usefulness depends on the banking services offered such as checking bank balances, applying for a loan, paying utility bills, transferring money abroad, and obtaining information on mutual funds.

Perceived usefulness is one of the components of Technology Acceptance Model (TAM), which has been widely used by information system researchers. According to Amin (2009) states that "PU is the extent to which a person believes that using a particular system will enhance his or her performance". Mathwick, et al, (2001) defined PU as the extent to which a person deems a particular system to boost his or her job performance. The importance of PU has been widely recognized in the field of electronic banking. It is the primary prerequisite for mass market technology acceptance, which depends on consumers' expectations about how technology can improve and simplify

their lives. Empirical studies on TAM have suggested that PU has a positive effect on the adoption of information technology.

Tan and Teo (2000) suggested that the perceived usefulness is an important factor in determining adaptation of innovations. As a consequence, the greater the perceived usefulness of using electronic banking services, the more likely that electronic banking will be adopted.

The importance of perceived usefulness has been widely recognized in the field of electronic banking (Guriting and Ndubisi, 2006; Jaruwachirathanakul and Fink, 2005; Eriksson et al., 2005; Laforet and Li, 2005; Polatoglu and Ekin, 2001; Liao and Cheung, 2002). According to them usefulness is the subjective probability that using the technology would improve the way a user could complete a given task.

Based on theories in social psychology, such as the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) and the Theory of Planned Behavior (TPB) (Ajzen, 1985), the Technology Acceptance Model (TAM) has been validated as a powerful and parsimonious framework (Davis, 1989; Davis et al., 1989). According to the TAM, perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance. According to Davis et al. (1992), perceived usefulness refers to consumers' perceptions regarding the outcome of the experience. Davis (1993) defined perceived usefulness as the individual's perception that using the new technology will enhance or improve her/his performance. Similarly, Mathwick et al., (2001) defined perceived usefulness as the extent to which a person deems a particular system to boost his or her job performance. Pikkarainen et al. (2004) applied TAM in Finland and they found perceived usefulness as a determinant of actual behavior which encouraged the user of the twenty first century banking to use more innovative and user friendly self-service technologies that give them greater autonomy in performing banking transactions, in obtaining information on financial advices, and in purchasing other financial products. However, Gerrard and Cunningham (2003) noted that the perceived usefulness depends on the banking services offered such as checking bank balances, applying for a loan, paying utility bills, transferring money abroad, and obtaining information on mutual funds. There are extensive evidences proving the significance of effect of perceived usefulness on adaptation intention (Chen and Barnes, 2007; Guriting and Ndubisi, 2006; Jaruwachirathanakul and Fink, 2005; Eriksson et al.,

2005; Hu et al., 1999; Venkatesh, 2000; Venkatesh and Davis, 1996; Venkatesh and Morris, 1996). Tan and Teo (2000) suggested that the perceived usefulness is an important factor in determining adaptation of innovations. As a consequence, the greater the perceived usefulness of using electronic banking services, the more likely that electronic banking will be adopted (Polatoglu and Ekin, 2001, Jaruwachirathanakul and Fink, 2005).

Perceived Usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989). The dividable perceives the Information and Communication Technologies (ICT) to improve his performances; he uses them more frequently in his daily activities at work. However, one may think, as does this research, that the external factors can lead to relatives the significance of this hypothesis. In a developing country, too, the conventional wisdom that perceived usefulness is the main predictor of adoption has also been challenged.

2.2.3 Perceived Accessibility

Perceived Accessibility is the primary factor affecting customer satisfaction in using ATM. The high level of bank customer's satisfaction is related to the location and accessibility of ATM. The area to install ATM should be more convenient, accessible and available (Brownlie and Moutinho, 1989 and Goode and Moutinho, 1996). The consumer survey on ATM banking behavior in Kuwait of Almahmeed and ElHaddad (1992) indicated, convenience and availability are the highly important factors.

The convenient locations of bank customer are shopping areas and workplaces in order to avoid risks of carrying cash. The research of Leblanc (1990) confirmed that main reason of customer in using ATM is accessibility. The research of Goode and Moutinho (1996) recommended that ATMs should be placed in more convenient locations and should target untapped demographics and psychographic groups.

McKechnie (1992) cited that accessibility and ease of performing transaction as two of the major factors influencing the selection of bank. According to Soman (2001) and Bell (2004), customers enjoy greater payment facilities through ATM cards since they are more rapid and accessibility compared to cash payments. Moreover, factors such as ease-of-use, usage convenience, reliability, dispute resolution capability, record of

transaction, and transaction speed have contributed significantly towards the adoption of debit cards (Amrominet al., 2007). The multi-function of smart card which reduces the number of cards carried and simplification was a most important element to ensure the adoption of debit card. Consumers also reported greater preference for speed, security, convenience, since they no longer have the burden to carry cash (Ching and Hayashi, 2008).

Accessibility of digital banking has to do with the ease with which customers have access to financial tools, their accounts, ease of making payments from their accounts and access to money available in the accounts using various digital channels namely, online banking facilities, ATMs, POS terminals, mobile banking to mention but a few. Accessibility defines how these channels make a meaningful experience to the customers in terms of access to their funds, access to banking facilities and services and feedback. It determines whether customers find the products to be serving their needs when they want it, in a way that makes their banking convenient (Villers, 2012). Access to information and the ease with which consumers can share views with those they know – or even 'the world' – is dramatic. Good experiences can be easily shared online as can negative ones. They also eliminate the need for buildings and office equipment. In South Africa, the DRC, Zambia and Kenya for instance, mobile phone banking is taking services to remote areas where conventional banks have been physically absent. Subscribers can now open accounts, check their balances, pay their bills, transfer money, and cater for their daily basic needs. In the past 30 years, three (3) products that are seen to have had the most impact on the world are in the ICT sector: the internet, PCs and mobile phones. Of these, the mobile phone has the highest penetration in developing countries (Ondeige, 2010) Njiru (2014) talking about access to banks with reference CBK report says 76.7% customers in the country have access to a financial institution within five-kilometer radius, compared to Uganda and Tanzania which recorded 42.7% and 31 % respectively. There has been rapid increase in access points to technological innovations, financial system and regulatory reforms, and increased competition in the market. The use of ATMs, POS terminals, Internet and mobile phone platforms have accelerated and moved closer to branchless banking. He states that in Kenya there are 65,353 access points which include bank agents, money transfer services, saccos, forex bureaus, and insurers.

2.2.4 Perceived Security

The perceived security concerns that are increasing rapidly and are somewhat related to the use of any technology in the banking sector. These concerns, unless addressed, have been found to influence customer satisfaction with the technology. Thus, customers who report concerns on security issues report lower levels of customer satisfaction. This notion was supported by Murugiah and Akgam (2015) when they observed a negative relationship between security and customer satisfaction in their respondents. This meant that their respondents had higher security concerns which resulted in lower levels of customer satisfaction. In the context of ATM banking services, security may be described as customers' attitudes of the safety of the ATM when performing transactions (Chang & Chen, 2009).

The issue of security is of paramount importance because all over the world, there is an increasing use of ATM and so the risks of hacking turn to be a reality more than ever before. Wang (2003) Expresses the research view that nowadays ATM with magnetic strip authenticated only by inserting password on the ATM machine. Subha and Vanithaasri (2012) proposed ATM access with biometric security system which is highly authenticated to the client.

According to Roboff and Charles (1998), some of the issues raised in the adoption of ATM services are privacy and security of personal information. Berta and Mann (2000) mentioned that the security is one of the most important factors to consider in storing of data in debit cards. Plouffe, Vandenbosch and Hulland (2000) mentioned that many consumers perceive the risk of debit card payment is high and not secured. According to them, consumers are usually concerned about security issues and the effects of online payments through ATM cards.

Consumer privacy, also known as customer privacy, involves the handling and protection of sensitive personal information that individuals provide in the course of everyday transactions. The information privacy was initially defined as the individual's ability to control the conditions under which his/her personal information is collected and used (Westin, 1967).The privacy of personal information is recognized as a fundamental theme in marketing literature in both offline (Jones, 1991) and online contexts (Miyazaki & Fernandez, 2000).

There are four types of debit fraud which are currently facing in the world:

In-person fraud: This type of fraud is committed when a thief steals our card and uses to make purchases at various merchants.

Online fraud: Online fraud occurs when our card information is stolen while making a transaction online. In this case, thieves could use card information to make online purchases or assume our identity.

ATM fraud: ATM fraud occurs when a thief is able to acquire our card and/or pin number and withdraw money from the machine.

Identity fraud: Identity fraud occurs when a thief steals our card to assume our identity. This type of identity theft is especially successful if the thief is able to acquire our wallet with other valuable information like a Social Security Card or National Identity Card.

In 2017, there was an ATM fraud which happened in Yangon, Myanmar and lots of money being stolen from many ATM machines. Moreover online shopping become very popular in Myanmar and it is a potential risk for us which we can face in near future.

Perceive security and privacy will positively influence intention to use SMS banking. The tested hypotheses can also be presented through the following schema, which indicates the relationship between independent variables as well as the dependent variable. The model is of interest to present the effects of employed independent variables on intention to use ATM banking service. The model is rooted in the TRA, which was first introduced, by Fishbein and Ajzen (1975).

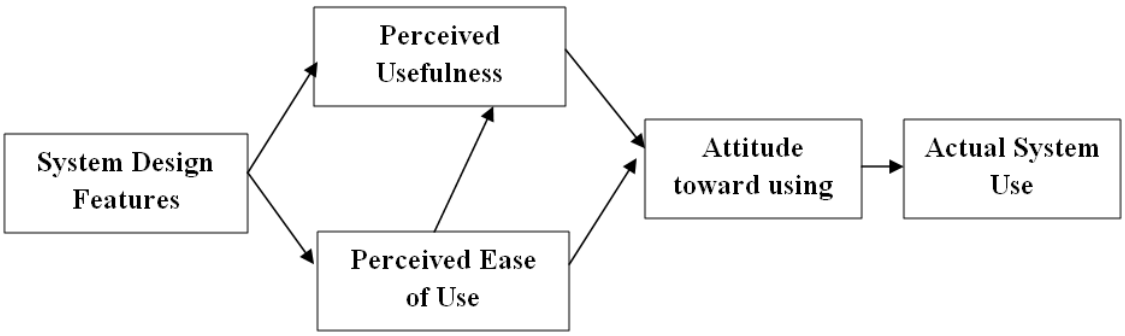
Customers have doubts about the trust ability of the e-bank's privacy policies. Privacy is an important dimension that may affect users' intention to adopt e-based transaction systems. Assurance about security relates to the extent to which the web site guarantees the safety of customers` financial and personal information, an area which has witnessed a proliferation of research interest.

2.3 Previous Study on Customer Attitudes towards the ATM Services

As in the past TAM studies the first underlying relationship is that perceived ease of use and perceived usefulness will have a possible impact on enhancing user's attitude towards usage. Bugembe (2013) made the research to examine the effect of system characteristics on user acceptance of computer based information systems. It sought to examine the relationship between perceived usefulness, perceived ease of use, attitude

towards using and actual usage of a new financial & information system in Uganda National Examinations Board. A Technology Acceptance Model (TAM) by Davis, F. in 1989 and modified by Anakwe et al, (2000), was used as the conceptual basis for this investigation.

Figure (2.1) Previous Conceptual Model



Source: Bugembe (2013)

The results reveal that perceived usefulness was the most significant determinant of adoption of a new system, than all the other variables, underscoring the importance of incorporating the appropriate functional capabilities in new systems. The findings affirm that a system will be adopted if it is regarded as useful, irrespective of attitude, provided that the use of the system is perceived to offer direct benefits to the user. All the relationships that is, between perceived ease of use, perceived usefulness, attitude towards using, and actual usage of the system, were tested and found to be significant and positive. Regression analysis revealed that perceived usefulness was a strong predictor of actual usage as compared to perceived ease of use and attitude towards using the system.

2.4 Conceptual Framework of the Study

According literature review, the effects of influencing factors on customer positive attitude are essential in every organization. Specifically, in service industry have to maintain the customer satisfaction level in order to achieve the successful business.

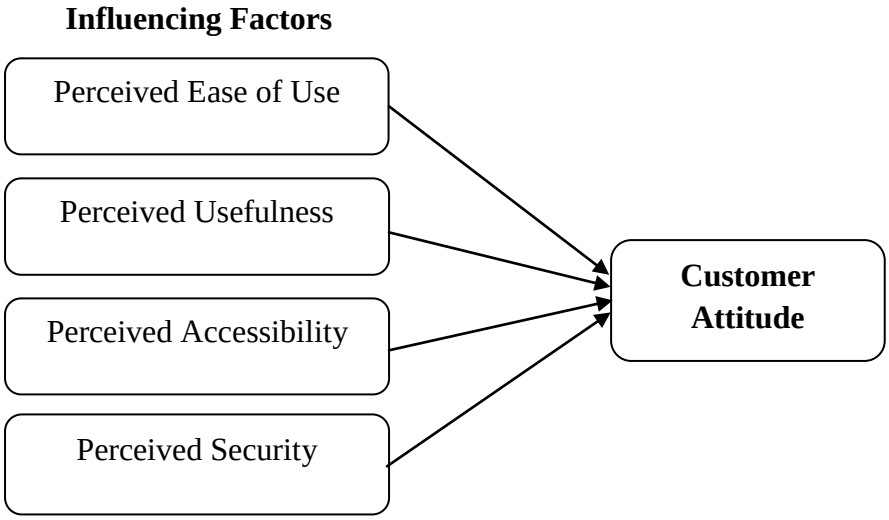
TAM has been widely applied to understand the attitude one holds about the use of technology, which is used to predict the adoption and use of technology. The attitude construct in TAM represents the attitude toward the behavior of using technology. Previous studies have used attitudinal variables to determine the actual usage of an information system.

Attitude involves judgment whether the behavior is good or bad and whether the user is in favor or against performing it, Leonard et al (2004).It has a direct effect on intention to use. TAM suggests that a prospective user's overall feelings or attitude towards using a given technology-based system represent major determinants as to whether or not he/she will ultimately use the system, Davis (1993).

Understanding the determinants of consumers' attitude, it is argued has a strong, direct and positive effect on an individual's intention to actually use the system. The Technology Acceptance Model (TAM) a model originally conceived by Fred Davis in 1986 stands out as most prominent, particularly in the field of Information Systems. Since its introduction TAM has enjoyed increasingly wide acceptance and has proven to be a reasonable accurate predictor of both users' intentions to use an information technology and of their systems usage. The strength of TAM lies in the fact that it has been tested in IS with various samples sizes and characteristics. Results of these tests suggest that it is capable of providing adequate explanation as well as predicting user acceptance of IT.

This study mainly intends to examine the effects of ATM services on customer satisfaction of Myanma Economic Bank. To achieve this objective and explore the ATM services on customer attitude in the bank was carried out. Based on theoretical background of previous studies, the conceptual framework of this study is developed and shown in Figure (2.1)

Figure (2.2) Conceptual Framework



Source: Own Compilation

There are a lot of influencing factors that could effect on ATM Adoption. In this study, influencing factor; perceived ease of use, perceived usefulness, perceived accessibility and perceived security were used as independent variables and customer attitude was used as dependent variable. Then it also analyzes the effects of service on customer attitude in the ATM services of Myanma Economic Bank.

CHAPTER 3

PROFILE OF MYANMA ECONOMIC BANK

This chapter presents the profile of Myanma Economic Bank, organization structure of the MEB bank, vision, mission and ATM card services offered by MEB.

3.1 ATM Card Service in Myanmar

Myanmar Payment Union (MPU) is a Myanmar financial services corporation headquartered in Yangon, Myanmar. It provides bank card services and a major card scheme in Myanmar. MPU was founded on 15thSeptember, 2011 with total of 16 members from both state and privately owned banks, and expanded to (23) members as of 19thJanuary, 2017. When it first started, its purpose was to provide the ATM and POS (Point Of Sale) switching services among the banks. MPU cards have been issued since 14thSeptember, 2012. As a result, all bank card holders can withdraw and check their balances and remittances to and from their fund at any ATM at any of the participating banks.

Myanmar's first ATM card was launched in 1995 by the privately owned Myanmar Mayflower Bank. Other private banks soon followed suit, but the use of debit and credit cards was suspended following the 2003 banking crisis. For the next eight years, the disused Point-Of-Sale (POS) terminals and empty spaces where ATMs once stood at bank branches were the only reminders of this brief experiment with electronic transfers outside of bank branches.

In 2011, the Myanmar Payment Union (MPU) was formed with (23) banks on the instructions of the Central Bank of Myanmar (CBM). The next year ATMs were revived, with customers able to use their debit card at any MPU-affiliated ATM across the country.

According to MPU, 1.8 million cards are now in circulation. These can be used at around 1,500 ATM machines and 3,000 POS terminals across the country. In some cases, they can now also be used overseas, thanks to partnerships between MPU and two international card providers, Japan Credit Bureau (JCB) and Union Pay International (UPI) of China.

There is a number of payment cards issued by non-bank entities, such as i Pay and Ok Dollar, though these are not widely used. But these card-based systems have a lot of challenges to overcome. Customers have frequently complained of ATM errors. The most common reported is that the ATM has not issued the funds requested but the amount has been debited from the account. Sometimes neither the card nor the money requested is released by the machine.

Basically, Myanmar's economy was cash-based because of the prolonged decline of the managing an account framework after nationalization starting in the mid1960s. After the declaration of the Central Bank of Myanmar Law in 1990, the specialists had endeavored to reestablish general society's certainty and to improve information of the managing an account part. The 1990 managing an account controls permitted the foundation of exclusive banks, trailed by a progression of monetary area changes. Notwithstanding, after the 1997 East Asian budgetary emergency, the energy towards change had stagnated and the remote trade licenses issued to private claimed banks were repudiated. Further strain to pull back the 1990 changes emerged when a bank run hit private banks in mid2003, which extremely influenced open certainty of the saving money area. The circumstance declined after conclusion of some private banks because of hostile to illegal tax avoidance encroachment. Myanmar experts fixed the keeping money controls and confinements, dropped mechanized installment card frameworks (Automatic Teller Machines (ATMs), charge and Visas), leaving the managing an account framework with simply essential administrations (Maw, 2015; Anh& Tuan, 2015).

3.2 Profile of Myanma Economic Bank

Myanma Economic Bank was built on 2nd April 1976 and previous called the State Commercial Bank (SCB) in 1954, the first and foremost State-Owned Commercial Bank in Myanmar with the aim to raise the entire people's economic development through a nation-wide banking system. The SCB expended its service areas as well as its number of branches throughout the country year by year. There were (40) SCB branches in 1962.

Myanmar changed to socialism in 1962 and all existing banks were nationalized in 1963. The People's Bank of the Union of Burma Act of 1967, all the nationalized banks were merged together as a monolithic bank called People's Bank of the Union of Burma.

The Bank Act of 1975 was promulgated and the People's Bank was re-established into four state-owned banks- Union of Burma Bank (UBB), Myanma Economic Bank (MEB), Myanma Foreign Trade Bank (MFTB) and Myanma Agricultural Bank (MAB) with effect from 2nd April 1976. MEB was the successor of the former SCB, it provided only domestic banking services.The MFTB and MAB rendered foreign exchange transactions and seasonal loans for agricultural development, respectively.

In 1988, Myanmar has pursued market oriented economy and accordingly, the Central Bank of Myanmar (CBM) Law and Financial Institutions of Myanmar (FIM) Law were promulgated in 1990 in order to restructure the financial sector to be in line with the market economy. The FIM Law recognized MEB as an existing State-Owned Commercial bank.

As FIM Law grants a wider coverage of banking services to all banks in the country, MEB now operates both domestic and foreign banking services. MEB mainly conducts commercial banking services in Myanmar through its network consisted of (315)branches, (14) State and Regional Banking Offices and (6) Head Office Departments.

MEB operates both domestic and foreign banking services. The MEB mainlyconducts commercial banking services in Myanmar through its network with (309) branches, (1) saving agency, (7) remittance agency offices, (14) State and Regional Offices and (6) Head Offices Departments. MEB has been maintained currency chest on behalf of CBM and also operating as currency Agent. MEB operates commercial banking services as treasury banking and developing banking. MEB offered a wide range of letter of facilities especially to exporters and importers at border areas. As MEB has been performing the Border Trade Operation, (15)branches in border areas have been performing.

One Stop Service (OSS) project is during the whole year by cooperating withother government departments as well as organizations. During 2017-2018 financialyears, the total income of MEB is 540,456 billion and the total expenditure is 440,415.Billion so that excess of income over expenditure is 100,041 billion. MEB's net cash balance increased during 2017-2018 financial year due to the deposit structure which has increasing substantially and capital which has been promoted.

MEB operates E-pension, one of the services regarding disbursement of pension payment to retired government employees. In order to provide faster services to the pensioners, MEB stated E-pension System by using computer system and Smart Cards in pension payments during financial year 2012-2013. MEB is providing Mobile Payment Service to public cooperation with Innwa Bank Limited, Myanmar Mobile Money give mobile services such as cash in, cash out, top up and pension payment by using Point of Sale (POS) at (281) MEB branches since 2015. MEB Yangon Branch(2) is assigned as Super-Agent and the other (280) branches are also assigned as Agents. Every Customer using MPT, MECTel and MytelSim Card can join our Mobile Service as KYC. Myanmar people who get pension are offered free ATM cards in order to take the pension from the ATM easily.

3.2.1 Vision

As a stated owned financial institution, MEB aims to provide financial services to public by law, regulations and procedures that change in policy from financial sector.

3.2.2 Policy

a) To sustain public trust on MEB.
b) To harmonize services like State Fund Accounts services, commercial banking and development policy loan services.
c) To upgrade banking services with modern technology in accordance with International banking standard.
d) To enhance financial services among public.

3.2.3 Mission

a) To provide people centered financial services effectively by using modern technology under the guidance of the Ministry of Planning and Finance for successfully implementation of the State's economic policy.
b) To participate in financial sector for implementation of the State's policy successfully.
c) To increase income by promoting financial services.
d) To enhance human resources, research and public relations.

3.2.4 Objectives:

a) To provide people centered financial services effectively by using modern technology under the guidance of the Ministry of Planning and Finance for successfully implementation of the State's economy policy.
b) To participant in financial sector for implementation policy.
c) To increase income by promoting financial services.
d) To enhance human resources, research and public relations.

3.3 Organization Structure of the Myanma Economic Bank

Myanma Economic Bank is organized with six main Departments whichadministration Department, Account Department, Loans and Supervision Department, Saving and Development finance Department, Internal Audit Department andResearch, Training and Public Relations Department. MEB operates both domesticand foreign banking services besides its major function of commercial bankingservices with its network of (309) bank branches, (1) saving agency, (7) remittanceagency offices, (14) state and regional banking offices and (6) head OfficeDepartment.

All of these departments are under control of Board of Directors (BOD),Executive Committee, Credit Committee and Managing Director. Roles of Board of Directors and Board Committees are represented in this section. Being one of theFinancial Institutions, MEB has to reconcile all accounts daily, weekly and monthly and the proper keeping accounts of all has been checked by Auditor General Offices from Union and States/Regions, Internal Audit Department of MEB, and MEB's State and Region Offices regularly and by Central Bank of Myanmar occasionally.

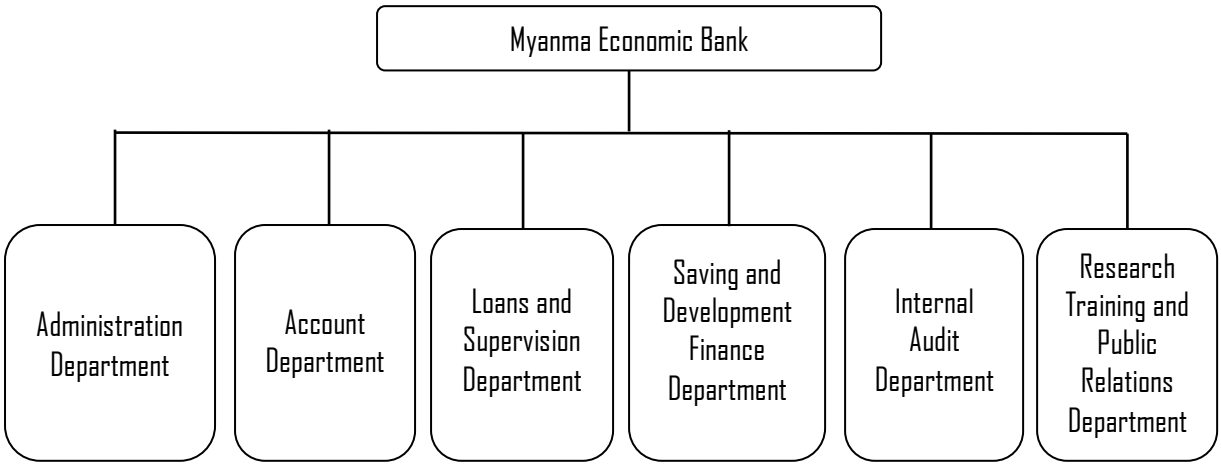
According to organization structure of Myanma Economic Bank;

Board of Directors: Board of Directors has responsibilities for reviewing the MEB's performance to achieve its objectives and strategy, and making the bank's policy and action plans. The Board of Directors was appointed by the Ministry of Planning andFinance. Managing Director of the MEB is the chairperson of the BOD.

Executive Committee: The Executive Committee seeks decisions for the extraordinary cases frombanking operations and from administrative matters. The Managing Director of the MEB is also chairperson of the executive committee.

Credit Committee: Various Loan proposals are examined by the Credit Committeealso supervises and monitors the credit management of the MEB.

Figure (3.1) Organization Structure of the Myanma Economic Bank



Source: Myanma Economic Bank, 2019

3.4 ATM Services of Myanma Economic Bank

Myanma Economic Bank, the member of Myanmar Payment Union is being implemented Retail Payment to cashless society. Now, the following Myanma Economic Bank (54) branches issued ATM cards in 2017. After that MEB's MPU ATM card holders are eligible to obtain new E-Commerce Service via online since 2017 October. MEB ATM card holders can do online shopping such as buying souvenirs, gold and jewelry and online payment such as bus and air tickets from merchants of the MPU' member banks. Moreover, MEB ATM card holders top up phone bill, pay tax and access E-Commerce service. Therefore Myanma Economic Bank offers its customers who hold MEB's MPU ATM card can get E-Commerce Service via online.

3.4.1 MEB Branches Available ATM Service

ATM networking of Myanma Economic Bank is connected with the Myanmar Payment Union's networking. MEB's ATM service was announced on 2nd April 2015. Firstly, MEB started (22) branches and extended ATM service to (54) branches with (74) machines at the moment. MEB is arranging to extend ATM service to all district branches. Currently there are (30,877) ATM card users. MEB already arranged

certification of the Japan Credit Bureau (JCB) and Union Pay International (UPI) with MPU. Table (3.1) presents the MEB braches currently giving ATM service.

Table (3.1) MEB Branches Providing ATM Services

Sr.	Branch Name	Sr.	Branch Name
1)	Nay Pyi Taw	28)	Maubin
2)	Pyinmana	29)	Hinthada
3)	Yangon Branch (1)	30)	Pakokku
4)	YangonBranch (2)	31)	Magwa
5)	Yangon Branch (3)	32)	Sagaing
6)	Yangon Branch (4)	33)	Shwe Bo
7)	Yangon Branch (5)	34)	Monywar
8)	Yangon Branch (6)	35)	Myawaddy
9)	Yangon Saving (1)	36)	Hpa-an
10)	Yangon Saving (3)	37)	Thaton
11)	Yangon Saving (4)	38)	Mawlamyaing Branch (1)
12)	Thingangyun	39)	Mawlamyaing Branch (2)
13)	Kyimyindine	40)	Taunggyi
14)	Tamwe	41)	Kyaing Tong
15)	Thanlyin	42)	Lashio
16)	North Okkalapa	43)	Tarchileik
17)	Mandalay Branch (1)	44)	Muse
18)	Mandalay Branch (2)	45)	Sittwe
19)	MandalayBranch (3)	46)	Myeik
20)	Meikhtila	47)	Dawei
21)	Myaingyan	48)	Bamaw
22)	Kuyaukse	49)	Myitkyina
23)	NyaungOo	50)	Pathein
24)	Yamethin	51)	Insein
25)	Bago	52)	Kamayut
26)	Taungoo	53)	Kalay
27)	Pyi	54)	Pyin Oo Lwin

Source: Myanma Economic Bank, 2019

3.4.2 Rules and Regulations forMEB ATM Service Users

There are some factors that ATM card users need to know in order to use the MEB's ATM card service. MEB is trying to give convenient ATM service and informing ATM card users to get the awareness of rules and regulations of MEB relating to ATM service as follow:

MEB ATM card can widely use and withdraw any ATM machine for 24/7. By withdrawing from other banks' ATM machine, it will charge 0.5% as commission fees, but no fees for MEB ATM machine. MEB ATM card can be paid in POS machines under the banks of MPU members.

For those who need to apply MEB ATM, the customers have to contact the branches and open the ATM account and get the ATM card rapidly. There will be initial installment 10,000 mmk for opening the ATM account. The ATM card's cost 3,000 mmk will be deducted from the initial installment. There is no annual fee for ATM card. The minimum balance must be 1,000 mmk in ATM account. The customers need to inform the standing instruction to the branches the amount he or she wants to transfer from saving account. The service fees will be 200mmk for transferring money from saving account to ATM account. The service fee will be 200 mmk for transferring the salaries of the government staffs, or other organizations' staffs, and pension of the retired staffs.

If user forgets the PIN no or if he or she puts the wrong PIN no for 3 times, ATM will terminate for cash withdrawal and card owner needs to request for the new password to the deputy manager at the branch. If the ATM's pin no is forgotten or put the wrong PIN no for 3 times, the request for new PIN no will charge 1,000 mmk. If user gets the new PIN no from Data Center, the data center will contact the person who requests for the new password, Customer can change the Default PIN 6 digits and cash installment and withdrawal can be done as normal.

If the person forgets to take back ATM card after withdrawing the cash from ATM machine, ATM machine will hold the card. The person who contacts the bank needs to apply to get the ATM card back. For security reasons, the person needs to follow the requirements, and the deputy manager of the bank will check all the needs, and then the balance but the customer needs to sign on the agreement in order to get the ATM card back.

If in case, ATM card is lost, damaged, or stolen, the owner of the card needs to inform the nearest branch personally to apply the another copy of ATM. MEB bank is not responsible for withdrawing money before the owner inform for card lost.

In additions, for the reason of the security, MEB has the tight policy for keeping user confidential information. ATM card user also needs to keep his or her PIN number. MEB is not responsible for withdrawing money if somebody knows the confidential PIN number because of ATM card user's fault.

Starting from May 2017, those who apply for MEB ATM card needs for online enrollment by entering to https://www.myanmarpaymentunion.com. The members of merchant from MPU, the customers can pay online (E commerce service) such as phone bill filling, bus tickets, air tickets, local souvenirs, gold , silver, and jewels, and other services .MEB ATM card can be refilled cash and withdrawal at (54) branches of MEB as free of charge. ATM users need to pay 0.5% for using other banks' ATM machine for MEB ATM card holders.

CHAPTER 4

ANALYSIS OF CUSTOMER ATTITUDE TOWARDS ATM SERVICES OF MYANMA ECONOMIC BANK

This chapter presents the demographics data of the respondents by frequency and percentage. Customer attitudes are presented by mean score. Last part of this chapter presents the relationship between influencing factors and customer attitudes towards ATM service of Myanma Economic Bank.

4.1 Research Design

This examination work utilized the graphic research configuration to gather information in order to meet the research objectives. Structured questionnaire was a developed according to the conceptual framework for this study. To gather the primary data, (170) ATM card users were chosen as sample population out of (1133) card users from (3) MEB branches in Kyauktada Township, Yangon. While gathering data, simple random sampling method was used and respondents were selected by their willingness in order to improve the ATM services of Myanma Economic Bank. The researcher went to the MEB bank and meet officials to collect data. By the approval of officials from (3) MEB branches, the researcher collected the questionnaire. The survey data are fed into SPSS Version.22 in order to analyze the data. The data are analyzed by descriptive for demographics data of the respondents and used regression for relationship between independent variables and dependent variable.

4.2 Demographic Profile of the Respondents

This section describes the age, education level, occupation and information about MEB ATM card and condition for using other ATM card.

4.2.1 Age of the Respondents

In Table (4.1), the following data what types of gender answered in my questions. All the respondents of age level classification are shown in Table (4.1). These respondents are divided into five groups: less than (20) years old, (21) years to (25) years, (26) years to (30) years, (31) years to (35) years, (36) years to (55) years and 55 years above.

Table (4.1) Number of Respondents by Age

Age (Years)	Frequency	Percentage
Less than 20	2	1.2
21 – 25	28	16.5
26 – 30	22	12.9
31 – 35	13	7.6
36 – 40	38	22.4
Above 41	67	39.4
Total	**170**	**100.0**

Source: Survey Data (2019)

According to Table (4.1), among (100) ATM card users, regarding age, the majority of the respondents are above (41) years old as those people use ATM cards more than other age level because they are working and sometimes salary goes directly to bank account so that they need ATM card for withdrawal. Respondents who are between (36) to (40) years old represent the second highest ATM card using rate. The smallest group contains people who are less than (20) years old.

4.2.2 Education Levels of the Respondents

Education level is classified in four groups as graduated from high school, under graduate, post graduate and master degree holders. The result is shown in Table (4.2).

Table (4.2) Number of Respondents by Education

Education Level	Frequency	Percentage
High School	14	8.2
Graduate	131	77.1
Post Graduate	9	5.3
Master	7	4.1
Total	**170**	**100.0**

Source: Survey Data (2019)

Table (4.2) shows the findings of respondent education demographics. As shown in table, (77%) is the highest which respondents are the under graduate. Moreover, the second highest is (8.2%) which respondents are high school levels. In addition, (5.3%) of the respondents are post graduate and 4.1% represent Master degree holders. Generally, most of the ATM users of MEB are educated people.

4.2.3 Number of Respondents by Occupation

The respondents by Occupation are divided into (5) categories; Profession, business owners, Company staff, government staff, and others. The distribution by Occupation of the respondents is shown in Table (4.3).

Table (4.3) Number of Respondents by Occupation

Occupation	Frequency	Percentage
Profession	4	2.4
Business Owner	8	4.7
Company Staff	15	8.8
Government Staff	91	53.5
Other	52	30.6
Total	**170**	**100.0**

Source: Survey Data (2019)

According to the result table, most of the respondents are government staffs who are (53%) because the government offices directly send the salary to MEB banks.The second highest respondents are (30%) which shows others. Moreover, company staff represents (8.8%) and the least percentage is (2.4) which represent profession.

4.2.4 Number of Respondents by Information about MEB ATM Card

There are five channels of respondents mostly find MEB ATM services in Myanmar. They are Advertisements, Partners, Flyers, Family, Others. Table (4.4) show the respondent mostly gets information about MEB ATM cards based on survey results.

Table (4.4) Number of Respondents by Information about MEB ATM Card

Information	Frequency	Percentage
Advertisements	25	14.7
Partners	8	4.7
Flyers	30	17.6
Family	28	16.5
Other	79	46.5
Total	**170**	**100.0**

Source: Survey Data (2019)

According to the study, the highest percentage of the survey is 46.5 which represent others because Government offices and related to government sectors need to use MEB banks so that they come to know MEB ATM cards directly when they get payment which is transferred to MEB. The second highest rate is 17.6% which represents flyers which hand it to people. Sometimes, the message is brought by Family members who already know about MEB bank. The least percentage is 4.7% which shows Partners.

4.2.5 Number of Respondents about Using Other ATM Card

This table is indicating the number of respondents who are using other ATM cards.

Table (4.5) Number of Respondents by using other ATM Card

Status	Frequency	Percentage
Yes	127	74.7
No	43	25.3
Total	**170**	**100.0**

Source: Survey Data (2019)

In this survey, the majority is using other ATM cards which are 74.7% while other 25.3 percent of the respondents do not use any other ATM cards. Thus, these respondents could compare the MEB service to other's ATM services.

4.3 Influencing Factors on Customer Attitude of ATM Service

In this study, influencing factors refer to perceived ease of use, perceived usefulness, perceived accessibility, and perceived security. To find out the influencing factors, structure questionnaire with 5 point likert scale is used.

4.3.1 Perceived Ease of Use

People use new technology if they find out it is simple and easy. Table (4.6) presents the finding regarding to the ease of use for MEB ATM service.

Table (4.6) Perceived Ease of Use

No	Statement	Mean	Std. Dev
1	I find using the ATM very simple.	3.22	.818
2	I prefer using ATM for my utility payments.	3.36	.734
3	I require nobody to interpret the ATM command for me.	3.48	.732
4	I use other banks ATM with my bank ATM card easily.	3.41	.811
5	I can select command language easily from English to Myanmar.	3.45	.754
Total Average Scores		**3.38**	

Source: Survey Data (2019)

According to Table (4.6), the result show that most of the respondents strongly agreed that no one needs to explain by using the card services that they already learn for it because the mean score of which is 3.48 with the standard deviation of 0.732. Similarly, most respondents better knows the language switch from English to Myanmar and the mean score is 3.45 with the standard deviation of 0.754. Moreover, many respondents agree that they can use other ATM card at MEB ATM machine easily with the mean score is 3.41. Additionally, many respondents prefer to pay utilities bill via ATM card and the mean score is 3.36. Furthermore, most respondents are fairly agreed that they find using ATM is very simple because the mean score of it is 3.22 and standard deviation is 0.818. It can be concluded that most of the respondents are agreed that card services of MEB Bank are comfortable and easy to use as the overall mean value of perceived of ease of usefulness is 3.38.

4.3.2 Perceived Usefulness

Perceived usefulness is essential for every products and services. If the new products and services do not meet their needs and wants, customers will not use it. Table (4.7) presents the perceived usefulness of the respondents towards MEB ATM service.

Table (4.7) Perceived Usefulness

No	Statement	Mean	Std. Dev
1	I think that MEB ATM is very useful to my life in general.	3.24	.865
2	I would fine the ATM system makes banking performance improve.	3.31	.771
3	I do not need to carry money with me all the time.	3.36	.933
4	I do not have to wait for a long time to withdrawal money.	3.21	.791
5	Daily activities are more smoothed by using ATM Card.	3.36	.750
Total Average Scores		**3.30**	

Source: Survey Data (2019)

Table (4.7) showed that the result of their attitude towards the perceived usefulness. Based on analysis in Table (4.7), the result show that most of the respondents strongly agreed that using the card services make them bring cash as the overall mean value of perceived ease of use factor is 3.36. Among five constructed statements in perceived ease of use factor, another the highest mean shows that ATM cards help their daily routine smooth and it is time saving. Moreover, many people believe that ATM service can help banking process better. Most of the people think that using MEB ATM is useful in life generally. The least mean is 3.21 which shows that the respondents do not need to wait for cash withdrawal and it can reduce time consuming. According to overall average mean, it can consider that all variables in perceived usefulness are as agree level.

4.3.3 Perceived Accessibility

Accessibility is the very important for customers. If ATM machine is not accessible whenever they need, they will not use ATM service. The perceived value of accessibility towards the MEB ATM service is presented in Table (4.8).

Table (4.8) Perceived Accessibility

No	Statement	Mean	Std. Dev
1	I can find ATM available everywhere	2.98	.939
2	ATMs are always functioning	3.14	.716
3	Many ATMs are found working effectively in every bank	3.19	.816
4	I access many ATM point at a very close distance	2.95	.925
5	ATMs are located at convenience places	2.99	.894
Total Average Scores		**3.05**	

Source: Survey Data (2019)

According to the Table (4.8), the highest mean is 3.19 which represent most of the respondents agree that many ATM can be found in every bank with working effectively as people do not need to go for bank process and it can reduce time consuming. Besides, many respondents satisfy that ATM machines are always working condition. Few people think that ATM can get access in convenience location. In addition, people can find ATM in many places as they can access. Finally, few people think that they can get ATM access in very close places. According to overall average mean 3.05 which indicate perceived accessibility influence on the respondents that they satisfy ATM service and they can get ATM access easily.

4.3.4 Perceived Security

Security is important factor for customers while they use the ATM service. The perceived security levels of the MEB ATM card service is presented in Table (4.9).

Table (4.9) Perceived Security

No	Statement	Mean	Std. Dev
1	ATM machines have the ability to verify the user's identity for security purposes.	3.21	.858
2	There are always enough security guards to monitor the customers at ATM points	2.84	.932
3	There are a 24/7 hotline services.	2.85	.934
4	Banks constantly sent me alerts on ATM frauds	2.96	.909
5	ATM machine has built-in Camera to record users.	3.30	.745
Total Average Scores		**3.03**	

Source: Survey Data (2019)

As the result of Table (4.9), among five constructed statements of this factor, the highest mean in this table is 3.30 and the standard deviation is 0.745 which mean many people moderately agree that ATM machine has built in camera for recording. In addition, many respondents believe that ATM machine can verify the user's identity for security reason. Besides, many respondents get alert from bank for ATM frauds shown as the mean value is 2.96 and the standard deviation is 0.909.Furthermore, the most of the respondents are fairly agreed on the statement of 24 hours card services because the mean value is 2.84 and standard deviation is 0.932.According to the overall average mean score, it was found that that most of the respondents fairly agreed by using the card services are safe in use as the overall mean value of security factor is 3.03 only.

In this study, almost variable are measured by five Likert scale. Therefore, before these variable is used, it should be checked their reliability of each dimension. Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency. Cronbach's alpha is computed by correlating the score for each scale item with the total score for each observation (usually individual survey respondents or test takers), and then comparing that to the variance for all individual item scores:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum_{i=1}^{k} \sigma_{yi}^2}{\sigma_x^2}\right)$$

Where: k refers to the number of scale items

σ_{yi}^2 refers to the variance associated with item i

σ_x^2 refers to the variance associated with the observed total scores

The resulting α coefficient of reliability ranges from 0 to 1 in providing this overall assessment of a measure's reliability. If all of the scale items are entirely independent from one another, then α = 0; and, if all of the items have high covariance, then α will approach 1 as the number of items in the scale approaches infinity. In other words, the higher theα coefficient, more the items have shared covariance and probably measure the same underlying concept.

Table (4.10) Results of Cronbach's Alpha Value

Scale	Type of Scale	No. of Items	Cronbach's Alpha
Perceived Ease of Use	5-point Likert	5	.878
Perceived Usefulness	5-point Likert	5	.860
Perceived Accessibility	5-point Likert	5	.844
Perceived Security	5-point Likert	5	.891
Customer Attitude	5-point Likert	5	.823

Source: Survey Data (2019)

The results of the Cronbach's alpha value above 0.7, suggesting are very good internal consistency and reliability for the scale with this sample. In the above Table, it can be seen that Cronbach's alpha for all scale dimension are range between 0.823 to 0.891, which indicates are a high level of internal consistency for studies scale with this specific sample.

4.4 Customer Attitude towards ATM Cards Services

Customer attitude towards specific service is essential to start or continue that services. Table (4.11) presents the customer attitude towards the MEB ATM service is presented.

Table (4.11) Customer Attitude towards ATM cards Services

No	Statement	Mean	Std. Dev
1	I am satisfied with the overall ATM service of MEB.	3.21	.849
2	There is the privacy in using the MEB ATM service.	3.36	.804
3	I am satisfied with the number of ATM machines at MEB bank.	2.83	.877
4	I am satisfied with the hotline service of MEB.	2.90	.804
5	I am satisfied with the Cash withdrawal (Correctness / Promptness)	3.42	.797
Total Average Scores		**3.14**	

Source: Survey Data (2019)

From Table (4.11), it can be seen that most of the respondents' attitude are moderately satisfy with the cash withdrawal by using the card services as the mean value is 3.42. Besides, many respondents think that using ATM card has privacy. But few people are pleased by overall ATM services of MEB. The least mean score is 2.83 which shows that few people fairly agree that the quantity of ATM at MEB bank. According to overall average mean scores, the customer attitude moderately influence on the respondents.

4.5 Analysis of Influencing factors on Customer Attitude of ATM Services

It is important to consider which determinants out of the four such as perceived ease of use, perceived usefulness, perceived accessibility and perceived security can significantly explain the customer attitude. For this purpose, the multiple regression analysis is conducted and the results are reported.

Table (4.12) Analysis of Influencing factor on Customer Attitude of MEB ATM Services

Influencing Factors	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	Std. Error	Beta		
(Constant)	.511	.162		3.164	.002
Ease of Use	.042	.062	.042	.676	.500
Perceived Usefulness	.234***	.077	.245	3.039	.003
Perceived Accessibility	.201***	.071	.215	2.837	.005
Perceived Security	.365***	.062	.423	5.864	.000
N=170, AdjR2 = .682, F=91.611 (p-value = 0.000)					

Source: Survey Data (2019)

*** Significant at 1% level, ** Significant at 5% level,* Significant at 10% level

According to Table (4.12), F value which means the overall significance of the model is highly significant at 1 percent level. Thus, this regression model is valid. The

model can explain 68.2 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.682.

The variable Perceived Usefulness has the expected positive sign and is highly significant at 1 percent level. The positive relationship means that the increase in Perceived Usefulness feeling of customers leads to increase attitude that will lead to use MEB ATM service more. In Myanmar, people used to carry money but it is dangerous. Thus, now people find out that easily withdrawal the money only when they need. If there is an increase in Perceived Usefulness by 1 unit, this will also raise the attitude that will lead to more usage of MEB ATM service by .234unit.

The variable Perceived Accessibility has the expected positive sign and is highly significant at 1 percent level. The positive relationship means that the increase in Perceived Accessibility of customers leads to increase attitude that will lead to use MEB ATM service more. Nowadays, there are a lot of ATM machines everywhere thus customers could easily withdrawal the money since MEB cooperates MPU service. If there is an increase in Perceived Accessibility by 1 unit, this will also raise the attitude that will lead to more usage of MEB ATM service by .201unit.

The variable Perceived Security has the expected positive sign and is highly significant at 1 percent level. The positive relationship means that the increase in Perceived Security of customers leads to increase attitude that will lead to use MEB ATM service more. Security factor is important since there may be bad people while customers withdrawal the money. Thus, banks offer security guards and CCTV camera to strengthen the security at ATM machines. If there is an increase in Perceived Security by 1 unit, this will also raise the attitude that will lead to more usage of MEB ATM service by .365unit.

The standardized coefficient (Beta) of Perceived Security has the largest value (.423) among four explanatory variables indicating that Perceived Security has the greatest contribution to increase usage of MEB ATM service when the variance explained by other variables is controlled for. The overall evaluation reveals that models explain the variation in the awareness of the Perceived Security of the bank customers because the estimation produced expected signs and significant coefficients for most variables. The increases in Perceived Usefulness and Perceived Accessibility of customers have the positive customer attitudes towards MEB ATM services. On the other hand, Ease of Use is not significant with customer attitudes at 10 percent level.

CHAPTER 5

CONCLUSION

This chapter demonstrates finding and discussions based on the survey results. Then it presents the recommendations and suggestions as the second part. As the last part, it includes the further study.

5.1 Findings and Discussions

This study investigated customer attitude towards ATM services of Myanma Economic Bank. The two main objectives of this study are to identify the ATM Card Services in Myanma Economic Bank and to examine the customer attitude towards ATM services provided by Myanma Economic Bank. Among the ATM users of MEB,the survey questionnaires are through (170) ATM card users as sample population out of (1133) card users from 3 branches in Kyauktada Township, Yangon.

The survey result reveals about the demographics data of the respondents. Among (170) ATM users, the majority is above (40) years old and the second largest group contains people between (36) and (40) years old. They are graduate people and working at the government offices. They use the MEB ATM service as their ministry directly transfers the money to MEB accounts. It is found that most of the respondents are using other private bank ATM cards as well.

One of the influencing factors in this study, ease of use is analyzed by structured questionnaire. The survey results show that MEB ATM is easy to use and they do not need to ask anyone how to use it since the machine has Myanmar and English languages so that users could easily follow the instructions. In additions, they like that their cards could be used in other ATM machines. Most of the users use the ATM cards for utility payments. As the whole, most respondents' state MEB ATM service is easy to use and comfortable.

Users use the ATM service because they do not want to carry money with them. They found that their daily activities are improved since they do not have to queue at the bank. They simply need to withdraw from ATM whenever they need money at their nearest location. They agree that ATM service improves the performance of the MEB

bank. As the whole, most respondents feel ATM card service is moderately useful for their daily activities.

Perceived accessibility is important for every ATM user. According to the survey result, some ATM users could not easily find the ATM machines at their place. They have to go far to take the money from ATM machines. In additions, they found that ATM machines are working properly at the branch. As the whole, many respondents agree that they could access to ATM machines.

Perceived Security is the important issue for the customers while they take the money from ATM machines. ATM users express that ATM machine has CCTV and validates the passwords for security reasons. On the other hand, they state that MEB ATM does not have 24/7 service for users and there are not enough security guards near the ATM machines. Besides, MEB does not send alert messages about ATM frauds. As the whole, respondents feel moderate levels of safe when they use MEB ATM service.

According to the regression result, among four factors, three factors have the positive relationship with the customer attitude towards the ATM service. Perceived Usefulness, Perceived accessibility and Perceived security are the three factors positive effect on customer attitudes while ease of use does not have strong positive relationship on customer attitudes since most of the ATM machines have similar functions. Among the influencing factors, perceived security factor is the most important factor affecting customer attitude.

5.2 Suggestions and Recommendations

Myanma Economic Bank should pay more attentions to its major customers. MEB should focus ATM users who are government staffs at least 36 years old. Most of them are educated people and they are using the other ATM services as well. Thus, MEB should monitor other ATM service facility and creates its products and services in order to compete with other private banks.

According to the result of perceived ease of use, Myanma Economic Bank should place manuals for users at the ATM stations. In additions, MEB should place ATM assistant counter during office hours in order to answer any questions if the customer have. This will greatly improve the ease of use perception of the users.

For usefulness, MEB should arrange for utility payment systems as most of the people use it for utility payments. MEB is the public bank thus it could link to the other's ministries payment system.And also MEB should arrange for Network connection improvement as most of people use it for ATM assess easily.

For accessibility, most of the respondents sometimes could not find the ATM machines at their place. Thus, MEB should place the ATM machines at their branches and city centers as many as possible. Then, customers could easily find the ATM machines and accessibility levels could be improved. In additions, MEB should educate the people that MEB is registering to MPU service because some customers do not know that MEB ATM cards could be used in other ATM machines. By doing so, the perceived accessibility levels of the ATM users could be improved.

For security concerns, MEB should arrange security guards near the ATM machines so that ATM users will be relaxed and safe while they withdrawal the money. In additions, MEB should send the alert messages if there is some frauds system error. MEB should send messages about the balance of the ATM cards whenever it updates. This will increase the sense of security of MEB ATM users.

Based on the regression results, MEB should pay the attentions to perceived usefulness, accessibility and security. Among these,accessibility it should pay highest attention to perceived security factor among the ATM users.

5.3 Needs for Further Research

This study focuses only on the MEB ATM users in order to find out the influencing factors on their attitudes. Only four influencing factors are investigated. There could be other factors that could effect on ATM card services. Therefore, the further study should find out the other influencing factors on ATM card user attitudes and analyze all the banks in Myanmar currently providing ATM service. In additions, the further study should emphasize the new products and services such as mobile banking and debit cards buy using the Technology Acceptance Model (TAM). Then, the further study could explore the Myanmar people habits regarding technology based new products. By studying those factors, the further study will cover all the influencing factors towards advanced technology products from all banks.

Structured Questionnaire

PART I: Demographics

1. Age

☐ Less than 20 years ☐ 21– 25 years

☐ 26 - 30 years ☐ 31 – 35 years

☐ 36 - 40 years ☐ Above 41 years

2. What is your educational Qualification?

☐ High School Student ☐ Graduate

☐ Post Graduate ☐ Master

☐ Other .....

3. What is your Occupation?

☐ Profession ☐ Business Owner

☐ Company Staff ☐ Government Staff

☐ Other .....

4. How do you know about MEB ATM Card Service?

☐ Advertisements ☐ Partners

☐ Flyers ☐ Family

☐ Other .....

5. Do you currently use the other banks' ATM card services?

☐ Yes ☐ No

PART II: Customer Perception.

How much degree do you agree for the following factors relating to MEB ATM card service?

Scale definition: (5=Strongly agree, 4=Agree, 3=Neither disagree nor agree, 2= Disagree, 1= Strongly disagree).

Customer Perception	**Degree**				
Perceived Ease of Use	**5**	**4**	**3**	**2**	**1**
1) I find using the ATM very simple.					
2) I prefer using ATM for my utility payments.					
3) I require nobody to interprete the ATM command for me.					
4) I use other banks ATM with my bank ATM card easily					
5) I can select command language easily from English to Myanmar.					
Perceived Usefulness	**5**	**4**	**3**	**2**	**1**
6) I think that MEB ATM is very useful to my life in general.					
7) I would find the ATM system makes banking performance improve.					
8) I do not need to carry money with me all the time.					
9) I do not have to wait for a long time to withdrawal money.					
10) Daily activities are more smoothed by using ATM card.					
Perceived Accessibility	**5**	**4**	**3**	**2**	**1**
11) I can find ATM available everywhere.					
12) The ATMs are always functioning.					
13) Many ATMs are found working effectively in every bank.					
14) I access many ATM point at a very close distance.					
15) ATMs are located at convenience places.					

Perceived Security	**5**	**4**	**3**	**2**	**1**
16) ATM machines have the ability to verify the user's identity for security purposes.					
17) There are always enough security guards to monitor the customers at ATM points.					
18) There is a 24/7 hotline services.					
19) Banks constantly sent me alerts on ATM frauds.					
20) ATM machine has built-in Camera to record users.					
Customer Attitude	**5**	**4**	**3**	**2**	**1**
21) I am satisfied with the overall ATM service of MEB.					
22) There is the privacy in using the MEB ATM service.					
23) I am satisfied with the number of ATM machines at MEB bank.					
24) I am satisfied with the hotline service of MEB.					
25) I am satisfied with the Cash withdrawal (Correctness / Promptness).					

26) Do you have any suggestions to improve MEB ATM services?

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