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INFLUENCING FACTORS ON CUSTOMER ATTITUDE

TOWARDS AGENT BANKING SERVICE OF SHWE BANK

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INFLUENCING FACTORS ON CUSTOMER ATTITUDE TOWARDS AGENT BANKING SERVICE OF SHWE BANK

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ABSTRACT

The main objectives of the study are identifying the Agent Banking services practice in SHWE Bank and analyzing the influence factors on customer attitude towards Agent Banking services of SHWE Bank. The study collected the data from a sample of 120 customers of Agent Banking in Yangon. The data collection tool was a structured questionnaire. And then, the secondary data were gathered from published annual reports and financial statements of SHWE banks. This study was validated the Technology Acceptance Model (TAM) for customer attitudes and all of the concepts, ideas, opinions and theories that related to the five factors, namely; perceived usefulness, perceived ease of use, security, capability (self-efficacy) and trust. Simple random sampling design is used to select respondents from customers. The data were analyzed by regression to determine the relationship between dependent variables and independent variables. Results show that although respondents strongly believe that using Agent Banking would benefit their daily life, many issues such as security concerns and technology anxieties. The results of this study also indicate that perceived usefulness (PU) and perceived ease of use (PEOU) are also the important factors which influence the use of Agent Banking by customers. In addition, capability factors have strong and positive influence on adoption of Agent banking whereas security factor is least influencing. Therefore SHWE Bank should build and devise trust worthy strategies that would reduce insecurity in consumers and more and more consumers can be attracted to agent banking. Banks also need to effort to increase the customers' awareness and knowledge about banking transaction security and privacy of the agent banking services.

ACKNOWLEDGEMENTS

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CHAPTER 1
INTRODUCTION

Banks are the financial institutions that play a very important role in a country's economic growth and development. The world has become a global village with the growth of Information Technology (IT), bringing a revolution in the banking industry. The new technology has radically changed the traditional methods of doing business. Today, without information technology, no banking or corporate strategy is complete. The technology's introduction had a significant impact on the expansion of e-banking. Banking is no longer bound by time or geography with the aid of technology. Consumers around the world can access their accounts relatively easily 24 hours a day, seven days a week. Many consumers today want banks' modernized banking products such as online banking, mobile banking, internet banking, card services, and financing services, etc. For Debit Card, Credit Card, Master Card and Visa Card. Private Banks in Myanmar can also provide Automatic Teller Machines (ATMs).

However, the coverage of bank service for rural area still needs to be improved. The cost of opening branches is high, the movement of cash from one place to another is costly and risky. For those reasons, private banks are charging extra fees for their services especially in remittance service. On the other hand, telecommunication and mobile service providers are joining the market with mobile wallet technology. In fact, safe and effective bank-based payment systems contribute to the financial market's smooth functioning. Banks are trying to introduce new forms of payments and bank transactions to make the payment system safer and more efficient through the use of e-banking and agent banking services.

An agent is a person or a machine who/that can give services on behalf of the organization or the bank. The combination of agent and bank results in the creation of a business model called Agency Banking. Agent performing bank services in respective regions outscored the branches in minimum return. A well designed agency banking model can deliver higher level of achievement in financial inclusion without the need for complex and costly physical banking infrastructures.

1.1   Rationale of the Study

It is very necessary to know the logic behind the analysis for research purposes. Banks are the economy's largest service sector. Technology development has contributed to the creation of new banking networks. These have changed the attitude, perception of the customers. Customers need to visit branches in traditional banking to conduct banking transactions, but now they have the option of alternative banking channels i. e. ATMs, debit cards, mobile banking, Internet banking, Agent Banking etc. This includes systems that allow consumers to access accounts, transact business and obtain information about financial products and services through a public, private or cooperative banking network including the internet. Though no one has been conducted research work which examines the influencing factors on customer attitude towards the SHWE bank's Agent Banking services.

Today many consumers go for many months, or even year, without having to physically visit their banks, or a bank teller. The most important technological developments that have caused this change have been the emergence of Debit Cards, Credit Cards, ATM and Mini-ATM. The banks can give the customers for accessing their money worldwide without going to the bank. In Myanmar, the products and card services of all banks are almost the same. In the advent of the information era, information technology has developed rapidly and has become significant for every business, particularly the banking industry. Commercial banks are currently changing their traditional banking services and becoming increasingly dependent on electronics. With many customer-oriented features, banking services receive significant attention from customers. Due to the lack of experience on agent banking consumer attitude, this research aimed to study consumer attitude towards Agent banking of SHWE bank. This study investigates how customers perceive and adopt Agent banking in Myanmar.

1.2   Objectives of the Study

The objectives of the study are as follow:

1. To identify the Agent Banking practices of SHWE Bank
2. To analyze the influencing factors on customer attitude towards Agent Banking service of SHWE Bank.

1.3 **Scope and Method of the Study**

This study focused to identify and analyze the factors influencing on customers attitude toward agent banking of SHWE Bank. Simple random sampling design is used to select respondents from customers who used the agent banking services of SHWE Bank in some rural regions. In order to fulfill the research objective, both primary and secondary data are used in the study. The total number of agent in SHWE bank is 533 (as in 2019). In Yangon, 98 agents are provided 3210 customers in December, 2019. Primary data are collected by 120 customers who are using the agent banking service of SHWE Bank in Yangon. But out of 120,100 were returned back and 20 were incomplete. So total number of questionnaire fit for the analysis were 100. In this study, attitude of customers on agent banking is measured and investigated interviewed with questionnaires.

Survey questions are prepared by using five-points Likert scale to measure the customer attitude on agent banking services. To collect the secondary data are gathered from SHWE Bank financial reports (daily, weekly, monthly and yearly). For exploring the attitude on agent banking of SHWE bank by using the Technology Acceptance Model (TAM). All of the concepts, ideas, opinions and theories that related to the five factors, namely; perceived usefulness, perceived ease of use, security, capability (self-efficacy) and trust. Additional information was obtained from sources of the relevant internet websites.

1.4 **Organization of the Study**

This study includes five chapters. Chapter one is introduction; it includes rationale of the study, objective of the study, scope, and method of the study. And then, this chapter ends with organization of the study. Chapter two describes the theoretical background consist Agent Banking and Technology Acceptance Model (TAM). Chapter three involves history of Agency Banking in Myanmar, background of SHWE Bank, organization structure and Agent Banking services of SHWE Bank. Chapter four provides research design and analysis of influencing factors on customer attitude towards Agent Banking services of SHWE Bank according to survey answers. Chapter five represents the conclusion and discussion of the study. It includes findings weakness and need for future study is expressed in this chapter.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter includes background theory of customer attitude and it is used to analyze the influencing factors on customer attitude towards the Agent Banking services of SHWE Bank.

2.1   The Concept of Agent Banking

Branchless banking is a new channel of distribution that enables financial institutions and other business entities to provide financial services beyond traditional bank premises. We are evolving in different types of branchless banking models. A financial institution licensed (typically a bank) provides financial services through a retail agent. That is, financial products and services are developed by the bank, but are marketed by sales agents that handle most customer interaction. The bank is the main provider of financial services and the entity where consumers have accounts. Retail agents have face-to-face customer interaction and perform cash-in/out functions, much as a branch-based teller would take deposits and process withdrawals.

Customers do not deal with a bank, nor do they maintain a bank account. Alternatively, consumers negotiate with a non-bank business as the point of customer contact, either a mobile network provider or prepaid card issuer and sales agents. Customers exchange their cash for e-money stored in a virtual e-money account on the nonbank's server, which is not linked to a bank account in the individual's name. It is risker as the regulatory environment in which these nonbanks operator might not give much importance to issue related to customer identification, which may lead to significant Anti-Money laundering and Counter-Terrorism Financing risks. Bringing in a culture of Know Your Customer (KYC) to this segment is a major challenge. Further the nonbanks are not much regulated in areas of transparent documentation and record keeping which is a prerequisite for a safe financial system.

Another idea arose when a traditional bank client provides its existing customer with non-traditional low-cost delivery channels. Examples range from the use of automatic teller machines (ATMs) to internet banking or mobile banking in order to

provide customers with certain restricted banking services. It is fundamentally additive and can be regarded as a modest extension of traditional branch-based banking.

2.2   Characteristics of the Agent Banking

Agent banking refers to the provision of financial services outside conventional banking branches and involves the user of non-bank retail outlets relying on technologies such as point-of-sale (POS) terminals or mobile phones to process transactions in real time. A banking agent is a retail or postal outlet contracted by a financial institution or a mobile network operator to process clients' transactions. Rather than a branch teller, it is the owner or an employee of the retail outlet who handles the transaction and lets clients deposit, withdraw, and transfer funds, pay their bills, ask about an account balance, or receive government benefits or a convenience stores, lottery outlets, post office, and many more. In this situation, most of SHWE Bank's agents are Skynet's RSPs. Shops, mobile phone shops and accessories, beauty salon, convenience stores, etc.

The main advantages of agent banking are the inclusion of unbanked or underserved segment in the marketplace and the competitive expansion of customer base and the delivery of banking to a wider customer base at low cost of service. Several advantages include simplifying business processes and improving efficiency that can encourage a cashless society, and delivering multiple products and payment facilities through a single agent. The network of agents can be extended easily to reach more people as and when necessary. One of the agent banking's advantages is that it can reduce a customer's gap and access to financial services. Consumers are the ease of cash withdrawal and deposit. This enables the inclusion of people from all walks of life in the economy. If consumers use the agent banking network, it is also easy to settle accounts, contracts, and payments for government services. It can facilitate more investments in financially under-served areas as a result of better cash flow.

Currently one of the main challenges is going forward to deliver and, more significantly, to encourage a wider range of financial products and services such as withdrawals, deposits, pre-approved lines of credit, opening streamlined current accounts, and foreign remittances. For example, 74% of total agent services in Brazil in December 2013 were bill payments, 10% were withdrawals, 9% deposits, and only

0.27 account openings. Another major challenge for accelerating the agent banking model is to find ways to efficiently downscale microfinance services. Lee, Park, Chung and Blakeney (2011) have performed a related study and found that communication affects directly perceived ease of use. However, perceived monetary value has a significant effect on perceived utility, not only from a firm's point of view, but also from the point of view of time and monetary value. The perceived ease of use is significantly influenced by personal creativity, and creative consumers will benefit from it more often. Absorptive power also influences the rate of use directly. Eventually, perceived task technology is greatly affecting perceived utility versus a perception of task characteristics.

2.3   Theory of Technology Acceptance Model (TAM)

The prolific stream of research on information systems use takes a variety of theoretical perspectives. Of all the theories, the Technology Acceptance Model (TAM) is considered the most influential and commonly employed theory for describing an individual's acceptance of information systems. The technology acceptance model (TAM) developed by (Davis, 1989) was employed as the theoretical framework. TAM was derived from the theory of reasoned action (TRA) (Ajzen, 1980), which is a widely used model in social psychology studies. The TAM was specifically developed to address users' willingness to accept and use new technology or media in the field of information system management. Recently, TAM has been broadly applied to explain consumers' use of technology in the context of apparel shopping (e.g., Cho, H., & Wang, Y. (2010); Kim et al. 2009; Kim and Forsythe 2008).

In TRA, the antecedents of a person's attitudes are behavioural beliefs and outcome evaluation. Indicated that behavioural beliefs and outcome evaluation could not accurately measure an individual's acceptance of a new system as they are much influenced by various external factors (i.e., the system's technical design characteristics) (Davis, 1989). Therefore, two self-efficacy perspective variables, perceived ease of use (PEOU) and usefulness (PU) were suggested as influential antecedents that shape users' attitudes (Att) and behavioural intention (BI) (Davis, 1989); (Pavlou, P. A. 2003).

PEOU is defined as the degree to which individuals perceive how easy it is to use the technology and PU refers to the extent to which individuals believe how useful the technology would be (Davis, 1989). TAM posits that both PEOU and PU influence the formation of favourable Attitude associated with the use of technology, which, in conjunction with PU, generate individuals' greater BI to use the technology. In addition, PEOU is expected to have a positive influence on individuals' perceptions regarding the usefulness of the technology (Davis, 1989).

Technology acceptance model with or without modifications, has been successfully applied to a wide range of empirical studies to predict and explain acceptance and adoption of a variety of technologies such as electronic banking (e.g., Al-Smadi 2012), mobile education (e.g., Tan et al. 2012) and social networks (e.g., Pinho and Soares 2011; Shin and Kim 2008), as well as to understand consumer markets for technological products and services such as online shopping (e.g., Vijayasarathy 2004) and mobile shopping (e.g., Kim et al. 2009). As depicted in the TAM, the relationships among PEOU, PU, Att, and BI have gained empirical support from numerous studies (e.g., Al-Smadi 2012; Kim et al. 2009; Shin and Kim 2008). Shin and Kim (2008) confirmed that PEOU and PU are critical antecedents of Attitude in the context of adoption of social media technology. Likewise, Tan et al. (2012) found the significant linkage between PEOU and PU in mobile learning usage. Both variables in turn influenced BI to adopt the mobile learning technology. However, the results for the influence of PU on BI have been mixed. In a study about consumer's BI to use on-line shopping, Vijayasarathy (2004) found that PEOU and PU significantly predicted Att, which in turn determined BI to use on-line shopping. However, PU of on-line shopping did not explain BI.

Similarly, Pinho and Soares (2011) revealed no empirical support between PU and BI in the context of adoption of social networks. The adoption of new media for purchasing new products shares similarities with the adoption of new technology for decision making. As with new technology, a new product must have PEOU and PU to the intended consumer. These antecedents shape users' Att and BI towards the new product. In a study of an application of TAM, Benamati and Rajkumar (2002) applied the TAM to a non-technology based context, outsourcing decisions. In their study, TAM was successfully applied to organizational level decisions. Furthermore, the

applicability of TAM to a non-technology context of outsourcing decisions was validated and confirmed in their later study (Benamati and Rajkumar 2008).

In particular, as argued by Benamati and Rajkumar (2002), TAM was based on TRA, which has been extensively used in a wide range of consumer studies that depict the relationships between attitudes and intentions, in that it may be plausible to apply TAM to consumers' label acceptance behaviours. It is for this reason that we tested and validated the TAM in the context of consumers' use of sustainability labels to further explore the influences on the use of sustainability labels for apparel products. When consumers perceive that it is easy to read sustainability labels and find usefulness in making an informed sustainability purchase decision by understanding the meaning of terms and or symbols in the label, it is presumable to expect more use of sustainability labels, and subsequently more purchases of sustainable products. The purpose of this model is to predict the acceptability of a tool and to identify the modifications which must be brought to the system in order to make it acceptable to users. This model suggests that the acceptability of an information system is determined by two main factors: perceived usefulness and perceived ease of use. The present study used these two main factors and three external variables such as capability (Self-efficacy), trust and security.

2.3.1 Perceived Usefulness

Perceived usefulness, according to Davis (1989: 320), is the extent to which a person believes that utilizing a particular method or technique would enhance his or her job performance or routine responsibility. This perception, he explains, is anchored on the consideration that the capacity acquired will strengthen performance. This follows from the definition of the word useful: capable of being used advantageously. Within an organizational con- text, people are generally reinforced for good performance by raises, promotions, bonuses, and other rewards (Pfeffer, 1982; Schein, 1980; Vroom, 1964). A system high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive use-performance relationship. Perceived of usefulness is the main factor that influences customer acceptance.

2.3.2   Perceived Ease of Use

Davis (1989: 320) argued that perceived ease of use is the extent to which an individual considers that making use of a specific system would be effortless and hassle free; in other words, ease of use means freedom from complexity and trouble. Thus, an application that is perceived to be easier to use is generally accepted and utilized by more people. Zhu, Linb and Hsu (2012: 968) add that Perceived Ease of Use signifies the degree to which an individual accepts that using certain technology would be effortless and hassle free. The system characteristics can help the ease of use of technology and system usage can equally lead to the acquisition of Information Literacy skill.

Nanthida (2011: 13) enumerates certain factors that may influence the ease of use of modern resources such as characteristics of information resources, the job experience, technical equipment and support, etc. The following are the factors to consider when evaluating Perceived Ease of Use: computer self-efficacy, perception of external control, internet self-efficacy, computer anxiety, information anxiety, perceived enjoyment and objective, usability and behavioural intention to use.

2.3.3   Capability (Self-efficacy)

The importance of perceived ease of use is sup- ported by Bandura's (1982) extensive research on self-efficacy, defined as judgments of how well one can execute courses of action required to deal with prospective situations. Self- efficacy is similar to perceived ease of use as defined above. Self-efficacy beliefs are theorized to function as proximal determinants of behavior. Bandura's theory distinguishes self-efficacy judgments from outcome judgments, the latter being concerned with the extent to which a behavior, once successfully executed, is believed to be linked to valued outcomes. Bandura's out- come judgment" variable is similar to perceived usefulness. Bandura argues that self-efficacy and outcome beliefs have differing antecedents and that, "In any given instance, behavior would be best predicted by considering both self- efficacy and outcome beliefs".

Hill, et al. (1987) find that both self-efficacy and outcome beliefs exert an influence on decisions to learn a computer language. The self-efficacy paradigm does

not offer a general measure applicable to our purposes since efficacy beliefs are theorized to be situational-specific, with measures tailored to the domain under study (Bandura, 1982). Self-efficacy research does, however, provide one of several theoretical perspectives suggesting that perceived ease of use and perceived usefulness function as basic determinants of user behavior.

2.3.4 Trust

The most frequently cited definition in literature is the one proposed by Myaer et al.'s (1995), which is adopted in this study: "The willingness of the party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustee, irrespective of the ability to monitor or control that other party." Trust is an antecedent of PU, PEOU is an antecedent of trust, and trust has a direct influence on behavioral intention to use. Trust is one of the determinant of PU, especially in an on-line environment, because part of the guarantee that consumer will sense the expected usefulness from the website is based on the sellers behind the website. Moreover, trust is recognized to have positive effect on PU since trust allows consumers to become vulnerable to e-vendor to ensure that they gain the expected useful interaction and service (Pavlou, 2003). While card services is considered a special type of e-service, the trust and TAM model is partly fitted to this study and to be included as an external variable.

2.3.5 Security

Consumers concerns about security, which arise from the use of an open public, have been emphasized as being the most important factor inhibiting the adoption and use of ATM (Daniel, 1999). Security refers to the protection of information or systems from unauthorized intrusions (Egwali, 2008). Fear of inadequate security is one of the factors that have been identified as impediments to the growth and development of e-commerce including electronic banking adoption (Ezeoha, 2005).

2.4   Customers' Attitude

Attitude is described as evaluative cause of individuals' positive or negative feelings in a particular behavior performing (Fishbein and Ajzen, 1975). It is associated to behavioral intention of people due to the fact they form their intentions to perform a particular behavior toward which they have positive consequence (Tan and Teo, 2000). Actually, the degree of favorableness or un-favorableness of feelings of individuals in regards with a psychological subject is the more recent definition of attitude (Ajzen and Fishbein, 2000). It is known as important indicator in that affect adoption intention of the system by individuals.

Consumer attitudes are both an obstacle and an advantage to a marketer. Choosing to discount or ignore consumers' attitudes of a particular product or service—while developing a marketing strategy—guarantees limited success of a campaign. In contrast, perceptive marketers leverage their understanding of attitudes to predict the behavior of consumers. These savvy marketers know exactly how to distinguish the differences between beliefs, attitudes, and behaviors while leveraging all three in the development of marketing strategies.

An attitude in marketing terms is defined as a general evaluation of a product or service formed over time (Solomon, 2008). An attitude satisfies a personal motive and at the same time, affects the shopping and buying habits of consumers. Dr. Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. A consumer can hold negative or positive beliefs or feelings toward a product or service. A behavioral intention is defined by the consumer's belief or feeling with respect to the product or service.

Perhaps the attitude formed as the result of a positive or negative personal experience. Maybe outside influences of other individuals persuaded the consumer's opinion of a product or service. Attitudes are relatively enduring (Oskamp & Schultz, 2005, p. 8). Attitudes are a learned predisposition to proceed in favor of or opposed to a given object. In the context of marketing, an attitude is the filter to which every product and service is scrutinized.

2.5   Previous Study

TAM has been used by various researchers in different contexts. Dar AA, Bhat SA (2016) studied that determinants of consumer attitude towards E-tailing in Indian retail sector by using TAM with six variables. These variables are predictors as perceived of usefulness, perceived ease of use, trust, capability (self-efficacy), privacy and security.

Fig (2.1) Conceptual Framework for determinants of consumer attitude towards E-tailing in Indian retail sector
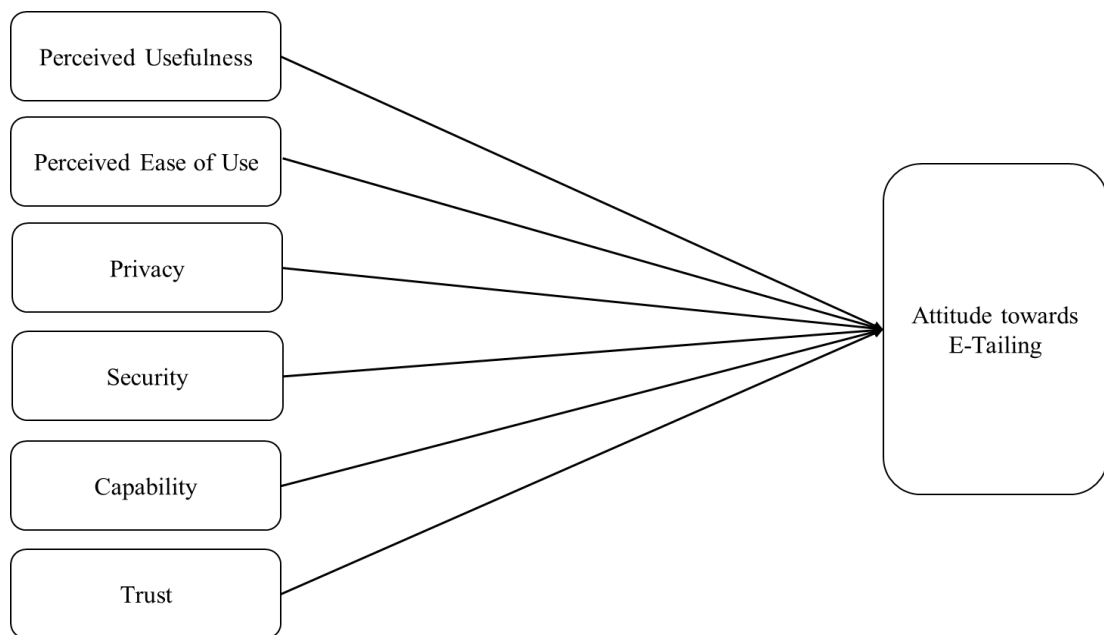
Source: Dar AA, Bhat SA (2016)

According to this framework, to analysis the effect on consumer's attitude towards E-tailing was used six factors, among them perceived usefulness, perceived ease of use and trust are the significant positive impact on attitude towards E-tailing. Another findings found that capability has a little impact on E-tailing and privacy and security are negative impact on attitude towards E-tailing.

2.6   Conceptual Framework of this Study

The current study involves the use of Technology Acceptance Model (TAM). The Model analyses the relationship between the independent variables and dependent variable i.e. Relationship between attitude and intention to use agent banking system for banking transactions. The theoretical and frame work for current study is as shown in Figure 2.1

Figure 2.1   Customers Attitude towards Agent banking services
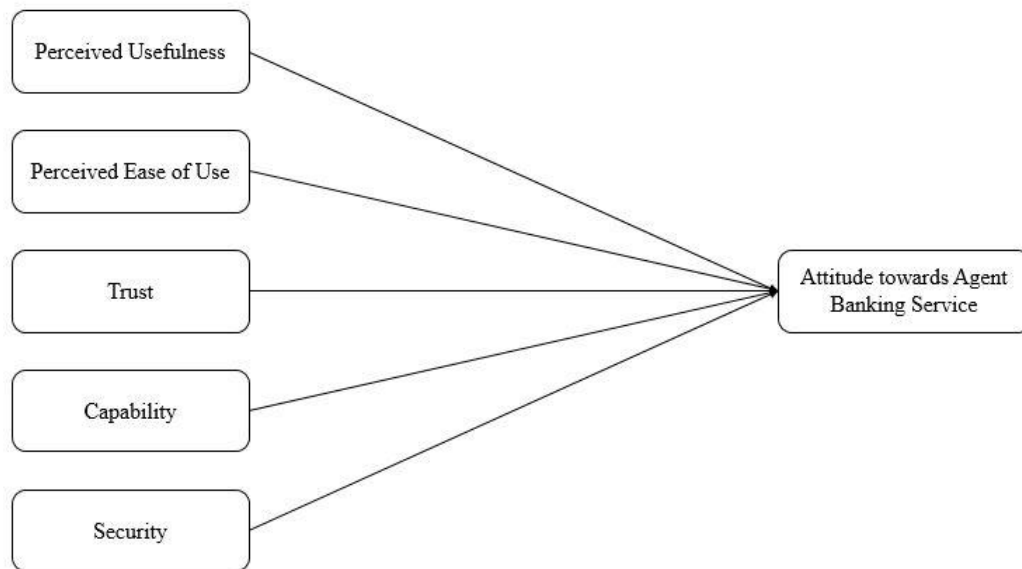
Source: Adopted From Dar AA, Bhat SA (2016).

CHAPTER 3

THE PRACTICES OF SHWE AGENT BANKING SERVICES

In this chapter, the profile of SHWE bank and the practices of SHWE Bank Agent Banking services are described. There are seven sections that were mentioned with the following expressions.

3.1   Background of SHWE Bank

On 14 February 2014, SHWE Rural and Urban Development Bank was licensed as a limited company by the Directorate of Investment and Company Administration under the Ministry of Planning and Economic Development of the Union Government and the Central Bank of Myanmar issued a banking license on 28 July 2014. For the lunch of SHWE Rural and Urban Development Bank (Head Office) and a branch at the Head Office, infrastructure including Vaults and Data Centre is under construction at a 9-story building at the corner of Pansodan Road and Merchant Street, where the financial market of Yangon is located according to the said approval from both the Union Government and the Central Bank. The branch of Bayintnaung opened on 5 December 2016. Three branches were opened by SHWE Bank in 2017. One of branches is in Mandalay, which was opened on 23rd February 2017. And then, the other branches were opened in Yarzardiyit, Botahaung Township, Yangon on 20th July 2017 and Shwe Gone Thu, Lover Kyimyindaing Township, Yangon on 19th November 2017. The last branch was inaugurated on 24th April 2019 in Mawlamying.

3.2   Organizational Structure of SHWE Bank

The Bank's Board of Directors is the highest authority that has guided the Chairman and is composed of Vice Chairmen and Managing Director. SHWE Bank policies are laid down by the board, while the SHWE Bank's activities are conducted by operational committees headed by the Managing Directory. SHWE Rural and Urban Development Bank have sixteen departments.

They are as follows:

(i).   Administrative Department

(ii).   Information and Communication Technology Department

      (iii).   Human Resources Department

      (iv).   Account Department

      (v).   Finance Department

      (vi).   Domestic Banking Department

      (vii).   Currency Department

      (viii).   International Banking Department

      (ix).   Electronic Banking Department

      (x).   Agent Banking Department

      (xi).   International Business Development

      (xii).   Loans Departments

      (xiii).   Internal Audit Department

      (xiv).   Legal Department

      (xv).   Top Management Office

      (xvi).   Marketing Department

3.3   Management Mechanism and Bank Culture of SHWE Bank

The Bank's Board of Directors are the highest authority led by the Chairman. Top Management is the highest authority that realizes the policies laid down by the Board. Heads of Departments execute the operational plans as directed by the Top Management. Committees: the three committees below are organized with the Bank's Directors, outsourced experts and high-ranking Bank officials. There are;

      (i).   Risk Management Committee

      (ii).   Credit Committee and

      (iii).   Audit Committee.

As every bank has a bank culture of laying down its own principles to achieve their business objectives. In accordance with bank culture, SHWE Rural and Urban Development Bank also has formulated mission, vision, commitment, core values. Mission of SHWE Rural and Urban Development Bank is to contribute to rural and urban development by providing high quality financial products and services. SHWE Rural and Urban Development Bank's Vision is to be the premier bank in Myanmar that provides diverse financial services to impact our Rural and Urban Development in nation-building.

SHWE Bank's commitment is to serve valued customers of SHWE Bank by providing skilled workers with the highest standard of creative banking services. Core Values are Integrity & Ethics, Trust, Professionalism, Commitment and Enthusiasm.

3.4 Banking Services of SHWE Bank

SHWE Bank banking activities can be divided into two categories: to acquire deposits and the main source of funds are to invest the fund Equity, Public Funds, Public Investment, Term Deposit, Domestic Bank Loans, Foreign Bank Loans, Government Loans, NGO Loans, ADB and JICA, Debenture Issues and Deposit Certificates.

The acquired funds are borrowed as short-term, medium-term, and long-term loans, hire purchase loans, commercial loans, project loans, rural loans, urban area loans as major bank investments.

SHWE Bank can participate in services such as External Remittance, ATM, Mobile Banking, Bill Collection and Cash Card. With regard to mobile banking, SHWE Bank's Brother Company SKYNET's Regional Service Partners (RSPs) in Myanmar will become the agents of SHWE Bank. It will provide banking services such as cash-in / cash-out / cash transfers to urban and rural residents at an affordable rate. Through the Mobile Banking system, we will focus our services on urban and rural people for financial inclusion in development.

Moreover, SHWE Bank will provide the following services for retail banking:

    (i). Domestic Banking Services for
      i. Deposit are
        1. Current Deposit
        2. Saving Deposit
        3. Fixed Deposit
        4. Call Deposit and
        5. Special Deposit.
      ii. Loans
        1. Loan Terms Loans/Short Terms Loans
        2. Overdraft
        3. Hire-Purchase

        4. Employees Loan and

        5. Small & Medium Enterprise (SME).

  (ii).   Other Services are

        1. Safe Deposit

        2. Internal Remittance

        3. Agent Banking

        4. Debit Card

        5. Credit Card

        6. Gift Cheque

        7. Payment Order and

        8. Guarantee Letter.

  (iii).   International Banking Services are

        1. L.C (Export, Import)

        2. Bank Guarantee

        3. T.T

        4. Currency Exchange

        5. International Remittance

        6. Cash Card (Master, Visa).

3.5   Agent Banking Service of SHWE Bank

SHWE Bank develops the agent banking product according to the following specific objectives:

a) To succeed businesses throughout Myanmar in both urban and rural areas and to raise their living standards by enabling them to make quick payments and transfer funds quickly.

b) To provide financial services to our rural area through SHWE Agent Banking

c) To ensure that money can be transferred easily, efficiently and cost-effectively where there are no bank branches and remote areas.

d) To enable people living in urban/rural areas to make transactions such as regular payments, bill payments and other microfinance payments easily, smoothly and cost-effectively.

To achieve the above-mentioned objectives, the bank needs to formulate the right tactics and strategies that affect not only short-term business survival, but also long-term business growth. Bank's financial services sector is an important part of Myanmar's economic development. Thus, through Skynet Regional Service Partner (Agent), SHWE Bank supports the financial services sector to rural and urban people across Myanmar The prepaid card program from SHWE agent banking services can be used specifically for urban and rural communities intended to enhance financial inclusion.

Therefore, the SHWE Agent Banking service project to be implemented by SHWE Bank is submitted to Myanmar's Central Bank as follows:

a) Receiving and paying immediately to boost living standards, grow and thrive in rural and urban business across Myanmar.

b) Financial services cannot be provided in rural areas, SHWE Agent Banking provides financial services.

c) Lower service charges may be levied at no bank branch or remote area from the bank.

d) Daily payment of rural and urban populations, Bill Payment and prompt payment of microfinance scans.

e) Consumers go to the nearest Manager, remittance from bank account to non-bank account customer, from prepaid card account to other prepaid card account can be made and balance can be made in a timely manner, change, fee, disbursement and updating of the finances intended to provide such service.

3.5.1 Service types offered by SHWE Agent Banking

In the duration given to introduce the SHWE Prepaid card program of SHWE Agent Banking, the starting quality facilities are as follows:

1. Domestic remittance

2. Myanmar Kyats payment and disbursement by mobile operator branches, ATM machines, bank branches and officers.

3. Payment from persons to person, payment and remittance from SHWE prepaid card account to other SHWE prepaid card account.

4. Payment from individual to business (such as payment for water tax and electricity bill) payment of Skynet bill and internet bill.

5. Microfinance loan, excess loan disbursement, microfinance payment such as premium.
6. Foreign remittance
7. Payment from government to individual (such as wage, salary, pension, and other fund).
8. Payment from individual to government (tax).

3.5.2 Agent Members Training and Supporting

Until acting as an employee, SHWE Bank provides the necessary training and support materials. Therefore agents can provide the required assistance to customers who use SHWE Agent Banking system in addition to the financial activities SHWE Bank can regularly teach SHWE prepaid card system to support the business extension funded material and record books for skilled employees of Agents SHWE Bank. Agents are given monthly training (or) free training from time to time by SHWE prepaid card system providing service by SHWE Bank is a system that can be easily used by SHWE Bank's people's customer service call center can provide the agents with technology support and other activities.

SHWE Bank call center can

1. Settlement of encounter difficulties while SHWE prepaid card performance is carried out.
2. SHWE Prepaid card failures or fraud may be temporarily suspended from use.
3. Change of PIN.
4. Change the customer data information.
5. SHWE Prepaid card failures or fraud may be temporarily suspended from use.
6. Carry out the guidance provided for the SHWE prepaid card's way and process.

SHWE Agent Banking also support for Agents as followings:

1. Fund the commercial needed.
2. Advertising can be uploaded to channel at Skynet and SHWE FM to know publicly about SHWE Agent Banking.

3. The required education can be given for successful business results in practical and theory.

4. When required, advertising and promotion may be sent to the skilled staff.

5. It is possible to support agent log book, receipt book, other computer code specifications.

6. Agent list will be uploaded consecutively to the SHWE Bank website, Facebook page, Skynet TV, SHWE FM in order to make it easy for agents to pay and disburse money.

7. The sale and marketing requirement can be supported at the starting date of the business.

8. The call center can provide the service seven days a week, 24 hours a day.

3.5.3 Control the KYC (Know Your Customer – Customer Records)

Personal record management requires detailed information and customer data that may prevent illegal activity by using SHWE prepaid card service, SHWE prepaid card may be submitted. Payment by person, for each customer, by Central Bank of Myanmar:

(A) Remittance payment amount is maximum Ks 1,000,000 per one time.

(B) Maximum remittance payment per day in designated as Ks 2,000,000.

The selection and appointment of agents supplying SHWE Agent Banking may carry out the following declaration:

1. Elections are conducted in line with the SHWE Bank standards, policies and procedures prescribed by Central Bank of Myanmar.

2. To increase the value of revenue, select the best entrepreneurs.

3. The personal bio data of the agent is fully recorded.

4. In order to comply with these rules, an agent may be appointed to the terms and conditions of adherence by entering into the contract.

Standard criteria for Agent recruitment are as follows:

1. It's done business, it has a good dignity.

2. Interested in Agent Banking and diligently fulfilling its assigned duties.

3. N.R.C, House Member List, bank account and shop owner's document.

4. Quantity of operating money shall be deposited to the bank at the correct level of business.

5. The premise for business operations has good telecommunications and a place to communicate.

6. Agents are expected to hang the sign board (or) vinyl for providing and agent banking to the customer.

7. Staff can provide customers with the best service. The shop business hour, services is ready to provide.

8. Engage in controlling the day-to-day transition transferred by the bank to be kept at the look of the agent log.

9. Cashes are disbursed to the customers, cash float is always to be inspected.

Agent can also obtain the following benefits from the bank when doing business:

1. The commission is entitled to any output from the momentary benefit.

2. Entitled to the saving deposit interest.

3. Proceed to the savings account interest.

4. To receive additional revenue from the extension of the Agent banking activities of SHWE Bank.

5. Increase revenue without incurring additional expenses due to the performance of the Agent Banking of SHWE Bank.

6. Provide additional rights to agents who are able to attain more clients.

3.5.4 Premium Deposit

Each SHWE agent must use three ways to pay the premium deposit. The first is that in order to deposit the necessary fee, the agent must open an account at the Agent Banking department. The second way is that the agent has to pay the premium according to the loan scheme rule by giving the bank the immovable collateral. The last one is that by entrusting the gold to the bank, the agent will pay the necessary premium. The merchants who want to do the Agent banking have to fill out the application forms to apply to the bank to open the account. SHWE Bank's agent banking department

checks the application forms whether or not they are in accordance with the standards. If it is, the department then submit them to TMO. The applicant and SHWE Bank have signed the Doing the Agent Banking Business contract between these two parties after receiving the approval from TMO. The merchant begins to open the bank account according to the guidance of the bank after signing the contract. The merchant must be aware of the bank's KYC (Know Your Customer) policy that when opening the bank account, they must provide the bank with the required information. Appendix A shows the distribution of agents by Yangon townships.

CHAPTER 4

ANALYSIS OF INFLUENCING FACTORS ON CUSTOMER ATTITUDE TOWARDS AGENT BANKING SERVICE

This chapter presents the results and findings from the answers and information. There are two parts in this chapter. The first section discusses respondents' demographic characteristics and the second part focuses on the analysis on customer attitude towards SHWE Bank's Agent Banking services. Descriptive research is done to determine the behavior of the consumer. The mean values and standard deviation are calculated from the data collected from the questionnaire.

4.1   Research Design

A primary survey of respondents was conducted by SHWE Bank customers who use the Agent Banking service of SHWE Bank. A structured questionnaire was designed to collect the primary data from the respondents. The questionnaire was developed by identifying the variables based on literature review.

Questionnaire was administered among the customers of agent banking. This sample was considered ideal for the study because they are widely users of agent banking. The sampling method adopted was convene and random sampling as it an exploratory research. The other reason for this sampling was that it is fastest and most efficient to collect the information needed.

A questionnaire was used to collect the data required for the study. The questionnaire elicited the information about the demography of the respondents and the other dependent and independent variables of the study. Respondents were asked to rate their opinion using Likert's 5 point scale ranging from 1=strongly disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=strongly agree. For measurement of intention to use bank transaction in Agent banking, Likert's 5 point scale ranging as following table (4.1).

Table(4.1) Mean Level of Agreement

The Average (Mean)	The Level of Agreement
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Medium
3.41 – 4.20	High
4.21 – 5.00	Very High

Source: Tan&Teo, 2000

A questionnaire was used to gather the information required for the study. The questionnaire elicited information about demographic, perceived usefulness, perceived ease of use and intention to use. The questionnaire was developed based on the researches by (Davis, 1989), (Bashir I, 2013), (Basyir, 2000).The total number of respondents was 120 respondents. The respondents were customers of agent banking in SHWE Bank. The questionnaire was personally distributed among them. After completion of questionnaire, then the questionnaire were returned back personally. But out of 120,100 were returned back and 20 were incomplete. So total number of questionnaire fit for the analysis were 100. Preliminary questionnaire testing was performed on 10 questionnaires that were excluded from aggregate analysis.

4.2 Demographic profile of Respondents

In demographic characteristic of respondents in surveyed corporation, the gender, education level, age, type of occupation and monthly income of respondents are shown in follow.

Genders of Respondents

The samples of 100 customers are categorized by their genders and the result of respondents is shown in Table (4.2).

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Table (4.2) Gender of Respondents

Gender	Number of Respondents	Percent (%)
Male	75	75
Female	25	25
Total	100	100

Source: Survey Data, 2019

Male respondents are greater than the number of female respondents. 75% which consist of 75 respondents are Male and 25% that included 25 respondents are female customers.

Age Level of respondents

The respondents' age rate is classified by the five categories. These are under 20 years old, 21 to 30 years old, 31 to 40 years old, 41 to 50 years old and over 50 years old.

Table (4.3) Age Level of Respondents

Age (years)	Number of Respondents	Percent (%)
< 20 years	12	12
21 - 30 years	38	38
31 – 40 years	38	38
41 – 50 years	7	7
>50 years	5	5
Total	100	100

Source: Survey Data, 2019

According to Table (4.3), the main level is obtained from respondents between 21 to 30 years and 31 to 40 years with 38% which consisted of 38 respondent for both levels, surveyed by the under 20 years with 12% which included 12 respondents, 41 to

50 years with 7% which covered 7 respondents and above of 50 years with 5% which embodied 5 respondents.

Education Level of Respondents

Education level is divided into four groups as graduated from high school, under graduate, graduate, master and doctorate. The result is shown in Table (4.4).

Table (4.4) Education Level of Respondents

Education Level	Number of Respondents	Percent (%)
High School	12	12
Under Graduate	24	24
Graduate	46	46
Master	18	18
Total	100	100

Source: Survey Data, 2019

It is found that most of customers are graduated which included 46% percentage of 46 respondents, 12% are High School level which include 12 respondents, 24% are under graduated holders which included 24 respondents and 8% are master holders.

Occupation Level of Respondents

The following table (4.5) presents the level of occupation of respondents. In the survey questionnaire there are eight types of occupation: Banker, Government Employee, Company Employee, NGO/INGO Employee, Business Owners, RSPs, Student and Merchant.

Table (4.5) Occupation Level of Respondents

Job Title	Number of Respondents	Percent (%)
Banker	23	23
Government Employee	7	7
Company Employee	21	21
NGO/INGO Employee	12	12
Business Owners	19	19
RSPs	6	6
Student	8	8
Merchant	2	2
Other	2	2
Total	100	100

Source: Survey Data, 2019

As shown in Table (4.5), the largest portion of customers using the agent banking services is banker which processed 23% of the total respondents. The result found that 21% respondents are Company Employees, 19% of customers are business owner and 12% are NGO/INGO employees. Out of the sample 100 respondents, Students are 8%, government are 7%, Other, Merchant and RSPs are 15%.

Marital Status of Respondents

Respondents' marital status is divided into two categories as single and married. The samples of 100 customers are categorized by their status and the result of respondents is shown in Table (4.6).

Table (4.6) Marital Status of Respondents

Marital Status	Number of Respondents	Percent (%)
Single	42	42
Married	58	58
Total	100	100

Source: Survey Data, 2019

According to the survey data, married respondents are greater than the number of single respondents. Married respondents are 58% which consist of 58 respondents and 42% that included 42 respondents are single customers from this result.

Monthly Income Level of Respondents

Respondents were also requested to answer their monthly income level. The following table (4.7) states the result from the analysis of their monthly income level.

Table (4.7) monthly income level of respondents

Monthly Income Level	Number of Respondents	Percent (%)
<200,000 Ks	5	5
200,001 – 500,000 Ks	36	36
500,001 – 1,000,000 Ks	43	43
1,000,001 – 2,000,000 Ks	13	13
>2,000,000 Ks	3	3
Total	100	100

Source: Survey Data, 2019

Above Table (4.7) is presented the income levels of respondents. As the results of survey, 5% of respondents earn less than 200,000Ks. 36% of respondent are between

200,001 Ks to 500,000 Ks. Among the respondents, the largest percentage is 43% of respondents which included 43 respondents earn between 500,001 Ks to 1,000,000 Ks. and 13% of respondents for 1,000,001 Ks to 2,000,000Ks. The rest of 3% respondents are above 2,000,000K. In this survey data, the largest portion of customer's income level is between 500,001 Ks to 1,000,000 Ks.

Agent Banking Service Experience of the Respondents

SHWE Bank is one of the Banks that is successfully adapting to meet the needs of a new generation for agent banking services system. SHWE bank's customers are satisfying and proud for using SHWE Bank agent banking system. SHWE Bank's customers believe that SHWE bank card services can make easier and secure payments for all making payments. Most of the SHWE bank card services system is rapidly growing and successful in SHWE Bank customers. Agent banking experience of respondents was surveyed usage experience of SHWE Bank services, type of cards used by respondents, frequency of using card of respondents and reason for using Agent banking services are shown in follow.

Usage Experience of SHWE Bank's Services

In the selected random sample of 100 customers, the usage years of respondents are classified into five groups as per below Table (4.8).

Table (4.8) Usage Years of SHWE Bank's Services

Usage Experience	Number of Respondents	Percent (%)
<6 months	6	6
6 months – 1 year	27	27
1 years – 1 years and 6 months	40	40
1 years and 6 months – 2 years	21	21
>2 years	6	6
Total	100	100

Source: Survey Data, 2019

As the results of Table (4.8), it was found that the highest 40% of respondents have used the SHWE Bank's services between one year to one half years and the lowest 6% have used above two years.

Type of Cards Used by Respondents

The following Table (4.9) showed that the type of cards services used in SHWE Bank by the sample respondents.

Table (4.9) Type of Card Used by Respondents

Type of Card	Number of Respondents	Percent (%)
Debit Card	15	15
Credit Card	1	1
Agent Prepaid Card	28	28
Both Debit and Credit Card	6	6
Both Debit and Agent Prepaid Card	18	18
Both Credit and Agent Prepaid Card	9	9
All Card	23	23
Total	100	100

Source: Survey Data, 2019

According table (4.9), It was found the most of customer from sample 100 respondents are used the Agent Prepaid card, 15 % are used Debit cards, 18 % are used both Debit and Agent prepaid card, 23% are used all cards, 6% are used both debit and credit cards and only 9% are used both credit and agent prepaid cards on agent banking services.

Frequency of Using Agent Banking of Respondents

The time of using agent banking services of respondents (per month) is classified into four groups. Table (4.10) presented the time of using agent banking service of SHWE Bank per month.

Table (4.10) Frequency Using Agent Banking per Month

Frequency of Using Agent Banking	Number of Respondents	Percent (%)
1-3 times	20	20
4-6 times	21	21
7-9 times	36	36
>10	23	23
Total	100	100

Source: Survey Data, 2019

Table (4.10) showed that most of the customers, 36% of respondents have used card seventh to ninth times per month. 23% of respondents have used above tenth times, 21% of respondents represent fourth to sixth times used and 20% of respondents have used one to third times.

Reason for Using Agent Banking Services of Respondents

The following Table (4.11) presented the various reasons to use the agent banking services of SHWE Bank.

Table (4.11) Reason for Using Agent Banking Services of Respondents

Reason For Using	Number of Respondents	Percent (%)
Salary	51	51
Cash Withdraw	28	28
Money Transfer with card	32	32
Money Transfer without card	74	74
Mobile Phone bill top up	65	65
Balance Inquiry	70	70
Pin Change	38	38
Mini Statement	44	44
Skynet Recharge	68	68

Source: Survey Data, 2019

Table (4.11) showed 74% of respondents were using the money transfer without card on Agent Banking Service and 68% of respondents were using the Skynet recharge and the least respondents 32% were using for money transfer with card.

4.3 Analysis of Influencing Factors on Customer Attitude towards Agent Banking Services

Using descriptive statistics, this section analyzes SHWE Bank's attitude towards agent banking services. It is measured by five separate factors that affect on customer attitude of agent banking service. These factors are: perceived usefulness, perceived ease of use, security, capability (self-efficacy) and trust.

Perceived Usefulness of Respondents

This part of the study is the analysis on the customer attitude on agent banking services by using the perceived of usefulness factor. Customers are requested to answer the six items for their level of attitude towards the usefulness of agent banking services. The result of their attitude towards the perceived of usefulness factor was shown in the following Table (4.12).

Table (4.12) Perceived Usefulness of Respondents

Items	Mean	Standard Deviation
Using Agent Banking Service would improve Banking performance	3.53	0.937
Using Agent Banking Service save the time	3.45	0.757
Using Agent Banking Service to be advantage	3.44	0.671
Agent Banking Service is useful in my daily life	3.43	0.807
SHWE Bank provide the useful Agent Banking service to customer	3.52	0.703
By using Agent Banking is fashionable	3.42	0.755
Overall Mean	3.47	

Source: Survey Data, 2019

According to Table (4.12), the result show that most of the respondents agreed that SHWE Bank provide the useful Agent Banking service to customer because the mean score of which is 3.52 with the standard deviation of 0.7. And also, most respondents are fairly agreed that on "improving Banking performance by using Agent Banking Service" because the mean score of it is 3.03 and standard deviation is 0.94. It can be concluded that most of the respondents are agreed that agent banking services of SHWE Bank are useful as the overall mean value of perceived of usefulness is 3.47.

Perceived Ease of Use of Respondents

The result of their attitude towards the perceived ease of use was shown in Table (4.13).

Table (4.13) Perceived Ease of Use of Respondents

Items	Mean	Standard Deviation
Easy to learn how to use Agent Banking Service	3.12	0.769
Easy for getting the salary through the Agent Banking Service	3.39	0.68
Cash Withdraw from the Agent by using the card is more convenience than visiting the bank	3.36	0.798
Agent Banking service are always available at any time in a day	3.54	0.744
Availability of Agent is easily accessible at the public area	3.44	0.729
It is easy to carry out the steps of procedures in applying the cards in Agent	3.43	0.671
Using the Agent Banking service is fast& convenience for payment transaction	3.4	0.725
Overall Mean	3.38	

Source: Survey Data, 2019

Based on analysis in Table (4.13), the result show that most of the respondents strongly agreed that using the agent banking services are easy to use as the overall mean value of perceived ease of use factor is 3.38. Among seven constructed statements in perceived ease of use factor, the most of respondents strongly agreed that "Agent Banking service are always available at any time in a day" at mean value 3.54 and "Availability of Agent is easily accessible at the public area" is mean value 3.44. And also, most respondents are fairly agreed that on "Easy to learn how to use Agent Banking Service" because the mean value is 3.12 and standard deviation is 0.77. According to the overall mean value 3.38, it can be assumed that perceived ease of use factor is also main influencing factor on customer attitude toward agent banking services of SHWE Bank.

Security of Respondents

The descriptive statistics about the customer attitude towards security factor is as shown in Table (4.14).

Table (4.14) Security of Respondents

Items	Mean	Standard Deviation
Agent Banking system is safely maintain the customer information and data	3.3	0.704
Bank takes the responsible if customer loss the agent banking card	3.46	0.822
Customer requested amount and agent issue amount are always accurate	3.45	0.716
Worry to use the agent banking service because other people may be able to access my agent card account	3.25	0.702
Bank card security is saved and prevented from stolen by hacker	3.33	0.652
Overall Mean	3.36	

Source: Survey Data, 2019

As the result of Table (4.14), it was found that that most of the respondents fairly agreed that on Bank takes the responsible if customer loss the agent banking card as the overall mean value of security factor is 3.36 only. Among five constructed statements of this factor, the most of the respondents are fairly agreed on the statement of Worry to use the agent banking service because other people may be able to access my agent card account because the mean value is 3.25 and standard deviation is 0.7.

Capability of Respondents

Self-efficacy was recognized as one of the factors influencing the attitude of the customer. Five question statements are used to measure capacity (self-efficacy) in this section.

Table (4.15) Capability (self-efficacy) of respondents

Items	Mean	Standard Deviation
Agent Banking Services system has wide range of products and services provided. (E.g- remittance, mini-statement, withdraw, deposit, etc...)	3.26	0.579
Agent Banking services information from Bank's website is up to date.	3.4	0.791
The services provided by Agent Banking department are reliable.	3.42	0.713
Agent Banking services system has the privacy and confidentiality.	3.53	0.658
Impressed by using the Agent Banking services for payment.	3.45	0.672
Overall Mean	3.41	

Source: Survey Data, 2019

From Table (4.15), it can be seen that most of the respondents strongly agreed that on "Agent Banking services system has the privacy and confidentiality" because the mean is 3.53 and deviation is 0.65. Respondents are fairly agreed that on Agent Banking Services system has wide range of products and services provided. (E.g-

remittance, mini-statement, withdraw, deposit, etc...) . According to the findings, Respondents are fairly agreed on capability as the overall mean value is 3.41.

Trust of Respondents

The following table (4.16) shows the level of trust of the respondents. There are five consumer attitude survey questionnaires for the trust in agent banking services. The bank needs to develop strategies to allow customers to feel growing faith and trust in them.

Table (4.16) Trust of Respondents

Items	Mean	Standard Deviation
Trust the technical security system of agent banking services.	3.24	0.622
Do not fear hacker invasions.	3.3	0.745
Trust that SHWE Bank will keep my personal information, confidential.	3.52	0.745
Agent Banking service is more convenient, reliable, secure and useful than normal payment transfer.	3.43	0.742
SHWE Bank provides sufficient information of agent banking service to their customers.	3.43	0.742
Overall Mean	3.38	

Source: Survey Data, 2019

According to Table (4.16), it can be seen that most of the respondents strongly agreed by trusting on "SHWE Bank will keep my personal information, confidential" because the mean of these statement is 3.52 and standard deviation is 0.75. And also respondents feel fairly agreed on all of statement as overall mean is 3.38.

Customer Attitude toward Agent Banking Service

Finally, the following Table (4.17) presented customer attitude towards the agent banking service of SHWE Bank.

Table (4.17) Customer Attitude toward Agent Banking Service

Items	Mean	Standard Deviation
Row Fully satisfied by using Agent Banking services of SHWE Bank	3.27	0.694
Intend to use regularly the agent banking services in future.	3.49	0.759
Highly recommend to use the SHWE Bank agent banking services to other people.	3.62	0.862
Prefer the Agent Banking services.	3.69	0.918
Overall Mean	3.52	

Source: Survey Data, 2019

From above Table (4.17), it can be seen that most of the respondents are fairly agreed by using Agent banking service is fully satisfied and their attitude is agreed to use regularly the agent banking service because the mean is 3.49 and standard deviation is 0.76. And also most of the respondents are strongly recommended to use the agent banking service as the mean is 3.62. According the finding, most of the customers are strongly agreed by preferring the agent banking services because the mean of this statement is 3.62 and deviation is 0.92.

In order to see the extent to which customers' attitude towards the agent banking services of SHWE Bank, the descriptive statistic like mean and standard deviation for expectation and perception score on each of predictors as perceived of usefulness, perceived ease of use, security, capability (self-efficacy) and trust are calculated and presented in tables respectively. Since each item is measured on five-point Likert scale, the rage of the mean values of each value is between 1 and 5. By these tables, it is found that customer attitude toward the agent banking service of SHWE Bank is positive attitude.

Although it is satisfying to find that customer attitude towards the trust factor should pay more attention on loose or weak sectors, these are decreased or less increased for satisfaction of consumers. Therefore, these are very important for the product of Customers attitude towards agent banking services in SHWE Bank.

4.4 Influencing Factors on Customers Attitude towards Agent Banking

In order to see the customer attitude towards the agent banking services of SHWE Bank, correlation analysis is also performed. Analysis of correlation provides information on the degree and magnitude of interaction between two variables and can take meaning from inclusive -1 to + 1. The result for the relationship between influencing factors and customer attitude is stated as follows by the regression results.

Table (4.18) Regression Analysis on Influence Factors of Attitude

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.510	0.247		2.063	0.040	
PU	0.368	0.046	0.116	2.540	0.001	1.146
PEOU	0.388	0.051	0.173	3.699	0.000	1.202
Security	0.135	0.053	0.121	2.537	0.012	1.241
Capability	0.338	0.060	0.200	3.953	0.000	1.401
Trust	0.284	0.055	0.187	3.891	0.000	1.264
N	100					
Adj R Square	0.271					
F Value	30.669*** (0.000)					
Durbin-Watson	1.800					

Source: Survey Data, 2019

Note. *** Significant at the 1% level, ** Significant at the 5% level, * Significant at the 10% level.

Perceived usefulness

There is positive significant relationship between consumer's attitude towards use of Agent Banking and its perceived usefulness. The finding and the hypotheses testing revealed that perceived usefulness has significance on consumers attitude towards Agent Banking. Therefore PU is accepted. Also the impact of perceived usefulness of consumer's attitude towards Agent Banking is strong as compared to other factors except security. The possible reasons for this can be that people working in advance institutes have availability of hi-tech facilities. Therefore it implies that Agent Banking can be easily adopted by consumers if they perceive it more useful and prompt channel than others channels. Thus organization should widen the scope of their services offered through by agent. The organization should offer the incentive to Agent Banking customer as it can prove cost cutting for them. Also organization launch the campaigns for awareness the people about the advantages of Agent Banking.

Perceived ease of use

There is positive significant relationship between consumer's attitude towards use of Agent Banking and the belief about its ease of use. The finding of the study confirms that the perceived ease of use has also significant positive impact on consumer's attitude towards Agent Banking. B=0.388, therefore PEOU is accepted. The reasons for this can be that the most of the consumers are educated and are users of card service. Hence perceive the Agent Banking as simple and time saving. The organization should widen the scope of Agent Banking by making it so easy so that a layman can make bank transactions through Agent Banking.

Security

There is positive significant relationship between consumer's attitude towards use of Agent Banking and privacy offered by the company and security. The findings of the study confirm that security (0.135) has a little impact on consumer's attitude towards agent banking therefore security factor is supporting. Therefore the security factors are the key inhibitors of using Agent Banking for making a transaction.

Self-efficacy

There is positive significant relationship between consumers attitude towards use of Agent Banking belief about once capability (Self-efficacy). The result confirm that the self-efficacy ($\beta=0.338$) has significant positive impact on consumer's attitude towards Agent Banking. Therefore capability (Self-efficacy) is supporting hence accepted.

Trust

There is positive significant relationship between consumer's attitude towards use of Agent Banking and trust. The results confirm that the relationship between consumer's attitude towards use of Agent Banking and trust (0.284) is moderate. Therefore trust is supporting and hence accepted. The companies need to develop the strategies so that consumers may feel full faith and trust in them.

CHAPTER 5
CONCLUSIONS

This chapter reveals the conclusion of the study involving three main parts. First, the finding is presented according to the study results and then the research recommendation is presented in the second part. The final part explains the need for further research.

5.1 Findings

This study investigated customer attitude towards agent banking services of SHWE Bank. The two main objectives of this study are to identify the agent banking service practices in SHWE Bank and to analysis on customer attitude towards agent banking services of SHWE bank. Among the customers of SHWE bank, the survey questionnaires are through selected 100 customers in Yangon. This research questionnaires contain 32 questions about the assessment of attitudes and some general information to make study results better understood.

From the survey of the demographic factors of the respondents, it is found that the male customers are more interested in agent banking services than female customers. It was also found that the middle age customers whose ages between 20 to 40 years old are greater users of agent banking services as this age level is more interested in new innovation and technology. Furthermore, the majority of agent banking users are under graduated as they have sufficient knowledge on agent banking. The largest group of users is company employee whose monthly income is between 500,000 Ks to 1,000,000 Ks.

The result also showed that majority of respondents have used agent banking services of SHWE Bank is between one to three years and usage times is seven to nine times per month. According to the survey result, large portion of the respondents have used the agent prepaid cards and small amount of the users have used the credit cards on agent banking service. It means that most of the customers are less interested to use credit card on agent banking service of SHWE Bank. The main reason for agent banking usage is "cash transfer without card on agent banking service" and "Skynet recharge". The lowest usage is online shopping with agent prepaid card. The theoretical framework for this study is Technology Acceptance Model (TAM). This model included many

factors which are important antecedents of attitude towards agent banking services of SHWE Bank.

This model's two main factors are perceived of usefulness and perceived ease of use. The other external variables are security, capability (self-efficacy) and trust. Based on this studied factors, the results explore the customer attitude towards the agent banking services. Extracting from the findings of this study, although customers have low levels of trust in conducting banking activities over the agent banking services, they have positive attitude towards the agent banking services.

The statistical results show that the perceived of usefulness and perceived ease of use are the main important factors on the customer attitude towards the agent banking services of SHWE bank. Moreover, the outcome presented capability (self-efficacy) is the most influencing factor on customer attitude among the others influenced factors. Customers feel that agent banking services make it easier to perform banking activities more quickly and efficiently. The conclusion was reached from the findings that attitude towards agent banking service is influenced by multiple factors. Of many factors, security is the least influence.

5.2 Suggestions

Recommendations were suggested based on the results of this analysis that should help improve the practical use of the process. Such recommendations refer not only to the company being examined, but to all organizations dedicated to innovation in technology. The following recommendations are made in highlight of the research findings: Organizations should create and implement technological innovations that consumers find to be useful and easy to use in order to foster meaningful actual system usages. Organizations that have embraced technological innovations by focusing on emerging consumer needs and desires, closely monitoring their approaches, should create an enabling atmosphere that promotes perceived usefulness, ease of use, and trust. There are positive perceptions attitudes are enhanced. Furthermore, this mindset affects the decision of actual use of the system consideration should be given to customer needs, internal roles and processes that enable results to be achieved. Therefore SHWE Bank should build and devise trust worthy strategies that would

reduce insecurity in consumers and more and more consumers can be attracted to agent banking.

The findings of this study suggest that, SHWE bank customers are less in trust of the agent banking services. This finding could be valuable to SHWE Bank. Bank need to effort to increase the customers' awareness and knowledge about banking transaction security and privacy of the agent banking services. It also focuses on trust by improving banking transactions, security, maintaining a proper network system, and delivering timely service. From other findings, it was found that SHWE bank provided agent banking services is not much known to the customers. Therefore, management of the SHWE bank should take efforts to make awareness among the general public and to embrace promotion strategy for agent banking usage to attract more customers.

5.3   Needs for Further Study

The scope of this study was focused on agent banking service practices in SHWE Bank and intended to analysis on customer attitude towards agent banking services of SHWE Bank. It was done by interviewing with responsible persons from SHWE Bank and sending questionnaires to 100 customers who are using the agent banking services of SHWE Bank in Yangon. This is a small scale analysis in one mega metro city, whereas there are also some directions for future researches. First a similar study can be conducted on a larger sample size, chosen by random sampling technique to yield more validated findings that can be applied to the population as a whole. Second, there was limited time available to conduct the research. Changes in customer attitude cannot be measured over time, so the thesis is constrained by the due date. In order to monitor changes, further research is required. Different customers have different expectations, so this questionnaire could be applied in the future with different results. Thirdly, this inquiry focused solely on the use of debit, credit and agent prepaid cards, but not on the smart card or other electronic transactions such as internet banking, mobile banking, and online transactions that appear to be its delimitation. Additional variables and factors could therefore be identified and calculated in the future.

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APPENDIX (A)

Distribution of Agent by Townships in Yangon (as in December, 2019)

No	Township	No. of Agent
1	AHLONE	2
2	AHPHYAUK	1
3	BAHAN	2
4	BOTAHTAUNG	6
5	DAGON	1
6	DAGON SEIKAN TSP	2
7	DALA	2
8	HLAING	1
9	HLAINGTHARYAR	5
10	HLEGU	2
11	HMAWBI	1
12	HTANDAPIN	2
13	INSEIN	1
14	KHAYAN	1
15	KUNCHANGONE	1
16	KYAUKTAD	10
17	KYAUKTAN	2
18	KYEE MYIN DINE	2
19	KYIKEHTAW	1
20	LANMATAW	2
21	LATHA	2
22	MANYANGON	5
23	MINGALAR TAUNG NYUNT	5
24	MINGALARDON	1
25	NORTH OKKALAPA	1
26	NORTH DAGON	2

No	Township	No. of Agent
27	PABAEDAN TSP	2
28	PAZUNDAUNG	6
29	S/OKKALAPA	1
30	SANCAHUNG	3
31	SEIKKYIKHANAUNGTO	1
32	SHWEPYITHAR	4
33	SOUTH DAGON	3
34	TAIKKYI	1
35	TAMWE	4
36	THAKETA	2
37	THANLYIN	1
38	THINGANGYUN	3
39	THONEGWA	1
40	TWENTAY	1
41	YANKIN	2
	TOTAL AGENTS	98

Source: SHWE BANK, 2019

APPENDIX (B)

Organizational Structure of SHWE Bank

Chairman

Vice Chairman

Board of Directors

-Internal Audit Department

-Bank Supervision Department

Executive Vice Chairman-1

-Administrative Department

-Account Department

-International Banking Department

-International Business Development Department

-Legal Department

-Top Management Office

-HRD Department

-Finance Department

Duty Managing Director

-ICT Department

-Electronic Banking Department

-Agent Banking Department

Executive Vice Chairman-2

-Domestic Banking Department

-Loan Department

-Fund Management Department

-Branches

1

APPENDIX (C)

QUESTIONNAIRES

The following questions are asking your attitude towards the agent banking services of SHWE Bank. Please be assured that your responses will be strictly confidential. Please put a (✓) mark to indicate your preference. We are grateful upon your participation.

Part (1) Demographic profile Analysis

(1) Gender

O   Male   O   Female

(2) Age

O   Under 20 years   O   21 to 30 years

O   31 to 40 years   O   41 to 50 years

O   Above 50 years

(3) Education Qualification

O   High School   O   Under Graduate

O   Graduate   O   Master

O   Doctorate

(4) Type of Occupation

O   Banker   O   Government Employee

O   Company Employee   O   NGO/INGO Employee

O   Business Owner   O   RSPs

O   Student   O   Merchant

O   Other

(5) Marital Status

O   Single   O   Married

(6) Income Per Month

○ Less than 200,000   ○ 200,001 - 500,000

○ 500,001 - 1,000,000   ○ 1,000,000 - 2,000,000

○ Above 2,000,000

(7) How many years are you using the SHWE Bank's service?

○ Less than 6 months   ○ 6 months - 1 year

○ 1 year - 1 year and 6 months   ○ 1 year and 6 months - 2 years

○ Above 2 years

(8) What kind of cards are you using?

○ Debit Card   ○ Credit Card

○ Agent Prepaid Card   ○ Both Debit Card and Credit Card

○ Both Debit Card and Agent Prepaid Card   ○ Both Credit Card and Agent Prepaid Card

○ All Cards

(9) How many times do you use the SHWE Bank's agent banking service per month?

○ 1 - 3 times   ○ 4 - 6 times

○ 7 - 9 times   ○ 10 and above

(10) When do you use SHWE Bank's agent banking service

☐ Salary   ☐ Cash Withdraw from Agent

☐ Money Transfer with card   ☐ Money Transfer without card

☐ Mobile Phone Bill top up   ☐ Balance Inquiry

☐ Pin Change   ☐ Mini Statement

☐ Skynet Recharge   ☐ Restaurant

☐ Online Shopping

Part (2) Questionnaires on Customer Attitude towards Agent Banking Services of SHWE Bank.

Please indicate the levels of agreement on each of the following statement by making a (✓) mark in the appropriate box.

(11) Perceived of Usefulness

Index: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

No	Survey Question Items	1	2	3	4	5
1	Using Agent Banking Service would improve Banking performance					
2	Using Agent Banking Service save the time					
3	Using Agent Banking Service to be advantage.					
4	Agent Banking Service is useful in my daily life					
5	SHWE Bank provide the useful Agent Banking service to customer					
6	By using Agent Banking is fashionable					

(12) Perceive Ease of Use

Index: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

No	Survey Question Items	1	2	3	4	5
1	Easy to learn how to use Agent Banking Service					
2	Easy for getting the salary through the Agent Banking Service					
3	Cash Withdraw from the Agent by using the card is more convenience than visiting the bank					
4	Agent Banking service are always available at any time in a day					

No	Survey Question Items	1	2	3	4	5
5	Availability of Agent is easily accessible at the public area					
6	It is easy to carry out the steps of procedures in applying the cards in Agent					
7	Using the Agent Banking service is fast& convenience for payment transaction					

(13) Security

Index: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

No	Survey Question Items	1	2	3	4	5
1	Agent Banking system is safely maintain the customer information and data					
2	Bank takes the responsible if customer loss the agent banking card					
3	Customer requested amount and agent issue amount are always accurate					
4	Worry to use the agent banking service because other people may be able to access my agent card account					
5	Bank card security is saved and prevented from stolen by hacker					

(14) Capability (Self-efficiency)

Index: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

No	Survey Question Items	1	2	3	4	5
1	Agent Banking Services system has wide range of products and services provided. (e.g- remittance, mini-statement, withdraw & deposit, etc...)					
2	Agent Banking services information from Bank's website is up to date.					
3	The services provided by Agent Banking department are reliable.					
4	Agent Banking services system has the privacy and confidentiality.					
5	Impressed by using the Agent Banking services for payment.					

(15) Trust

Index: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

No	Survey Question Items	1	2	3	4	5
1	Trust the technical security system of agent banking services.					
2	Do not fear hacker invasions.					
3	Trust that SHWE Bank will keep my personal information & confidential.					
4	Agent Banking service is more convenient, reliable, secure and useful than normal payment transfer.					
5	SHWE Bank provides sufficient information of agent banking service to their customers.					

(16) Customer Attitude

Index: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

No	Survey Question Items	1	2	3	4	5
1	Row Fully satisfied by using Agent Banking services of SHWE Bank					
2	Intend to use regularly the agent banking services in future.					
3	Highly recommend to use the SHWE Bank agent banking services to other people.					
4	Prefer the Agent Banking services.					