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Analysis of Traditional Attributes and Website Attributes in Order to Improve Customers Trust in Electronic Banking

(The Case of Customers of Mellat Bank, Iran, Shiraz Branch)

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Abstract
In the last three decades, development of new information and communication technology has affected the methods of bank services to the customers. The points that are very important to notice are active and provident characteristics of electronic banking in comparison to traditional banking, but despite positive characteristics of electronic banking, it does not have any dependable place among customers yet. In this regard, present research offers a compound model of traditional and online factors effects on customers trust in electronic banking and widespread advertisements. For this purpose, we have used a standard questionnaire on the basis of Likert dividing. 383 customers of Iran Mellat bank branch in Shiraz have been tested randomly. Information analyses have been done with the method of descriptive and deductive statistics and using statistics software Amos20. The results show that both traditional and website bank characteristics influence customers trust in electronic banking, also the coordinator role of traditional services quality in relation with traditional characteristics with trust in electronic banking was rejected.

Keywords: electronic banking, electronic trust, traditional services quality, traditional characteristics, website characteristics

Introduction
Because one of basic development principles of electronic trade, is electronic financial transactions and doing these jobs is possible through bank network. Therefore having electronic and update bank system is necessary. In fact electronic banking is an inseparable part and a piece of electronic trading and has a basic role in its implementation and development (Fakur Saqiyeh, 2009). Online banking usually has been known as internet banking or electronic banking and has experienced an extraordinary growth in recent years. The growth speed of electronic banking is not the same as speed of using internet and this gap has been attributed

to lack of trust among bank customers specially among internet users at age 65 and older (Yap et al. 2009).

Absence of trust avoids consumers' involvement in online trading. In contrary, trust makes a positive theory for online retailing and decreases the fear of using system online. A high level of trust, like an especial believe and faith to obverse of trade, relates to tendency in high usage. In general, trust is an important factor for incorporation anticipation in relation of trading and it can be a pioneer factor for anticipating online incorporation (Kim and Song, 2010). Through a better comprehension of factors which can improve customer trust in electronic banking, we can conquest this shortage. Understanding this issue that trust should improve is important for managers and they can make this improvement and development through a combination of traditional and online implements.

However, banks increasingly encounter with a conception puzzle: consumers may admire the facility of electronic banking but because they become far from traditional banking, the size and width of personal transactions with personnel and also transferring costs and finally long term commitments decrease. This puzzle still exists because bank managers suppose that both traditional and online banking are mutually, exclusively and changeable. This viewpoint is also famous in academic researchers in this range because many researchers who were studying trust in electronic banking range limited their studies to structures related to potential characteristics or internet (Yap et al, 2009).

In this research three special constructions of internet:

1) Bank characteristics presenting electronic bank
2) Quality of traditional bank services
3) Characteristics of electronic banking website,

Will be discussed and both legal and illegal characteristics of it will be assessed in an electronic banking model. Hereby, this study is a special help for surveying transactions of both part in anticipating trust in electronic banking.

Experience of consumers in bank branch legitimizes managers for presenting electronic banking services. On the basic of acquired results from this research managers will realize that the necessity of noticing to presenting traditional bank services beside website characteristics and hereby the necessary basic for creating electronic trust is provided.

Research theatrical dimensions

Electronic banking according to Sloan's description is predicated to a process in which bank consumers, do their bank transactions electronically and without personal referring to the bank building. According to dividing made by this researcher, various kinds of electronic banking consist of: personal computer banking, internet banking, virtual banking, online banking, indoor banking, electronic long distance banking and telephone banking (slowan, 2000).

Minnelli and Minnelli believe that electronic banking includes presenting all bank services electronically and through safe intermediates and there is no need to physical existence of consumers, according to their theories electronic banking can be introduced as an advanced network and transmission technology for transforming source(money) in banking system(Minoli & Minali, 1998). Daniel believes that electronic banking refers to various kinds of services through which customer asks for information and accomplishes most simple services

through computer, television or mobile phone (Daniel, 1999). Bar in 1996, describes electronic banking in form of an electronic connection between bank and customer in order to preparation, management and control of financial transactions (Bar, 1996). Kasturriratna in 2004, described electronic banking as accessibility provider for customers by using safe intermediations and without physical presence and knows it peak of using technology in order to elimination of the two adverbs of time and place from bank services (kasturriratna, 2004).

Electronic trust

Ratnasingam et al(2002) state that traditional concept of trust at first step focuses on trust in trade incorporation, trust in electronic trading includes trust concepts in substructures and thematic control mechanism(technology trust) that relates to transaction trueness, authenticity of identity, secrecy and undeniable. Lee and Turban (2001) state that people's trust in an automatic or computer system depends on three factors: 1) technical adequacy comprehended by system, 2) function level comprehended from system, 3) operator comprehension of process substructure characteristics governing on system behavior. These factors related to comprehended ability of internet for accomplishing what has been imagined and also speed, reliability and availability. It also can be extended to the issue that whether a person has widespread knowledge about network or not (Mc Cole et al, (2010).

One important reason for significance of trust in electronic trade is the fact that in virtual environment unreliability level to economic trade is more than traditional trade. Internet based commercial trades consist of several risks that either accompany implicit uncertainty in using open technologic substructures for information interchange or is explained with players behavior involved in online trades(Graber& Faullant, 2008)

The customers limit information and available cognitive sources and therefore want to decrease unreliability and complexity of online trades through using mental shortcuts. One of this effective mental shortcuts, is trust which can work as a mechanism to decrease the complexity of human behavior in condition in which people have to put in unreliability because of limited control on salesman and absence of proved guarantee in salesman's tendency to involve in undesirable, opportunistic behavior, trust is an important aspect of online sale. These kinds of behaviors include fake or faulty products sale, fake images and seductive description, salesman fail in product delivering, sending product with a lower value than what has been advertised and high transportation costs. Since the key of economic trades above, is avoiding opportunistic behaviors, online customers generally forbear online seller in whom they don't trust or identify them as improper. In the other hand, trust needs promotion between sellers and customers for achieving success in trade by web (Fang et al, 2011).

Trust in electronic banking

Development of trust in organizations presenting services and especially in banks is harder and more important than organizations selling products. Trust has a high effect on organization success presenting services, because services in contrary to product cannot be seen or touched before purchase and while shopping service buyers suppose that services have high risk ability. So a consumer while shopping his/her favorable service should trust in service presenter (Peppers and Rodgers, 1999). Banks as financial service presenters should notice to trust issue

more seriously because their success in making sincere communication and its continuity relates to the rate of customers trust in them (Zeithaml, 2001).

Online service delivering nature has extended to lack of trust in electronic banking among some customers. In an online environment, there is no physical contact between buyer and seller. This distance means that customer cannot use physical clues like see the sale forces or physical space of store/office to judge about reliability. In online environment, online consumers and retailers encounter distance and physical segregation and therefore trades made online often do not include concurrent interchange of product (service) and money. Fear of hackers and hide invasion commixes with unreliability that has surrendered online services. Encountering with pessimism and unreliability, bank managers need to rectify this trust gap for growth of electronic banking as a lasting and standing implement for service delivering (Yap et al, 2009).

Trust includes primary trust and continuous trust (stable trust). As first stage in developing trust, primary trust is important for user behavior. Various effective factors have been known for primary trust. First group of factors are related to website. Regarding to absence of prior experience, users rely on their own comprehension of website for making primary trust. In addition, information quality has been found effective for primary trust. Other factors like website attraction and usability affects online consumers' primary trust. Second group of factors, is related to consumer. Tendency to trust has an important effect on primary trust. Although this effect may gradually decrease by increasing experience. The third group of elements is related to the company. Fame, company size and image of company function as trust signals and effect on primary trust. The fourth group is related to third parties. The consumers may shift their trust in third parties to online sellers (Zhou, 2011).

Traditional attributes of bank

Size

Shop size is one of customers applied bases to form their imaginations about reliability of shop. Comprehending big size of organization signifies that businessman is important and noticeable. The more sources spend, the more customers can trust. Hence the bigger the company, the more comprehended as the best company fulfilling its promises to customers. When the size of company is supposed big, the customers trust increase. Customers apparently suppose that a big company, provides services and support customers needs and if fails will be able to compensate (Kamari & Kamari, 2012). Teo and Liu (2007) studies showed that there is a relation between perceived size and consumers trust. They stated that "size of an online shop is usually referred harder than size of physical shop, in natural world, evaluation of company size regarding to its physical existence is easy for consumers and make them able to judge about the size of company personally themselves. But in virtual world this becomes harder and one cannot judge about that exactly"(Teo & Liu, 2007)

Reputation

The reputation of bank is representative of its reliability. Bank reputation is correlate especially in online setting because despite actual environment in which there are physical clues like branch appearance promptly, in electronic banking structural trust is inferred from intangible clues, like making intrapersonal trust, a bank famous in reliability has more motivation for developing implement to avoid from loosing this reputation. This states that a bank with this

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reputation seeks to prove that each level of its online services are designed for creating and preserving customers believe in structural trust in electronic banking. Late studies in electronic banking domain have found that in fact perceived reputation is a factor in making trust in electronic banking. However, relation between perceived reputation and structural trust have not been experienced experimentally yet (Yap et al, 2009).

Bank website attributes

Perceived privacy

Vestin has described privacy as ability to control how one's personal information is caught and used. Some researchers coordinated the description with informational aspects of privacy instead of physical, spatial and behavioral aspects and referred to privacy as one's ability to control individual information personally. There is a growing concern that how much people are able to protect personal information. Diny et al, describe privacy concerns, a concern about possibility of losing privacy, as a result of unlocking voluntary or secret information in a website. Privacy concerns result from three processes: 1) incorporation with information technology which needs a level of technology literacy 2)a social process of communication and trade with unknown people in internet environment 3)a mechanism to decrease uncertainty in electronic trade field(Liao et al, 2011). Loosing privacy includes: 1) sharing personal information with others who were not a part of main trade without permission of consumer or customer 2) affrication of trade and population information to making profile without consumer or customer awareness.

In measuring the concern of preserving privacy, developed implementation is the first step by smith et al and they introduced these four factors named collecting, errors, second using and illegal accessibility as one's concern dimension for preserving privacy. Concerns of consumers' privacy manage by controlling environment and second use of information control. Environment control refers to consumers ability to control obverse actions in a trade environment (transaction) while the second item states the ability of controlling subsequent use of any information presented during transaction(Chellappa, 2013).

Perceived security

Since financial and personal information can be pursued and used with the object of forge, online investigation is involved with more security concerns than ordinary trades. While making financial trades one needs to feel safe and this is still one of main obstacles in electronic trade growth. Perceived security is described as a threat that causes situations, condition or occurrence with the potential of creating economic problem for network sources data in form of destruction, unfolding, data reformation, service deprivation or forging, wastage and misuse. The safety that includes technical developments like pictography, digital signature and certifications with the goal of protecting users against forging and hacking risks, has a positive effect on online shopping intention. But what is associated with acceptance of electronic commerce, is not objective security of electronic channels as a transaction media rather consumers subjective perception of risk. So, when online sellers perform safety mechanism, customers intend to believe that online shopping is safe (Roca et al, 2008). Nevertheless, consumers' comprehension of online safety is totally a different subject and at present time a

few investigations about this subject have been done. Inferences a safety concerns by electronic system users at first were surveyed in information system researches especially on organization systems setting. Regarding to safety concerns of online consumers, recent investigations referred that consumers comprehension about unfavorable safety in internet will continue even until sellers use safety making mechanisms (Chellappa, 2013).

Perceived ease of use

Perceived ease of use refers to users' evaluation to the extent that a special system in comprehension, learning and operating will not need physical and mental effort. While the perceived usefulness of using a system, Perceived ease of use is related to inner motivation along with proceeding(experiencing undesirable system) that facilitate obtaining desirable result (Celik, 2010).the facility of searching in websites is often mentioned as a key to improve online trust. In the other words, users can simply find the information they look for in website, the studies have shown that the ease of use effects on online trust, for example facility in search, transactions, broken links and location finding are totally related to changes in online trust (Kamari & Kamari, 2012)

Traditional service quality(SERVQUAL)

The description and conception of service quality has been affected by functional works made by Parasuraman et al (1985 and 1988 and 1991). Kales believes that services quality involves three dimensions, physical, situational and behavioral. In the other word Kales believes that services quality include focuses on what is delivered to customers, the situation in which services are presented and how these services are presented (Ross & Juwaheer, 2003). Services quality includes the difference rate existing between consumers' expectations and comprehension of received services (Parasuraman et al, 1988). Nowadays service organizations have found that in order to preserve their customers and obtaining competitive advantage, one of important key subjects to be noticed is improving their own services quality (Kandampully & Mengus, 2004) because it is stated in various investigations that services quality leads to consumers satisfaction and loyalty and finally leads to permanence and profitability of organization (Lee & Hwan, 2005). Parasuraman et al, in their subsequent studies in 1988 handle a study and decreased services quality to five dimensions:

Tangibles: physical facilities, personnel appearance, equipments

Reliability: ability to fulfill commitments in an exact and reliable way

Adopting responsibility: intending to help customers and presenting fast services

Guarantee: personnel knowledge and politeness to induce trust and reliance

Empathy: company personal attention to customers

So regarding to stated subject and necessity of noticing to electronic trust in concept of electronic banking, this research wants to survey effects of traditional and online banking characteristics on customers trust in electronic banking and also the role of incorporator traditional services quality in these relations.

Therefore research hypothesis include:

Main hypothesis 1: characteristics of electronic banking website effects on customers trust in electronic banking

Subsidiary hypothesis 1: facility in using website bank effects on customers trust in electronic banking
Subsidiary hypothesis 2: customers comprehended private frontage of website bank effects on customers trust in electronic banking
Subsidiary hypothesis 3: customers comprehended safety in website bank effect on customers trust in electronic banking
Second main hypothesis: traditional characteristics of bank effects on customers trust in electronic banking
Subsidiary hypothesis 4: the comprehended size of bank effects on customers trust in electronic banking
Subsidiary hypothesis 5: the comprehended fame of bank effects on customers trust in electronic banking
Third main hypothesis: bank traditional services quality has a coordinator role in relation between bank traditional characteristics and trust in electronic banking

Research method

The statistic society is all of Mellat bank branches in Shiraz city of Iran. From this society regarding to structural equation analysis 383 customers of Mellat bank branches were spotted as sample randomly. Implementations of collecting information, standard questionnaire are Pavlou(2003), Pavlou and Fygenson (2006), Kim and Ahn(2006) for website variant characteristics assessment, Doney and Cannon(2003) for traditional characteristics dimensions assessment, Parasurman et al(1985), wong et al(2008) for traditional services quality assessment and questionnaire Doney and cannon(1997), Jarvenpaa et al(2000), Suh and Han(2003) and applied for evaluation of trust in electronic banking in order to grading questionnaire of Likert distance scale and to evaluation data research in Amos software.
Nominal justifiable term is related to the degree of logicality of a test from replier's viewpoint. Thus at first the questionnaire was given to five masters and respective professors among guide professors, advisor professors and they were counseled about question and about respective evaluation goal and it was confirmed with a few correction of questionnaire. One way for calculating stability, is Cronbach alpha factor that was calculated with the help of variance test by SPSS software help that this amount is 0.92 for present research questionnaire.

Data analysis

Descriptive analysis

38.4 percent of repliers were females and 61.6 percent were males. 5 percent of them were under diploma, 28.7 percent diploma, 13.8 percent technician, 40.7 percent licensee, 11.7 percent master and upper. Also they were 3.4 percent under 20 years, 53.8 percent 20-30 years, 26.9 percent 30-40 years, 9.7 percent 40-50 and 6.3 percent more than 50 years. 49.6 percent of customers had done their exchanges through internet less than three times in last year. 19.1 percent 3-10 times, and 11.2 percent 10-20 times and 20.1 percent more than 20 times had internet exchanges during last year.
As shown in chart 1, from spotted dimensions for traditional characteristics of bank, the most amount (M=4.1084, SD=0.61131) and among ideal dimensions for website characteristics,

comprehended private frontage has the most rate (M=4.0165, SD=0.75467). Mean and standard deviation are for trust variant in electronic banking (M=4.1149, SD=0.78462). The biggest mean from traditional quality services dimension belongs to reliance.

Table 1 – Descriptive statistics of research variables

Variable	Subscale	Mean	SD
traditional attributes	Size	4.1084	0.61131
	Reputation	3.9600	0.56371
Website attributes	Perceived privacy	4.0165	0.75467
	Perceived security	3.8362	0.69621
	Perceived ease of use	3.8729	0.67109
Trust in Electronic Banking	Trust in Electronic Banking	4.1149	0.78462
Traditional service quality	reliability	3.8179	0.62425
	responsiveness	3.7161	0.82529
	confidence	4.0261	0.70847

Deductive statistics

Model fitting

Structural equation modeling is usually a combination of measuring models and structural models. On the basis of measuring models, a researcher describes that which observed variants or measuring presenter are hide variants and on the basis of structural model it specifies that which variants are correlated to each other. In this way with the use of these models variants quality assessment and acceptance of direct and indirect impacts and also described transactions among variants can be evaluated concurrently.

Table 2 – Goodness of fit Indices for the model

	fit index	**value**	**criterion**	**Interpretation**
Absolute	CMIN	17.844	-	Good fit
	P-value	0.333	Less than 0.05	Good fit
	DF	16	28	Good fit
Comparative	TLI	0.998	Higher than 0.9	Good fit
	CFI	0.999	Higher than 0.9	Good fit
Parsimonious	PNFI	0.565	Higher than 0.5	Good fit
	PCFI	0.571	Higher than 0.5	Good fit
Relative	CMIN/DF	1.115	Between 1 & 5	Good fit
	RMSEA	0.017	Between 0 & 1	Good fit

Skooer's K(CMIN) equal to 17.844 and meaningfulness level P =0.000 present a desirable result but the degree of freedom(DF) importance should not be disremembered. Farer the model degree of freedom than a saturated model degree of freedom (equals zero) and nearer to an independency model degree of freedom, the model will be more desirable and here the model degree of freedom is 16 and the independency model degree of freedom is 28.

Skooer'S K degree of freedom format (CMIN/DF)is for judge about designed model. for this index amounts of one to five are suitable and amounts of near two to three are excellent and in research model the approximate amount of Skooer's K is 1.115 which is desirable.
The index of left squares median square root or RMSEA shows that whether edited model can be acceptable or not. This index amount changes between zero to one and the smaller the acquired amount the more acceptable the edited model and this amount for research model is 0.017 which is desirable.
Comparative indexes are in order to evaluating model for acceptability on the basis of its comparison to independency model. These indexes are amounts between zero to one and amounts more than 0.9 are viewed as acceptable amounts in most sources. These indexes include Tocrolouis practice index(TLI) and conformation practice index(CFI) and their amounts in this model are orderly 0.998 and 0.999 which are desirable amounts.
Parsimonious indexed is also necessary. About purposed normalized practices index(PNFI) and purposed conformation practice index(PCFI) amounts of 0.5 and more and according to some sources 0.6 and more are desirable and these amounts in present research are equal to PNFI=0.565 and PCFI=0.571.

Table 3 – Investigating significant differences of estimated values of parameters from zero

Hypothesis	**Regression coefficient**	**Critical value**	**P**	**Result**
Traditional attributes---› e-trust	0.250	3.202	0.000	accepted
Web site attributes ---› e-trust	0.503	5.830	0.000	accepted
Size ---› e-trust	0.389	6.368	0.000	accepted
Reputation ---› e-trust	0.614	9.400	0.000	accepted
Perceived privacy ---› e-trust	0.570	10.445	0.000	accepted
Perceived ease of use ---› etrust	0.480	8.381	0.000	accepted
Perceived security ---› e-trust	0.512	8.882	0.000	acceoted

Since all amounts of P are acquired less than 0.05 so all stated hypothesis in chart above are confirmed. Among bank traditional characteristics fame factor and also among website characteristics dimensions comprehended private frontage has the most impact on trust in electronic banking.
In this research traditional services quality variant has viewed as coordinator variant in bank traditional characteristic effect on trust in electronic banking. In this part this hypothesis is studied that whether high and low level of bank traditional services quality has coordinating effect in mentioned link or not. Traditional services quality has divided into two subgroups, high and low traditional services quality. Then a comparison between these two groups is proceeded that whether the model has a significant difference between these two groups, and whether bank traditional services quality had had any effect on relation of bank traditional characteristics and trust in electronic banking or not. In order to comparing a model without any limitation for two groups has been codified then another model in parallel with mentioned relation has been codified and compared. If two groups did not have any significant difference with each other and the difference of this relation critical amount in both groups were not a significant difference, bank traditional services quality have not had any effect on mentioned

relation but if second model practice becomes worse than first model and the difference of this relation critical amount is significant in both groups, traditional services quality have had effect on mentioned relation.

If difference rate between two critical amount or C.R which becomes in results, is more than 96/1 modulus, the difference is significant. In following chart critical amount and beta factor related to mentioned causal way in two groups has been brought.

H_0 : $C.R_1 = C.R_2$ there is no significant difference

H_1: $C.R_1 \neq C.R_2$ there is significant difference

Table4- Comparison of critical values and the regression weights of the two groups

Level of traditional service ouality	N	C.R	β
Lower traditional service quality	160	2.80	0.33
Higher traditional service quality	223	3.62	0.28

Regarding to chart above the C.R related to high traditional services quality, is more than C.R of the group which evaluated traditional services quality low, bus is their difference significant or not. To determining this matter a model equivalent to bank traditional characteristics relation on trust in electronic banking has been made and both model practice indexes and the difference amount of them has been checked and the acquired results of them have been shown in following charts.

Table5- Comparative fit indexes of unconditional and conditional models

Index Model	Unconditional model	Model with equality condition
CMIN/DF	**1.98**	**1.97**
NFI	**0.896**	**0.896**
CFI	**0.944**	**0.945**
IFI	**0.945**	**0.945**
RMSEA	**0.05**	**0.05**

Table6- Difference between the two models with and without equality conditions

Index	Levels of difference
CMIN	**0.005**
DF	**1**
P	**0.94**
NFI	**0.000**
IFI	**0.000**
The critical difference between the two parameters	**0.07**

Regarding to charts both models has suitable practice. Regarding to the P rate which is bigger than 0.05 it can be resulted that the two models are the same and making relation equivalency two groups have not caused practice debilitation of model. Since the difference of bank traditional characteristics relation amount on trust in electronic banking in both groups is equal

to 0.07 and this amount is smaller than 1.96(Z amount in surface 0.05), so it can be resulted that with 95% certainty traditional services quality amount does not have any effect on mentioned relation and the third main hypothesis is rejected.

Conclusion

Present research confirmed both first and second main hypothesis and all five subsidiary hypotheses but the third hypothesis was rejected. Analyzing these data it resulted that there is a positive relation between bank traditional attributes and trust in electronic banking but effect factor of website bank attributes on trust in electronic banking was stronger. Also a positive relation between website attributes dimensions and trust in electronic banking was observed that among studied factors, perceived security, perceived privacy and perceived ease of use had element load orderly 0.512, 0.570, and 0.480 which shows their effect rate. This result is consistent with acquired results from studies of Yap et al(2009) and also several researches made in this zone that any of these researchers studied some aspects of website attributes that among them we can refer to surveys of Roca et al(2008), Martin and Camarero(2008), Connolly & Bannister(2008) and Chiu et al(2008). Martin and Camarero(2008) in their survey came to this conclusion that customers who are in less risk have more reliability to safety and privacy protecting policies as a sign of trust. Connolly and Banister (2008), Chiu et al(2008), Mukhrejee and Neth(2007) in their surveys were witness of direct and positive connection between perceived privacy and electronic trust. However, Roca et al (2008) and Ruparelia et al(2010) in their surveys did not find perceived privacy effective on perceived trust and acquired results opposite to present research.

The goal of this research is surveying the impact of combining traditional and online factors on customers trust rate in electronic banking that results show the important effect of both with two element loads of 0.250 and 0.503 that these results show that for improving customers trust both traditional and online factors have equal importance and no one can be omitted from modern banking and management strategies. Among traditional attributes contemplated for bank, fame with 0.614 coefficient had the most effect on trust in electronic banking. Eastlik and Lotz (2010) also stated in their surveys online retailer reputation effects on trust in electronic banking. In third main hypothesis analysis, the role of traditional services quality in coordinating bank traditional attributes effect on Shiraz Mellat bank customers trust in electronic banking was rejected and this result is opposite to viewpoint of Yap et al (2009).

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