

Dynamics Impacting Libyan Customers to Adopt Mobile Banking in Libya

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ABSTRACT

Purpose of this paper is to discover the section of a new approach of mobile phone banking in Libya. Also, it will carry out with last study by Bothathab and Geador (2014). However, this study identifies the factors that influence the adoption of mobile banking in Libya. To evaluate the important to use has a positive effect on behavioral intention to adopt mobile banking, a survey was conducted to gather information from one hundred Libyan bank clients. The results indicate that respondents do indeed (62%) mobile banking usage as important. Hence financial institutions will be able to make the profile of their own customers. Knowledge of the profiles of customers is helpful in many ways. The problem statement is solved. The hypotheses are tested and show that Perceived Usefulness can effect Libyan customers their encourage to adopted mobile banking. Perceived ease of use has positive affect behavioral intention to adopt mobile banking in Libya. Therefore Perceived Credibility is one of the most important factors that effect on Libyan customer's intention to adopted mobile banking. Self-efficacy has positive affect behavioral intention to adopt mobile banking in Libya. The final factors is financial cost has positive affect behavioral intention to adopt mobile banking in Libya. This study has profitable implications for banks and managers in Libya, as it will help in better understanding of the Libyan consumers and their activities, when they improve their market strategies and new service. The paper concluded with discussion on results, and several business implications for the banking industry of Libya. The finally this paper presents contributions to the improvement of these approaches in the banking sector in Libya.

Keywords: Customers, Libya, Mobile Phone.

INTRODUCTION

The banking business has seen many technological changes in the last forty (40) years, which has created it from manually serious industry into one that is highly technologically dependent. Internet banking is both a procedure and product electronic improvement (Chang 2004). Many banks considered the acceptance all aspects of electronic banking will drive to international competition, enhance efficiency and performance, and service quality (Robinson, 2000). Many banks rapidly recognized that there are a significant number of customers who would like to do electronic banking. For example, electronic banking services have a lot of benefits for banks, one of these benefits for banks; it reduces expenditures on physical structures. It is believed that the electronic banking will help banks to cut down costs, increase revenue, and become more convenient for customers (Halperin, 2001). Another important benefit from electronic banking is a more useful information collection

and management. Recently, a lot of countries in different region in the world adopted the new technology as Poland, India, and Malaysia... etc. Some of the states have realized physical finds for example, The Middle East is considered to be the second greatest growing county after US and Canada in acceptance of mobile and telecommunication. Saudi Arabia and Iran have become as the biggest mobile market in the part (Al-Hosni et al., 2010). While, China, Brazil and Kenya, where the number of new clients of mobile banking enhanced over 100% in one year The percentage of mobile banking users was also high in the UK, USA, Singapore, South Korea and Sweden, because the banks offer their clients with new services by their mobile handsets (Khraim et al., 2011)...in fact, traditional service banking has faced new innovation adoption for past three decades, the new processes have replaced as facilitate financial transactions, payment transactions, credit transactions. Despite banks in Arabic countries

having recently acknowledged the benefits of e-banking technology in improving productivity and efficiency, some banks (i.e., Libya) have faced to adopt E banking within its existing banking system (Khalfan and Akbar, 2006). Recently electronic banking, and its services have been launched by private commercial banks in Libya, the global private banks request improvement product to be automatically ready (Libya investment, 2007) In fact, Libyan banks have lunched it and started to provide their customers a new innovation as automated teller machines (ATMs) and telephone banking. But they are still focusing on traditional banking process to undertake their routine banking actions. even though, electronic banking has found its way to Libyan bank sector (Libya investment, 2007) but understanding the key lead to that maybe slowing adoption has considered as a significant issue for the bank sector (Zhou et al, 2010). Recent study by Bouthahab and Geador (2014) Found Libyan people has intention to adopt mobile banking, and, the results indicate that all Libyan customers accept a new technology and they are ready to use it even though some of them have not any idea about mobile banking. There are a lot of factors that affect customer to use mobile banking, which are familiar to all researches while others are only employed in some area. It is also significant to have attention that the importance of factors impacting mobile banking adoption dissimilar extensively across different countries (Jeong, 2013). So this study is intended to examine factor effect of mobile banking adoption in Libya using extended Technology Acceptance Model (TAM). As well as. To evaluate if customer find use mobile banking is important to use. The researcher focuses on a comprehensive set of possible determinants that affect the adoption of mobile -banking. Five factors were considered to examine consumers' behavioural intention to adopt mobile banking: perceived usefulness, perceived ease of use, perceived credibility, perceived self-efficacy, and perceived financial cost. By explaining the behavioural intentions from a customer's perspective, the findings of this research not only assists Libyan financial institutions to increase a more customer-accepted mobile banking, but also offers approaching into the best method to help new technology to probable customers. In short, it is hoped that the results of this study will expand present knowledge on technology acceptance in internet mobile banking in Libya. Moreover, the study may give deeper insights into what is affecting individuals to

adopt mobile banking in Libya. The findings chosen from this study can help banks perform intricate marketing drives and adapt service options to supply to specific customer segments in the context of electronic banking. In additional, allow for improvement in bank strategies to attract potential users of mobile banking.

LITERATURE REVIEW

Banks S Adopted a New Technology

Banking business has seen many technological changes in the last forty (40) years, which has created it from manually serious industry into one that is highly technologically dependent (Chang 2004). Internet banking is both a procedure and product electronic improvement. The banking have launched by some local private and multinational banks (Shamsuddoha, 2012) it has many kind of services, it can be called as a diversity of following stages: PC banking or offline banking, online banking, telephone banking. TV banking (Mobarek, n.d) (Lustsik, 2004) Also, Sadi (2010) stated that the advantage and different between the aspects of electronic banking, it can deal anytime contact while mobile banking offers anytime and anywhere contact for business transaction, also it has clearly a huge benefit for the customers and saves a lot of time and things get done so easily (Mondal and Saha, 2013) and improving customer retention (Luo, Li, Zhang and Shim, 2010). This mean, electronic banking is becoming a significant factor in the future growth of financial services, industry, and particularly banking sector. It has been considered as the most requirements of a new technology on banking sector recently. A lot of banking institutions have been taken attention to increase an assortment of kinds of financial systems for enhancing the banking services to their customers. But, they practice a face in this process, especially in conditions of evaluating the weakness rates of adoption between customers, nevertheless of the generally the researchers define mobile banking as an request of e-commerce that can customers to admittance bank accounts by mobile to do some works such as checking account status, transferring money, making payments, or selling stocks (Alafeef, 2012). Electronic banking services have benefits for both banks and customers. For banks, electronic banking is approved a strategy weapon; aid them to reach competitive advantage and enhance their market share. As well, using electronic services be able to keep the cost of resources, which are required for traditional

banking services (Jayewardene and Foley, 2000). However Ayrga, (2011) confirmed that customers are still hesitant to utilize electronic banking services, since they are worried about security issues, and they do not have enough skill to contract with the use of electronic banking.

Dasgupta et al. [2011] suggested that, the rising mobile banking can provide banks a good commercial chance providing their services to urban customers who cannot access the Internet. therefore, He found that most important customer segments of mobile and Internet banking were not necessarily the same, which might explain why Sadi et al. [2010) stated that the advantage and different between the aspects of electronic banking , it can deal anytime contact while mobile banking offers anytime and anywhere contact for business transaction, also it has clearly a huge benefit for the customers and saves a lot of time and things get done so easily (Mondal and Saha, 2013) and improving customer retention (Luo, Li, Zhang and Shim, 2010). Although mobile banking develops in popularity, mobile transactions have not been used as much as estimated (Kleijnen, Wetzels and Ruyter, 2004; Suoranta and Mattila, 2004) There is a growing body of academic research examining the determinants of what impacts individuals to adopt mobile banking are essential and demanded. Particular that the opportunity of achievement in introducing a new technology is greatly associated to the depth of understanding of what influences consumers to adopt this new technology. Study by Bouthahab and Geador (2014) Found Libyan people has intention to adopt mobile banking, and the results indicate that all Libyan customers accept a new technology and they are ready to use it even though some of them have not any idea about mobile banking. Sripalawat et al. [2010] explained utilizing mobile banking can make customers feel that they are in developments, and social currents have a strong impact on the way individuals live.

LIBYAN BANKS ADOPT MOBILE BAKING

According to (Cellular-News, 2011) There are only 200 million mobile banking clients out of 5 billion mobile clients around the world. Yet in developed countries where mobile devices have become everywhere, m-banking acceptance rate is still low (UK – 20.4%, USA – 22%, Sweden – 20%) In fact, traditional service banking has faced new innovation, due to the mobile banking have become an essential part of individuals lives most of their behavioral features and desires can

draw their mobile activities. (Global M-Banking Market 2012). Despite banks in Arabic countries having recently acknowledged the benefits of e banking technology in improving productivity and efficiency, some banks (i.e., Libya) have faced to adopt E banking within its existing banking system (Khalfan and Akbar, 2006). This is largely due to bank employee's conflict to new technologies (Khalfan and Alshawaf, 2004). The Libyan banks have received a lot of advices to lunch electronic banking (Abukhzam and lee,2010) they have recognized the benefits of electronic banking and the believe that the acceptance all aspects of electronic banking will drive to international competition , enhance efficiency and performance, service quality (Robinson,2000). Abukhzam and lee (2010) stated that Libyan banks is under growing to enhance their service and has a lot of staff who have the highest efficiency but the worst banking services. Furthermore, the huge distance between Libyan banks has also created a pressure for connecting the headquarters with their branches electronically, rather than handling cash and paper manually (CBL, 2007). And the global private banks request improvement product to be automatically ready (Libya investment ,2007) I n fact , Libyan banks have lunched it and stared to provide their customers a new innovation as automated teller machines(ATMs)and telephone banking. But they are still focusing on traditional banking process to undertake their routine banking actions. even though, electronic banking has found its way to Libyan bank sector (Libya investment ,2010) but understanding the key lead to that maybe slowing adoption has considered as a significant issue for the bank sector (Zhou et al,2010) Further , the planning of strategies of the Libyan Central Bank has attitude to express that the Libyan central bank is upgrading modern technologies (Bouthahab, and Geador 2014) Studying the determining of mobile acceptance will become superior understanding of intention that lead to the probable customers to use the mobile banking service. According To Algol, (2010) adapt a new innovation acceptance and applies it to banks customers in Libya. By providing SMS banking services, banks can obtain notable cost saving, reduce their branch networks, and improve efficiency. Except the Libyan customers do not adopt and use these service, banks cannot revenue from them. A numbers of Libya banks recently have established to recommend SMS banking services to their customers, but the fact it got a respectable reaction from Libyan customers point of view. So

another Libyan researcher suggested that there are some barriers that delay the adoption of electronic commerce such as: payment method, insecure credit cards billing and insufficient knowledge of the service cost contends with the technological advances in e-commerce adoption (Ahmed et al., 2011).

Factors Affect in Mobile Banking in Different Countries

Literature make known that rich research on electronic banking has focused on Internet banking (also called online banking), whereas research focusing on mobile banking is relative little and receives underrated attention [Suorantia & Mattila 2004; Laukkanen & Pasanen 2008; Puschel et al. 2010]. Some researchers in their studies pointed out different factors influencing mobile banking adoption. For example, Yang [2009] found that the speed of transactions and special reductions in transaction fees supported mobile banking adoption, whereas factors reducing mobile banking adoption were safety and initial set-up fees. Akin to the finding of Yang [2009], Cruz et al. [2010] surveyed 3585 online respondents in Brazil and supported that the cost of Internet process and service and perceived risk were the important two barriers for adopting mobile banking services. While, Laforet and Li [2005] determined the factors affect on mobile banking adoption like Awareness, confidential and security, past experience with computer and new technology are salient factors influencing mobile banking adoption. Another study by Laukkanen [2007] about 20 qualitative in-depth interviews conducted with large Scandinavian bank customers in Finland. He concluded that Perceived benefits (i.e, location free and efficiency) are most important factors supporting customers to adopt mobile banking.

We cannot denied that , There are a lot of factors that affect customer to use mobile banking, which are familiar to all researches while others are only employed in some area. It is also important to reminder that the importance of factors impacting mobile baking adoption varies widely across different countries. This mean, it is an important for any country to consider their own factors that encourage the customers' attitude towards the adoption of technological systems because each country has each own adoption factors (Aladwani, 2001). Some of these adoption factors (Sripalawat, Thongmak and Ngramyarn, 2011) shown that client acceptance of m-banking is particularly context-dependent, so a particular

measurement might not make a significant contribution or not even be related depending on the context. This could be because of the peculiar differences in cultures, lifestyle, and economic/political situation in unlike countries. For example, Yang (2005) demonstrated that perceived usefulness and perceived ease of use influence attitude toward using m-commerce.

In Singapore, study by Riquelme and Rios (2010) investigated the dynamics influencing adoption of m-banking between present users of Internet banking. They revealed that perceived usefulness, social norms, and social risk are the dynamics that impact the intention to adopt m-banking services. And social norms have an important position influencing the adoption of m-banking between women respondents than men, The study also pointed out that ease of use has a significant impact on women while relative advantage influences more on perceived usefulness for men. In Ghana Crabbe et al. (2009) emphasized that other variables need to be relied upon more to predict m-banking adoption including social and cultural factors in the form of perceived credibility, facilitating conditions, perceived elicitation and demographic factors have an important role in influencing adoption and continued practice. In Thailand sripalawat et al. (2011) concluded that the positive factors as(subjective norms, perceived usefulness, perceived ease of use, and self-efficacy)have more influence than negative factors like(device barrier, perceived risk, lack of information, and perceived financial cost) towards the acceptance of mobile banking.

Above all, in a study in Malaysia by Cheah et.al (2011) pointed out dynamics like Perceived Usefulness, Perceived Ease of Use, Relative Advantages and Personal Innovativeness have relationship with the intention to adopt mobile banking services. On the other hand, Social Norms were the only dynamic revealed in significant. In Pakistan study by Kazi (2013) determined factors influence the adoption of mobile banking. They concluded that consumers' intention to adopt mobile banking services was significantly influenced by social influence, perceived risk, perceived usefulness, and perceived ease of use. The most important was social influence has positive influence on consumers' intention to adopt mobile banking services.

TAM MODEL

Many researchers have pointed out that five factors which explained on TAM the first ,

perceived usefulness has a significant effect on information technology usage (Venkatesh and Morris, 2000, Gefen, Karahanna and Straub, 2003;). Due to, There are many benefits or advantage from using mobile banking one of these advantage people find the mobile banking useful to their transactions and saves their time too. Benefits are also viewed by banks in the type of declining the number of branches which decreases the cost per transaction. Other side, Wang, Wang, Lin and Tang, (2003) stated that Perceived ease of use is identified as the level to which a people believes that they would be free of try. They found that perceived ease of use has a significant effect on usage intention, either directly or indirectly through its effect on perceived usefulness (Davis, 1989; Venkatesh, 2000; Venkatesh and Davis, 1996). Because of customers find mobile banking services uneasy when the scheme is not easy to be trained and easy to use. The third, perceived credibility, which explain that consumers are worried about risks such as stolen username and password. And the increased awareness about hackers is another concern. Study by Ellen et al. (1991) explained Self-efficacy is defined as the judgment of one's skills to utilize mobile banking services. He point out that people perceiving low self-efficacy with a new innovation will be more resistant it than persons perceiving high self-efficacy. In additional, Wang et al. (2006) support result Ellen et al. (1991) that self-efficacy has the positive influence on the intention to use mobile banking .The final one, Perceived Financial Cost, that explain to use mobile banking services, customers are need to have not only fit mobile but also wireless services. particular that the cost of accessing mobile and wireless service (subscription, service charge, and communication fees) is superior than that of accessing wire-based internet service, financial considerations can influence consumers' behavioral intentions (Luarn and Lin, 2005; Wu and Wang, 2005).

RATIONAL OF THE STUDY

Mobile banking is a new approach in Libyan bank sector since 2007; it has got a great importance in the banking sector and banking customer also. In additional opposition is grown up every day between banks in this term. I t cannot be denied that there are a lot of studies in this topic in other countries , but this study will carry out with Libyan researchers who interest in E-banking and the researcher will focus on mobile banking which is the most new procedure of self service technology in Libya

recently. So far there is no available study on this area in Libya. This is why; the researchers find some interest to explore something about mobile banking in this scope. This paper presents contributions to the development of these approaches in the banking sector in Libya. Finally this study will carry out with last study by Bothathab, and Geador (2014).

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

- To identify the factors that influences the adoption of mobile banking in Libya.
- To evaluate the important to use has a positive effect on behavioral intention to adopt mobile banking.

RESEARCH MODEL

In this study the Technology Acceptance Model (TAM) adapted from previous literature as (Gefen, Karahanna and Straub, 2003; Wang, Wang, Lin and Tang 2003; Luarn and Lin, 2005) to identify the factors influencing the adoption of mobile banking in Libya, because it is the most generally employed framework to study factors influencing the adoption of information systems. Originally developed from Fishbein and Ajzen's Theory of Reasoned Action (TRA), TAM examines the factors that influence user's intentions to accept or reject information systems (Wu and Wang, 2005). One of the most important reasons for extensive acceptance of TAM is due to its specific approach to deal with the factors that influence usage of information system while TRA is a general theory of human behavior (Mathieson, Peacock, and Chin, 2001) So, There are two factors that The model recommends to use to evaluate the customer adoption of a new information system is (perceived usefulness, perceived ease of use) but , due to weakness of two factors to explain factors that influence usage of information system , in addition TAM contains these other constructs like TAM's basic constructs don't take under consideration certain technological and usage context factors that might also modify the decision making behavior of an person (Luarn and Lin, 2005).Study by Davis (1989) discovered that the unique TAM typical has used predict user's technology acceptance contains of two concepts specifically Perceived Usefulness and Perceived Ease of Use, perceived usefulness (PU) and perceived ease of use (PEOU). PU refers to "the degree to which an individual believes that

using a specific method would improve his or her job performance” while PEOU is mentioned to “the degree to which an individual believes that using a specific method would be free of effort”. Likewise, Lee et al. (2008) stated that perceived usefulness and perceived ease of use were positively associated to behavioral intention to adopt mobile banking. Also, recently survey by Chung and Kwon (2009) determined that the concepts of perceived usefulness and perceived ease of use were positively associated to behavioral intention to adopt mobile banking. Some researchers (Gefen, Karahanna and Straub, 2003; Wang, Wang, Lin and Tang 2003; Luarn and Lin, 2005) have developed five factors in extended TAM which are perceived usefulness, perceived ease of use, perceived credibility, perceived self-efficacy, and perceived financial cost. Hence, this study has suggested examining the following hypotheses.

HYPOTHESES

H1:- Perceived Usefulness has effect on Libyan customer’s intention to adopt mobile –banking.

H₂: Perceived ease of use has a positive effect on behavioral intention to adopt mobile - banking.

H₃: Perceived Credibility has a positive effect on behavioral intention to adopt mobile-banking

H₄: Self efficacy has a positive effect on behavioral intention to adopt mobile-banking.

H₅: Perceived financial cost has a negative effect on behavioral intention to adopt mobile-banking

H₆: The important to use has a positive effect on behavioral intention to adopt mobile-banking.

LIMITATIONS OF THE STUDY

Every research has some limitations. The limitations of this study include that the study had a limited range of material or a database of the collection of studies because of the lack of such empirical data about Libya. The second limitation is that the data bank are based on only one city as Derna in Libya, whereas the first plan in this study was to cover all banks in two cities to collect data and do profile to them. Which may not reflect the whole picture of Libya, Limited time and financial budget affected the plan. Another limitation of this study was that some Libyan customers in banks were non-cooperative with the researcher while she was collecting data, making this stage of data

collection for the researcher very difficult. Some of them refused to give their feedback.

SAMPLE AND METHODOLOGY

This paper is intended to be a local research study based on the population of Libya and more on the city of Derna, where there is a higher probability of people being aware and knowledgeable of mobile banking and its service. The scope of the study is limited to the 4 major commercial banks - Al Wahada Bank, Al Jomhoria Bank, Al Tanmia Bank and Bank of North Africa. The test cases of the study are the chief commercial banks in Libya. They were selected, because they are the only Libyan banks that have applied mobile banking technology in their main branches. To legalize our proposed model, the researcher used a study to test consumers’ behavioral intention to adopt m-banking. The questionnaires were established based on a broad literature review (Luarn and Lin, 2005; Pedersen, 2005; Sripalawat, Thongmak and Ngarmyarn, 2011; Wu and Wang, 2005; Yang, 2005) to ensure content validity. The wording was then modified to appropriate our context of m-banking in Libya. Participates were asked to check the answer which best describe their level of agreements with the statements. Every question was measured on a five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree. As mentioned above, past operational measures were slightly modified to create the items used in the study. Few demographic questions were also added at the end of questionnaires. The questionnaire was then pilot-tested to find problems with the instrument’s wording, content, format, and procedures. Pilot Participates completed the questionnaires and provided written comments about length, wording, and instructions. Based on the results of the pilot sample, further minor changes were made to the questionnaires design. The full-scale survey was completed to actual study and the sample size is limited to 100respondents. This consists of questionnaire distributed to bank customers as well. The sample size is thought to be large enough to represent the whole population. However, the following methods were used for collecting the appropriate data for study: The customers were selected based on knowing whether they possess some knowledge on mobile banking and taking their intention into account. The questionnaires were distributed to a random sample of persons

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and their replies were analyzed using the software SPSS (version 22), because this program is commonly employed for data analysis. The questions included in the questionnaire are designed to encourage respondents in order to help in reaching the objective and testing of the hypotheses. These questions are structured for getting information on mobile banking. At present, the challenges faced regarding mobile banking in Libya and thus the method-appropriate strategies that can be applied and assisted to utilize the ground from which study is done in order to reach the most precise solution to the problem under study.

FINDING

Table1. H1: Perceived Usefulness has effect on Libyan customer's intention to adopt mobile – banking.

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	250.725	1	250.725	25.457	.000a
Residual	1388.729	141	9.849		
Total	1639.455	142			

- a. Predictors: (Constant), Perceived Usefulness
 b. Dependent Variable: intion M banking

Based on the above result, p-value = 0.000 is less than 0.05, means that it is significant, therefore we reject H0. So with that, we can conclude that Perceived Usefulness has positive affect behavioral intention to adopt m-banking in Libya. Therefore Perceived Usefulness can affect Libyan customers their encouragers to adopted mobile banking.

Table2. H2: Perceived ease of use has a positive effect on behavioural intention to adopt m-banking in Libya.

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	522.192	1	522.192	65.901	.000a
Residual	1117.263	141	7.924		
Total	1639.455	142			

- a. Predictors: (Constant), ease 2use
 b. Dependent Variable: intion M banking

Based on the above result, p-value = 0.000 is less than 0.05, means that it is significant, therefore we reject H0. So with that, we can conclude that Perceived ease of use has positive affect behavioral intention to adopt mobile banking in Libya. Therefore Perceived ease of use help Libyan customers to adopted mobile banking.

Table3. H3: Perceived Credibility has a positive effect on behavioural intention to adopt m- banking.

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	250.725	1	250.725	25.457	.000a
Residual	1388.729	141	9.849		
Total	1639.455	142			

- a. Predictors: (Constant), Perceived Credibility
 b. Dependent Variable: intion M banking

Based on the above result, p-value = 0.000 is less than 0.05, means that it is significant, therefore we reject H0. So with that, we can conclude that Perceived Credibility has positive affect behavioral intention to adopt m-banking in Libya. Therefore Perceived Credibility is one of the most important factors that effect on Libyan customers to adopted mobile banking.

Table4. H4: Self efficacy has a positive effect on behavioural intention to adopt mobile-banking.

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	372.729	1	372.729	41.489	.000a
Residual	1266.726	141	8.984		
Total	1639.455	142			

- a. Predictors: (Constant), Self efficacy
 b. Dependent Variable: intion M banking

Based on the above result, p-value = 0.000 is less than 0.05, means that it is significant, therefore we reject H0. So with that, we can conclude that Self efficacy has positive affect behavioral intention to adopt mobile banking in Libya. Therefore Self efficacy made Libyan customers to adopted mobile banking.

Table5. H5: Perceived financial cost has positive effect on behavioural intention to adopt m-banking

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	351.701	1	351.701	38.509	.000a
Residual	1287.754	141	9.133		
Total	1639.455	142			

- a. Predictors: (Constant), financial cost
 b. Dependent Variable: intion M banking

Based on the above result, p-value = 0.000 is less than 0.05, means that it is significant, therefore we reject H0. So with that, we can conclude that financial cost has positive affect behavioral intention to adopt mobile banking in Libya.

Therefore financial cost made Libyan customers to adopted mobile banking.

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H6: The important to use has a positive effect on behavioural intention to adopt m-banking.

To merely determine whether respondents generally mobile banking usage as important or not important. The results clearly show that respondents do indeed (62%) mobile banking usage as important. Followed by often important 20% and 14% sometimes important just one respondent of sample answered never not

important and 3 % answered not important. We can conclude that viewpoints of respondents regarding importance of use mobile banking are perceived to be important by majority of the respondents (62%). This leads to the analysis that use mobile banking is seen as important by the Libyan bank customers and there is potential for mobile banking in Libya (Figure1 and Table 6).

Table6. The percentage of Importance to usage mobile banking

Scale	Not important	Very important	Never not important	Sometimes important	Often important	total
Percentage	3	62	1	14	20	100

On the basis of this, the hypothesis with regards to internet banking can be accepted.

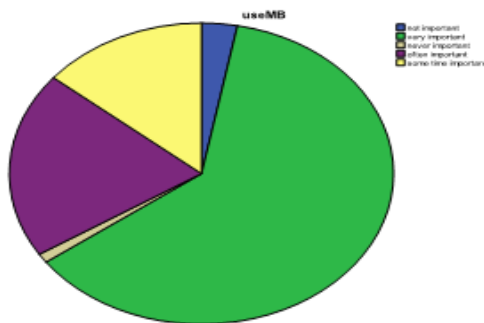


Figure1. Importance of usage in mobile banking by respondent.

RECOMMENDATIONS AND CONCLUSION

Recently electronic banking and its services have launched by private commercial banks in Libya. So this study is intended to identify the factors that influence the adoption of mobile banking in Libya. Meanwhile, to evaluate the important to use has a positive effect on behavioral intention to adopt mobile banking. The results clearly show that respondents do indeed (62%) mobile banking usage as important. Hence financial institutions will be able to construct the profile of their own customers. Knowledge of the profiles of customers is helpful in many ways. The problem statement is solved. The hypotheses are tested and show that Perceived Usefulness can effect Libyan customers their encourage to adopted mobile banking. Perceived ease of use has positive affect behavioral intention to adopt mobile banking in Libya. Therefore Perceived Credibility is one of the most important factors that effect on Libyan customer's intention to adopted mobile banking. Self efficacy has positive affect behavioral intention to adopt mobile banking in Libya. The final factors is financial cost has positive affect behavioral intention to adopt mobile banking in Libya, all these factors provide banks staffs and managers to take attention about these barriers

the anew technology especially when a new strategies adapt mobile banking which need to know customer have intention to use mobile banking and able to use a new technology. For instance, this research has linked with previous research conducted by Ahmed et al. (2011a) in Libya, they found that there are some barriers that delay the adoption of electronic commerce such as: payment method, insecure credit cards billing and insufficient knowledge of the service cost contends with the technological advances in e-commerce adoption (Ahmed et al., 2011b). This means any technology in the first stage has many barriers that hinder the adoption. All the objectives are achieved. The researchers would thus conclude that banks should adapt strategies from other success countries which have adopted mobile banking since many years ago, and drown themselves in all the details about e-banking and mobile banking practically to determine methods that will affect the customers in Libya. At last but not the least is that Banks have to develop a sound strategy before implementing mobile banking in order to compete in the global market place. Generally, this finding of this research provided valuable insights and direction that banks may employ resources to understand and expand strategies that create value for consumers, as well as may establish a strong basis for further research into the value components of mobile banking in diverse situations.

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