Recognition and use of electronic banking by banks’ employee: Comparing banks in Iran

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ABSTRACT
This study aimed to evaluate the recognition and the use of electronic banking by the Maskan Bank staff and comparing it with other selected banks (Agricultural Bank, Mellat Bank, Eqtesad Novin Bank, Parsian and Pasargad). The statistical population of the study consisted of all employees of Maskan Bank in Bushehr province and employees of other banks. The sample of Maskan bank employees was the same as their statistical population due to their limited number. In other banks, the sample is 384 of selected banks employees. A researcher-made questionnaire was used to collect data as one of the common tools of research and a direct method to collect data. Validity of the questionnaire was assessed and approved by experts and advisors and masters. The questionnaire was conducted on a group of staff to assess the reliability and its reliability was assessed using Cronbach's alpha coefficient. ANOVA and t-tests were used in order to analyze the collected data. In general, there was no significant difference observed in the comparison of the recognition of employees of Maskan Bank with e-banking service and the employees of other banks of Province.

Keywords: Banking Operation, E-Banking Services, And E-Commerce.

INTRODUCTION

With the development of information technology in the world and its rapid entry into daily life, new issues and requirements are created. Today, modern man is one who has access to information and access to information is not only a power but also a necessity. The cities, as centers of human power and human civilizations, are more important than ever. The electronic city is created by virtual organizations. In a situation a city can be called virtual that electronic communication is established among organizations and citizens. The easy access to the Internet and the expansion of electronic communications between people and organizations through the virtual world has provided an appropriate context to achieve this goal.

In recent decades, with the development of communication tools, the electronic activities have increased in cities and due to increase in speed, accuracy and security in performing the tasks, the countries are more likely to use this technology the result of which is the formation of cities and electronic governments. The biggest aim of e-government is to provide easier urban services to citizens and reducing traffic and saving time and realizing social justice for all the

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classes of the society. This issue in large cities is of great importance due to traffic and air pollution.

Since in most urban services given to citizens, there is a need to transact money that consists of a large volume of transactions, electronic banks were created in order to reduce physical presence of individuals in organizations and the tendency to modern technology. These banks do a huge part of electronic city activities since banks can have the role of exchanging funds in any transaction.

The emergence of phenomena such as e-commerce and e-business, as efficient methods to increase transactions and communications with customers and also the increasing request of their users, has drawn the attention of many jobs. So that in most cases, in addition to physical locations to provide services, virtual places were created by websites in order to increase the enjoyment of those markets and the ease of communication with client. This led to the creation of activities such as e-learning, e-banking and other electronic services. Due to the creation of activities such as e-commerce and e-business directly or indirectly are cash payment basic operations. That is where we realize the necessity of electronic banking.

One of these fields is to pay attention to human infrastructure in the development and emergence of electronic banking. In this section, we are faced with two major challenges for electronic banking management. First, many old methods should be included in this system by tendency to electronic banking and this factor needs the scientific promotion level of employees through required education in order to welcome this new phenomenon as a clear and brave point of view and harmonize and align with it. One of the effective ways in this regard is the use of e-learning that is easily provided using electronic city platform. Accordingly, due to the necessity of the awareness and the familiarity of human resource who give electronic banking services and due to the importance of electronic services of banks in order to give optimal services and cost increase and finally the improve of bank operations, this study seeks to examine the familiarity of Maskan bank employees with electronic banking services and recognizing the challenges and issues to provide solutions in this field.

**METHODOLOGY**

This research is a causal-comparative research. In this study, the researcher seeks to examine the recognition and the use of e-services among bank employees and comparing different bank employees with each other.
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The statistical population of this research includes all staff in Maskan bank branches in Bushehr province of Iran. The total number of employees is 210 and bank personnel in Mellat, Agricultural, Pasargad, Eqtesad Novin and Parsian banks. The sample size was determined as 384 employees by modified Cochran formula to determine the sample size in selected banks. According to the sampling method of selected banks employees in Bushehr province, two geographical locations of the city were selected initially based on cluster sampling method, and then branches were selected randomly among the banks and the questionnaires were distributed among employees.

Research tools were two researcher-made questionnaire which is been designed based on the view of banking experts and a diversity of banking services that are presented in Maskan and other state and private banks.

1. The questionnaire of the Maskan Bank staff consisted of 20 questions.
2. The questionnaire of other banks employees consists of 20 questions.

There are different methods to determine the reliability according to the type of test. Cronbach alpha coefficient is used in the present study to determine the reliability of the test and this method is used for the calculation of internal consistency of the assessment tool including questionnaire with tests that measure different characteristics. These tools can have different numerical values in the answer to each question.

Variance and subset scores of the questionnaire questions of the total variance should be calculated first for obtaining Cronbach's alpha and then alpha value can be calculated using following formula (Sarmad et al., 2009).

\[
r_a = \frac{j}{j-1} \left( 1 - \frac{\sum s^2_i}{s^2} \right)
\]

In this formula:
- \( r_a \) = Coefficient of total validity
- \( i \) = the number of test questions
- \( s^2 \) = Variance of test validity
- \( j \) = Variance of test validity

Data analysis of this study is done in both descriptive and inferential. In the descriptive level, characteristics such as mean and standard deviation were calculated. In the analysis level, ANOVA test was used.

RESULTS

Table 1 shows the average of employees’ recognition and the use of a variety of e-banking services.

<table>
<thead>
<tr>
<th>Bank</th>
<th>Number</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maskan bank</td>
<td>210</td>
<td>62.7</td>
<td>13.1</td>
</tr>
<tr>
<td>Agriculture bank</td>
<td>156</td>
<td>61.6</td>
<td>13.4</td>
</tr>
<tr>
<td>Mellat bank</td>
<td>158</td>
<td>62.08</td>
<td>13.07</td>
</tr>
<tr>
<td>Eqtesad Novin</td>
<td>32</td>
<td>62.05</td>
<td>13.03</td>
</tr>
<tr>
<td>Parsian</td>
<td>21</td>
<td>61.8</td>
<td>13.2</td>
</tr>
<tr>
<td>Pasargad</td>
<td>17</td>
<td>62.2</td>
<td>13.12</td>
</tr>
</tbody>
</table>
Table 2. Comparing recognition and use of Maskan bank employees from a variety of e-banking services with other bank employees

<table>
<thead>
<tr>
<th>Change resources</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean squares</th>
<th>F value</th>
<th>p value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between groups</td>
<td>1423.660</td>
<td>5</td>
<td>355.915</td>
<td>2.021</td>
<td>0.09</td>
</tr>
<tr>
<td>In the groups</td>
<td>36102.821</td>
<td>588</td>
<td>176.111</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>37526.481</td>
<td>593</td>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As seen in the above tables, there is no significant difference between the recognition and the use of Maskan Bank staff in using electronic banking services with other banks employees (P>0.09).

CONCLUSION

One of the necessary tools for the realization and expansion of e-commerce is the electronic banking service that acts in accordance with global financial systems and facilitates the activities related to e-commerce. In fact, it can be said that the implementation of e-commerce requires e-banking realization. Accordingly, using electronic systems in the credit and financial institutions of the world is increasingly expanding and the number of people using e-banking services is ever increasing. Electronic banking phenomenon is one of the e-commerce achievements. With the ever increasing development of e-commerce in the world and due to the need of commerce to banking operation in order to transact financial resources, electronic banking has had a principle role in e-commerce. In general, electronic banking means offering banking services such as transacting resources via a public and accessible communication computer network.

Electronic banking has been created as one of the aspects of the new century transformation and profound changes in the economic relations between individuals, businesses and governments. Iran is a young country in trade and electronic banking, and has a long way to achieve an acceptable level. New technology in these two areas has given new requirements in the processing and exchange of data, tools and infrastructure to implement it and the modern banking services. With a look to the developed countries’ experiences and the growth of electronic banking services, we can mostly predict the forming requirements and its increasing trend in the field of banking services in Iran. Considering the traditional methods in Iran’s banks and the inefficiency of these banks in delivering new services and providing required infrastructure in banks are of necessities that are fortunately paid attention to by the authorities and wide vast activities are done in the banking system of the country for delivering electronic banking and other modern banking services.

One of the critical infrastructure bank that banking programmers must consider in the development strategies of electronic banking in the country is the issue of the knowledge of employees in the banking system with electronic services and the optimal delivery of these services to bank customers. Although in recent years, Iran banking system has made principled progress toward promotion and electronic banking in software and hardware, it seems that the main issue in this field is the lack of expert and cognizant human resource in the software system of electronic banking and more tendency of employees to traditional method of service providing.

Due to the fact that Iran’s banking system is codified based on the policies of the Central Bank of the Islamic Republic of Iran and consequently, electronic banking services are operated based on a common structure and logic among all the banks of the banking system of the country, all the employees of the banking system have received the same primary education in the field of banking services and accordingly, the results of this research are explainable.
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REFERENCES


