CHAPTER V

CONCLUSION AND FUTURE WORK

5.1: Introduction

E-banking services necessitate retrieving banking information and services by using of a web site for direct online transactions with service provider via internet. Usage of e-banking in Malaysia focuses on reduction of financial transaction costs and using a faster channel for reliable and convenient banking transactions. E-banking transactions are conducted over the internet web site and have witnessed an increase in the annual growth rate of internet users in Malaysia in recent years (Internet World Statistics, 2012) by virtue of its technology that allows for users to conduct transactions online (Tiwari et al., 2007). This leads to what it is necessary to enhance an effective operating system to improve e-banking web sites in Malaysia.

5.2: Main Findings

The present study developed and validated a KT Model that was previously used for identifying the critical success factors for KT via a government web site in Malaysia (Azizan, 2011). The validated Model was used to formulate a questionnaire that was used for data collection from e-banking users in Malaysia. Data collected were used to evaluate the trust in KT via an e-banking web site based on the KT Model which satisfied the first objective of the present study. The KT Model that constitutes the newly developed Model comprises trust factor that influences to KT process: initiative, implementation, ramp up and integration via web site of e-banking. The influence of trust on KT process based on the KT Model varied in the level of their influence to e-banking activities. All variables that were tested showed a significant relationship at less than 0.05 levels (2-tailed); however, trust and initiation stage was highly significant

compared to other factors that were tested. These findings showed that e-banking users in the Malaysian banking sector were influenced by the trust
factor when they transferred their knowledge via an e-banking web site. The precision and consistency measurement of the variables using the trust of e-banking users in Malaysia showed consistency measurement under a consistent condition which implies that the variables were highly reliable. Illustration showing the result obtained is as shown in Table: 16. Based on these findings, it becomes obvious that the users trust of KT via e-banking highly influences transaction processes, as well as user's trust and answering the first research question of the present study. The KT via e-banking web site formation of the primary determinant of effective e-banking transaction processes in Malaysia showed that a higher relationship exists between the trust factor and initiation stage of KT from e-banking web site from user's perspective in Malaysia answered the second research question of the present study. The trust factor that affects the process to transfer knowledge is more likely difficult during the initiation stage whereas trust that influences the execution of the transfer is more likely to affect subsequent phases of KT process (Szulanski, 2000). The supportive findings are shown in Tables: 15 and 16 while e-banking web site user's trust was ranked in Figure: 16 and Table: 15 respectively.

Furthermore, the research findings showed that the relationship between trust and initiation stage, 0.933 is the highest compared with other stages of KT which is the second objective of the present study. This study shows that 53% of the e-banking users in Malaysia used e-banking web site around two years ago to apply all financial transactions via e-banking web site in Malaysia but they are still reluctant to use e-banking web site because of lack of trust on transferring their knowledge (Szulanski, 2000; Alawneh & Hattab, 2009; AbuShanab et al., 2010; Sohrabil et al., 2013).

The present study provides insights on the importance of trust in KT via e-banking web site from user perspective and further highlights the importance of e-banking web site which was supported by previous studies (AbuShanab et al., 2010; Al-Smadi & Al-Wabel, 2011). The developed trust factor of KT through web site of e-banking provided the relevance between e-banking sector and user's satisfactions as major antecedents to effective e-banking services in Malaysia. The context of this research achieved the objectives of this research, by evaluating the trust that influenced the KT via e-banking web site in Malaysia to formulate the new KT Model based on KT Model and interrelationship. Finally, this research reflects the new Model on the prototype as a proof of concepts.

5.3: Research Contributions

The present study contributions are useful in e-banking web site in Malaysia. The trust factor in KT has been tested and has proven that it is related based on Pearson correlation statistical test at 0.05 level and were consistently reliable at Cronbach alpha coefficient value of 0.70.

The research to be reported potentially contributes in the following areas:

1. Theory:

   The four stages of KT Model proposed by Szulanski (1996, 2000) (initiative, implementation, ramp-up and integration) are to be used in this research to evaluate trust factor in KT via e-banking web site, so extending the area of application of the Model. Also discussed the trust for bank web sites and contribution to the understanding of how local context can shape perceptions of the criticality of trusts affecting in KT through e-banking.

2. Practice:

   Trust in KT via e-bank web sites; IT practitioners involved in developing web sites, particularly e-banking web sites, will be provided with insights that can contribute to making a web site a successful channel for the delivery of bank knowledge resources to users.

5.4: Research Limitations and Future Work

This research presents interesting findings. Nevertheless, there are specific limitations that must be addressed to mend further research work in this area. This research did not contain all potential variables which affect the KT via e-banking web sites. This Model gives as a basic overview of the trust concept that confirms the direct effect of the variable on KT. It requires to be further enhanced with other potential variables which significantly effect KT process. Also this research evaluates trust in KT via e-banking web site from user perspectives. Therefore, for future research, the model should be improved by searching the trust from service provider perspectives that can improve the accuracy to predict trust towards e-banking web sites in Malaysia and test the developed model. Additional variables can be computer skills, usability, awareness and accessibility. This research finding is limited to e-banking users in Malaysia since service (Cho, 2006) and system quality (Yujong & Dan, 2007) are based differently in countries. As well, across the current lack of research on KT process and the characteristics of KT among e-banking users, this research sets up a Model of KT process among e-banking user, analyzes the trust factor that influences KT process via e-banking web site; this research provides a primary idea for the banking sector in Malaysia to reduce the KT barriers with reduction of cost and enhance the KT performance. On the other side, given time and space limitations the research evaluates trust factor in KT Model and is considered the important factor in KT and lack of customer trust in knowledge and its source is one of the barriers to KT process (Cooper & Lichtenstein, 2010).