

Factors Affecting User Acceptance of Mobile Banking Applications in Sri Lanka

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Abstract. New technology has now taken a prominent place in many industries. The banking industry is one of the most needed industries in the world as there are many services offered through banks. The purpose of this research is to find the problems in existing m-banking applications, gather factors affecting the user acceptance of mobile banking applications, and gather suggestions from the users to create mobile banking applications. The researcher has surveyed by using google form which includes fifteen questions by asking the users about the problems of mobile-banking applications that users have faced when using mobile banking and their suggestions for building a mobile banking application. According to the responses, there are different problems that responders have mentioned when using mobile-banking applications such as annoying security process, the application is not functioning well, slow, language problems, connection problems, hard to use, complex steps to follow once the password is forgotten, application get stuck, cannot take a screenshot of the payment details, and cannot understand the interface clearly. When building a mobile banking application, the banks should consider these problems. Responders have also suggested that when building mobile-banking application there should be some features such as, an understandable interface, voice explanation, language options, personalization, simple process, voice command, enabling transaction facility via other banking accounts, using simple words in the application, notification facility, enabling online fund transfers, user-friendliness, simplicity, need a more simple interface, enabling a way that explains the features of the banking application and enabling good security. Therefore, when creating a mobile- banking application the banks should consider these factors, as they can give a good service to their customers and customers can do their work efficiently and in an effective way.

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