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VALIDATING A UTILITY AND TRUST IN MOBILE BANKING SCALE IN THE SOUTH AFRICAN CONTEXT

Abstract:

A widespread search of four large online academic databases, namely Sabinet Reference, EBSCOhost, Google Scholar and Emerald showed no evidence of a validated attitudes-towards-personal-financial-planning scale within the South African context. To fill this gap in the literature, the aim of this study was to describe the process undertaken to validate attitudes towards personal financial planning as a 13-factor structure within the South African context. The study followed a descriptive and single cross-sectional research design and used a survey self-administered questionnaire to collect the required data from a convenience sample of 334 Generation Y students registered at the campuses of two Gauteng-based public South African universities. The data analysis techniques comprised Pearson's product-moment correlation analysis, multicollinearity analysis, reliability measures and confirmatory factor analysis using the maximum likelihood method. The findings of the analysis validate that the proposed measurement model of utility and trust in mobile banking is a 13-factor structure that consists of attitudes towards mobile banking, perceived ease of use, perceived behavioural control, perceived self-efficacy, trust in mobile banking, perceived integrity of the mobile bank, perceived relative advantage, perceived compatibility, behavioural intention to use mobile banking, perceived structural assurance, perceived information quality, perceived system quality and subjective norms. In addition, the measurement model revealed evidence of internal-consistency reliability, composite reliability, construct, convergent, discriminant and nomological validity. Furthermore, the measurement model displayed no evidence of multicollinearity between the factors and the goodness-of-fit indices produced by AMOS suggested a well-fitting model.

Keywords:

Utility; trust; mobile banking; confirmatory factor analysis; South Africa

JEL Classification: G20, M31, O30