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Abstract

The purpose of this study is to identify the factors influencing trust in online banking in the context of Bangladesh. To conduct this study, judgmental sampling technique was used to collect quantitative data from 100 teachers and students of University of Dhaka. Using factor analysis, three antecedents of trust in online banking, such as perceived security, perceived privacy and bank reputation, were identified. Subsequently, results of multiple regression analysis revealed that clients' perception of privacy, security and bank reputation positively contributes to trust toward online banking. Among the identified antecedents, perceived privacy was found to be the most influential predictor of trust toward online banking. It is believed that the results of this research would be helpful for marketers and managers of banks who have a desire to increase clients' loyalty by obtaining their trust with online banking services.

Keywords: Trust, Online Banking, Perceived Security, Perceived Privacy, Bangladesh

1. Introduction

Throughout the years, the use of internet as a mechanism to perform business operations has become a worldwide trend (Ganguly et al., 2009, Islam et al., 2019). With the passage of time, the internet users all over the world are rapidly increasing and Bangladesh is no exception. According to Bangladesh telecommunication regulatory commission (BTRC), the absolute number of internet subscribers has arrived at 103.253 Million in March 2020 (Btrc.gov.bd, 2020). Besides, the e-commerce market size of Bangladesh has reached 1.6 billion and it is expected to double in the next four years (Islam et al., 2019).

Keeping these trends in view, banking service providers in Bangladesh are attempting to keep pace with the advancement of information and technology (Ashraf et al., 2020). Recently, there has been a surge in the acceptance of online banking by both the customers and service providers alike (Hasan et al., 2010; Jahan et al., 2020; Ashraf et al., 2020). According to Iqbal (2018), approximately 40 out of 60 scheduled commercial banks in Bangladesh are offering numerous online banking services such as utility bill payment, deposit management, loan installment payment, fund transfer, credit card bill payment, and internet shopping with retailers, insurance premium disbursement, customer service requests, international transactions, and so on. In addition, 16 banks in Bangladesh are providing mobile financial services through almost 1 million agents (Rahman, 2019). Still, it has been reported that due to lack of trust, some clients yet feel doubtful of adopting online banking services (Hasan, 2010).

Recently, numerous studies have identified that trust is the one of the most decisive factors leading to clients' usage intention and actual acceptance of online banking (Montazemi and Qahri-Saremi, 2015; Jansen and Van Schaik, 2018; Yuan et al., 2019). Furthermore, Chaouali and Hedhli (2019) pointed out that clients usually consider e-banking practices to be relatively riskier as compared to the traditional banking activities. However, they argue that with greater level of trust, uncertainty associated with e-banking reduces substantially (Chaouali and Hedhli, 2019). Similarly, Sadekin et al., (2019) also advocate that trust contributes favorably to the accomplishment of e-banking system in Bangladesh.

Therefore, developing a sound knowledge on the factors that influence clients' trust in online banking is a topic of critical importance in the online business environment. Previously, some academic researchers, such as Ganguly et al., (2009), Sekhon et al., (2010), and Shao et al., (2019), found that website characteristics, perceived security, privacy, platform reputation, mobility, customization, service quality factors etc. play a significant role in building trust toward online shopping. However, those studies have been carried out from the perspective of enriched online business environment where clients already have positive attitude trust toward online banking services. In addition, bank service providers from those countries have already been able to instill trust in the mind of their clients after decades of operations (Fox, 2013).

However, e-commerce/online business is still going through its early stage in Bangladesh. According to a report released by statista, merely 18.02% of the Bangladeshi inhabitants had access to internet in 2017 which is substantially lower than U.S, China or even India (Statista, 2020). It is only in this decade that Bangladeshi customers have started adopting online banking services at a greater pace (Hossain et al., 2020). Hence, findings obtained from prior studies regarding the antecedents of trust in online banking might not be the same in the context of Bangladesh.

In Bangladesh, several studies have been conducted to understand consumer behavior of online banking (Mia et al., 2007), customer satisfaction with online banking (Nupur, 2010), online banking adoption (Hasan et al., 2010; Islam et al., 2019; Hossain et al., 2020), challenges and opportunities of online banking (Karim and Gide, 2019), and so on. However, the issue of trust in online banking from Bangladeshi context has not yet been adequately addressed by the scholars.

To bridge this research gap, this study is aimed at fulfilling the following **research objectives**:

- To identify the antecedents of trust in online banking from Bangladeshi perspective.
- To predict trust in online banking as a result of perceived security, perceived privacy and perceived bank reputation.

- To outline a few major problems faced by the bank regarding online banking system.

2. Literature Review and Hypothesis Development

Online banking may be characterized as the utilization of web-based platforms such as websites, mobile apps or other electric devices so as to conduct several banking operations (Rawwash, 2020). It is also known as e-banking/internet banking which provides the clients an opportunity to verify the balance, pay bills, shift their funds, apply for loans, obtain regular transaction information, and so on (Revathi, 2019).

On the other hand, trust can be conceptualized as the perceived credibility that one party has over other party (Chellappa, 2008). In accordance with Mcknight (2005), the authors of this study conceptualized trust as the degree to which the bank clients are ready to rely on the actions and outcomes of the online banking system even when unfavorable outcomes are possible. It has been cited in past literatures that the adoption of online banking system depends largely upon trust (Yousafzai, 2009; Budimir, 2019). More specifically, when consumers feel secured and confidence of their online transactions, they are more likely to adopt online banking services (Yousafzai, 2009).

In the present study, the authors have investigated a number of precedent literatures to identify the determinants that can build trust in online banking. After extensive literature review, it has been noticed that perceived security, perceived privacy and reputation of the bank are the three constructs that appeared in most of prior studies as antecedents of trust in e-commerce environment (Fisher and Chu, 2009; Tabatabaei et al., 2014; Riquelme and Román, 2014; Wei et al., 2019). In the following section, the authors have, therefore, reviewed the scholarly works which focused on the influence of these constructs in generating trust toward online banking.

2.1 Perceived Security and Trust

Perceived security indicates the degree to which a user considers the acceptance of a particular system or technological platform to be safe and

free from risks (Kim et al., 2010; Wang, 2014). According to Koufaris and Hampton-Sosa (2004), online service providers must ensure secured communication and transaction systems for their customers and clients in an effort to generate trust. In Bangladesh, bank accounts and credit cards have been the major targets of cyber-attack (Das and Spicer, 2016). Hence, security in online banking has to be enhanced by ensuring that information provided by the clients is not altered or used by unlawful parties (Ganguly et al., 2009; Damghanian et al., 2016; Chandio et al., 2017).

The relationship between perceived security and trust has been empirically tested in a number of prior studies (Chen and Barnes, 2007; Ong et al., 2015; Escobar-Rodriguez, 2017). Mekovec and Hutinski (2012) illustrated that when online banking service providers ensure security for their clients, it will offer the substantial, rational, and technical safeguards which motivate the users to use online banking services. Osman et al., (2017) described that clients have a tendency to exhibit significant trust toward online banking system when the bank website protects the users from unauthorized access, provides tight security with regard to login name and password authentication. Similarly, scholars, such as Tabatabaei et al., (2014), Nguyen et al., (2015), and Goel and Nath (2020), advocated that higher degree of perceived security results in greater level of trust in online banking. In light of the above discussion, the authors can hypothesize that:

H1: Perceived security is positively related to trust in online banking.

2.2 Perceived Privacy and Trust

Perceived privacy alludes how strongly a user or consumer believes that their recognizable information will be protected from unauthorized use (Riquelme and Román, 2014). In other words, privacy is identified as the right of the users to regulate the collection and use of his or her personal information even after revealing it to others (Chen and Barnes, 2007; Wei et al., 2019)

In the context of e-commerce, individuals tend to be suspicious toward online offerings when their private information is not protected properly (Mekovec and Hutinski, 2012). More specifically, it has been found that the

users' tend to have high privacy concerns with online banking system because their profile and information are likely to be shared with the third parties by the bank; their location might be tracked and they might encounter unsolicited advertising (Carlos Roca et al., 2007). However, if a bank protects monetary and personal information of its clients or the bank website does not use any cookies without the permission of the clients, it leads to an increase in the trust of their clients (Law 2007).

The connection between perceived privacy and trust has been well discussed in several prior literatures. Authors, such as Chen and Barnes, (2007), Kassim, (2017), and Casalo et al., (2017) have empirically established that perceived privacy results in trust in online business environment. Besides, Yousafzai et al., (2009) claimed that clients with positive opinion on online privacy can show greater level of trust toward online banking services. As a consequence, the authors have formulated the following hypothesis:

H2: Perceived privacy is positively related to trust in online banking.

2.3 Bank Reputation and Trust

E-service provider's reputation has been acknowledged as crucial factors of trust in several precedent studies (Kim et al., 2008; Mou and Cohen, 2014). Excellent reputation of the online vendors enhances the clients' conviction with regard to the capability, goodwill, and reliability of the e-service providers (Mou and Cohen, 2014; Bing et al., 2019). According to Casalo et al., (2007), e-banking service providers' reputation largely depends on how much sincere and trustful the bank websites/apps are in terms of dealing with customers.

Sekhon et al., (2010) found that the size and reputation of the bank provide structural assurance to its clients to adopt e-banking system but not in the nonexistence of long-established service quality. Mukherjee and Nath (2003) identified that reputation of the bank is one of the critical antecedents of trust in e-commerce because the quality of the bank is related to the information features that the bank offers via websites, such as usefulness, completeness and accuracy the information. In other words, the quality and reputation of the bank can boost customers' trust in online transactions

(Koufaris and Hampton-Sosa, 2004). In addition, contemporary scholarly works conducted by Lee et al., (2017), Kaur et al., (2017), and Rahayu et al., (2020) provided objective evidence that vendor reputation is a significant predictor of trust in the e-commerce context. Keeping the findings of these literatures in view, the authors can hypothesize:

H3: Greater perception of the reputation of the banks induces greater degree of trust in online banking.

3. Research Design

This was a cross sectional study where quantitative data were collected from the respondents only once through survey questionnaire to analyze factors influencing trust in online banking in Bangladesh. After analyzing the literature review, the authors found that there are three major antecedents or latent variables that can build trust in online banking. Therefore, the authors have formulated following research questions in light of the literature review.

- What are the antecedents of trust in online banking in Bangladesh?
- Do those antecedents play significant role in developing trust?
- Which antecedent plays the most crucial role in influencing trust?
- What problems do bank clients encounter while receiving online banking services?

To answer these research questions, the authors have developed the following conceptual framework in light of the hypotheses developed based on prior literatures.

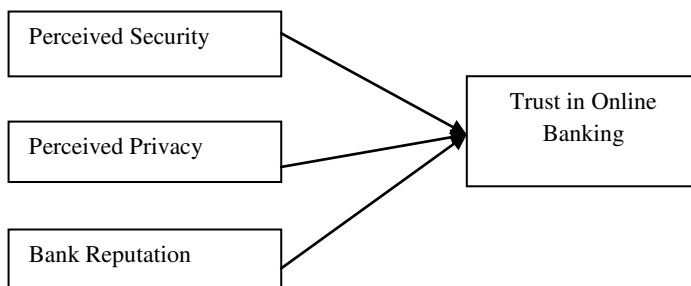


Figure 1: Conceptual Framework

The above conceptual framework indicates that perceived security, perceived privacy and reputation of the bank might positively influence clients' trust toward e-banking.

4. Methodology

4.1 Sources of Data

In an attempt to make this study more objective, two sources of data, primary and secondary, were used. The primary data was collected by using survey questionnaire through both online and offline on several variables. Secondary data were collected by reviewing different literatures, newspapers, and journals.

4.2 Questionnaire and Scales

A self-administered semi-structured questionnaire was mainly used for collecting the data. A 5 point Likert scale (1= strongly disagree, 5= strongly agree) had been used for the survey. Data obtained from Likert scale were treated as interval as per Malhotra and Das (2016). Items used to measure the latent constructs, such as perceived privacy, perceived security, and reputation, have been adopted from previous studies and modified to fit the context of this research. The sources of the items of each latent variable have been shown in Appendix 1.

4.3 Respondents and Sampling Technique

The target population for this study included all the male and female members, teachers and students of University of Dhaka who have used online banking services at least once from January 2019 to August 2019. The respondents were surveyed on August, 2019. Initially, the questionnaire was sent to 150 members. Among them, 23 respondents did not respond at all and 27 responses were incomplete and later it was found that they were not active users of online banking services. So, the final sample size was 100. According to Hair et al., (1995), the ratio of observations to independent variables must not fall below zero if the researchers are willing to conduct regression analysis/factor analysis. Sample size chosen for this study

fulfilled this criterion. In this study, judgmental sampling technique was used for selecting the participants. Based on the judgment of the researchers, those respondents were surveyed who are familiar with online banking system to some extent.

4.4 Data Analysis Tools and Techniques

In an effort to analyze the data collected from the survey, the authors employed several popular statistical techniques such as factor analysis using Principal Component Analysis (PCA) with Varimax rotation and multiple regression analysis. PCA was used to reduce a large number of interrelated variables to a manageable level. Data have been analyzed using a popular statistical package known as *Statistical Package for Social Science (SPSS)* version 19.

4.5 Limitations

This study has a major limitation on sampling selection that was chosen using a non-probability sampling technique called judgmental sampling. Sometimes, with non-probability sampling techniques, accurate inferences about the population cannot be made (Malhotra and Das, 2016). Moreover, the researchers could not demonstrate how demographic information of the clients' influences the level of trust in online banking.

5. Findings and Results

To identify the determinants or factors leading to clients' trust with online banking, the researchers carried out a factor analysis. To check whether or not sample size was adequate for data analysis, the researchers relied upon KMO (Kaiser-Mayer-Olkin) value. Kaiser suggested that KMO value above .5 would be acceptable (Kaiser, 1974). As shown in Table 1, the KMO value exceeds .80, which indicates the sample size was adequate for conducting a factor analysis.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	1280.755
	Df	66
	Sig.	.000

Moreover, Bartlett's test of Sphericity indicates whether factor analysis would appropriate for data analysis or not. As is shown in Table 1, the null hypothesis, population correlation matrix is an identity matrix, is rejected ($P < .05$, Approx. Chi Square = 1280.755, $df = 66$). So, the researchers can proceed with factor analysis.

As shown in Table 2, the researchers were able to hold three trust building factors in this study because Malhotra and Das (2016) suggested that only the factors with eigenvalues greater than 1 should be retained. These three factors chosen for this study, however, account for 85.708% of the variances. The Table 2 also provides evidence for reliability and validity of this study.

In an attempt to measure the reliability, internal consistency within multi item scales were assessed by calculating the Cronbach's alpha. Normally, a satisfactory alpha value is .60 (Churchill, 1979). In this study, reliability for perceived security, privacy, bank's reputation was above .90 which surpassed the cutoff value. The factor loadings of all the constructs exceeded .70 which signified that there was convergent validity. The fact that there was no cross loading of one item into more than one factor provides evidence for discriminant validity.

Table 2: Factor and Reliability Analysis Results of Indicators

Constructs	Items Code	Loadings	Eigenvalues	(% of Variance Explained)	Reliability (Alpha)
Perceived Security	PS1	0.905	4.241	29.959	0.936
	PS2	0.969			
	PS3	0.97			
	PS4	0.926			
Perceived Privacy	PP1	0.869	3.671	58.097	0.961
	PP2	0.94			
	PP3	0.936			
	PP4	0.896			
Bank Reputation	BR1	0.808	2.373	85.708	0.929
	BR2	0.923			
	BR3	0.937			
	BR4	0.924			

Furthermore, values presented in the factor loading column represent correlations between the chosen items and the identified factors. Varimax rotation was done for an easy interpretation of the data (Malhotra and Das (2016) and a factor loading cutoff value of .55 for 100 sample size was considered in this study in accordance with the recommendations provided by Pituch and Stevens (2015) as well as Gaskin (n.d).

As shown in the table 2, the first factor is labeled as perceived security as four items (PS1-PS4) loaded highly on this factor and all these items (Appendix 1) are associated with the extent to which clients feel that online transactions with the bank is safe and secured. Similarly, the researchers named the second factor as privacy since four items (PP1-PP4) which loaded heavily on this factor is deeply connected with clients believe that the information supplied to the bank over online will be kept private and will not be misused. The third factor was identified as bank’s reputation, because it included items (BR1-BR4) which represent the extent to which the consumers believe that the bank is honest, well known and connected with its clients.

However, the dependent variable in this study was “trust”. This latent variable was further measured by using four items and they loaded highly on one factor. This result is shown in Table 3.

Table 3: Factor Analysis Result of Items Measuring Trust

Constructs	Items Code	Loadings	Eigenvalues	(% of Variance Explained)	Reliability (Alpha)
Trust	TR1	0.892	3.015	75.286	0.889
	TR2	0.906			
	TR3	0.909			
	TR4	0.732			

In the next segment of this study, the researchers carried out a regression analysis to predict the relationship between trust (dependent variable) and perceived security, privacy, bank reputations (independent variables). Instead of using surrogate variables or mean scores of multiple items measuring each factor, the researchers used factor scores to accurately identify the dependent and independent variables for subsequent regression analysis.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.598	.585	.64403745

a. Predictors: (Constant), Perceived Security, Perceived Privacy, Bank’s Reputation

As shown in the Table 4, the researchers found a positive and strong correlation ($R = .773$) between perceived security, privacy, bank reputations (independent variables) and trust in online banking (dependent variable). On the other hand, R square = .598 indicates that 59.8% variation in trust in online banking can be explained by the identified factors. Adjusted R square

and R square have closer values which mean that the additional independent variables after the initial one makes a contribution in explaining the variation in trust with online banking.

Table 5: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	59.181	3	19.727	47.559	.000 ^b
Residual	39.819	96	.415		
Total	99.000	99			

a. Dependent Variable: Trust

b. Predictors: (Constant), Perceived Security, Perceived Privacy, Bank’s Reputation

As shown in the Table 5, it is apparent that the overall null hypothesis, R^2 in the population equals zero, is rejected as $p < .05$. So, one or more partial regression coefficients have a value different from zero (Malhotra and Das, 2016). To identify which coefficients are nonzero, the researchers relied upon Table 6.

Table 6: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Results
	β	Std. Error	Beta			
1 (Constant)	1.487E-16	.064		.000	1.000	
Perceived Security	.443	.065	.443	6.838	.000	Supported
Perceived Privacy	.456	.065	.456	7.039	.000	Supported
Bank Reputation	.441	.065	.441	6.810	.000	Supported

a. Dependent Variable: Trust

As shown in Table 6, all the independent variables such as and perceived security, privacy, bank reputations significantly and positively affect the clients’ trust with respect to online banking. So, all the hypotheses set in the form of H1-H3 were supported as $p < .05$ for all the independent variables.

As can be observed from the un-standardized coefficient values, among all the independent variables, perceived privacy seemed to be the most important factor contributing to trust as it has the highest coefficient value.

Based on the above findings, the following regression equation is proposed:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon_i$$

Trust = 1.487E-16 + .443 (Security) + .456 (Privacy) + .441 (Bank Reputation) + error

All the variables were found to have positive signs associated with them which signify that if perceived security with bank transaction increases by one unit, trust with online banking system might increase by .443 times and vice-versa if other variables and factors remain constant. Similarly, with an increase in customer privacy and bank reputations, clients' trust might increase by .456 and .441 times respectively if other factors remain constant.

Nevertheless, the third specific objective of this study was to outline some of the problems faced by the banks regarding online banking system. The researchers relied upon secondary data to analyze this objective.

Problems associated with online banking system are summarized below:

- Despite the benefits of online banking, a huge number of technologically ignorant adults do not engage in it at all due to their traditional banking habits.

- With online banking, cyber criminals basically have to discover certain private information to break into an individual's account and steal their funds. Cyber criminals can do this anonymously and it requires considerably a lesser amount of physical risk than in the past. In February 2016, Bangladesh Bank cyber heist took place in which hackers could steal close 1 billion US dollars (Das and Spicer, 2016).

-It can be extensively complicated and time consuming to deposit or withdraw funds from an online bank. Not only do online banks often have fewer ATM's than their traditional counterpart, but it also can take longer amount of time for deposits to be processed and put into a bank account.

-Since online banks depend so greatly on their online platform, this implies that banks can incur considerable losses if their systems collapse or

if there are bugs in their code. A single technical failure which causes a bank to be non-operative for a day could result in a huge amount of losses.

-Customers who are using mobile banking app also face difficulties due to technological and networking troubles. As a result, they often are not able to make payments or conduct transactions within due time.

6. Discussion and Implications

This study identified the antecedents of trust in online banking and empirically confirmed the role of perceived security, perceived privacy, and bank reputation in generating trust toward online banking in the context of Bangladesh.

The outcomes of this research revealed that higher degree of perceived security results in greater level of trust in online banking. This output differs from the findings of Law (2007) but is in line with the results of prior literatures conducted by Ong et al., (2015), Nguyen et al., (2015), and Goel and Nath (2020). Hence, the online banking service providers in Bangladesh should never seek inappropriate information from their users nor should they place any cookies without taking the clients' permission as a means to keep the transaction process safe and secured in the digital platform.

This study also presents that perceived privacy is substantially and positively related to users' trust in online banking. This result is in consistent with several prior studies (Chen and Barnes, 2007; Casalo et al., 2007; Yousafzai et al., 2009). Therefore, bank authorities should employ appropriate mechanisms for the protection of deceitful utilization of clients' monetary and private data.

The outcome of this paper also revealed that trust is positively influenced the reputation of particular bank. This result is in accordance with the empirical studies of Lee et al., (2017), Kaur et al., (2017), and Rahayu et al., (2020). Based on this output, it may be stated that a bank service provider might incorporate adequate online banking facilities but if it does not have overall good reputation, clients' initial trust toward online banking will not improve. Therefore, banking service providers must improve their repute, past record, and other credibility of their sites.

7. Recommendation

In light of the findings presented in this study, the researchers outlined the following recommendations for those banks which want to obtain the trust of their clients.

i) The researchers recommend that online banking service providers in Bangladesh make an arrangement for data verification, data integrity and data secrecy for improving the security perception of the clients. In an attempt to do these activities, the bank authority should hire trained IT professionals who have success in this field.

ii) The bank can boost up perceived privacy of the clients by making sure that they are not asked to provide personal information which is irrelevant for the banking transaction. If the bank wants to do behavioral targeting by collecting client information to serve him or her better or if the bank wants to place tiny files called cookies in the users' browser or personal computer, the online banking website must take the consent of the user. Investments in block-chain, cloud infrastructure, bionic workforce, big data and artificial intelligence are critical

iii) The researchers believe that security issues must be resolved with the use of software-based systems or hardware-based systems or a hybrid of the two. Banks must come up with software-based solutions such as the use of encryption algorithms, private and public keys, and digital signatures to form software packets known as 'Secure Electronic Transaction' used by MasterCard and Pretty Good Privacy. Hardware-based solutions such as the Smartcard and the Microchip should also be introduced to provide better protection for the confidentiality of personal information.

iv) Investments in block-chain, cloud infrastructure, bionic workforce, big data and artificial intelligence are highly recommended.

v) The researchers suggest that the bank can improve its perceived reputation by being honest and credible to the clients without making any misuse of information. When deception cases take place through the use of E-banking, banks must back their clients and take immediate recovery steps in the form of investigation and compensation.

8. Conclusion

This study verified the previous studies conducted in this field and presented a distinctive point of view in the field of behavioral finance and marketing research by properly illustrating how trust can be developed in the online banking environment in Bangladeshi context. Results of this study might have far reaching implications on effective online website and application design for the bank. This study confirmed that trust with online banking can be built up by increasing perceived security, perceived privacy and perceived reputation.

However, this research is focused only on the online banking users of Dhaka. Further research on the same topic should cover wider geographic area to improve generalization of the study. The researchers recommend that in the future studies, potential researchers should include additional variables (clients' perception on web site design, mobile app design, and self-efficacy) into our proposed model. Moreover, analyzing how trust with online banking varies based on various demographic variables would provide significant insights.

In the end, the authors firmly state that this one of the first empirical studies which has been conducted to understand the determinants of trust in online banking from Bangladeshi context. This research would certainly act as a reference point for future researchers who are willing to carry out studies on similar theme.

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Appendix-1

Latent Constructs	Item Codes	Scale Items	Ref.
Perceived Security	PS1	There is availability of secure modes for transmitting information in online banking	Ganguly et al., (2007)
	PS2	I feel secure about the electronic payment system in the online banking.	
	PS3	I have confidence in the overall security of online banks.	
	PS4	I do not feel insecure while making my transaction with mobile app.	
Perceived Privacy	PP1	The monetary information that I provide to the online store is well protected.	Chen and Barnes (2007)
	PP2	My online bank website does not place cookies on my computer without my consent.	
	PP3	My online bank service provider does not ask irrelevant information.	
	PP4	My online bank service provider does not leak my personal information to others.	
Bank Reputation	BR1	This bank has a reputation of being honest	Koufaris and Hampton-Sosa, 2004
	BR2	This bank has a concern for customers	
	BR3	This bank is well known	
	BR4	This bank is famous for having good IT infrastructure	
Trust	TR1	I believe that transaction through online banking is safe	Ganguly et al., (2009)
	TR2	I believe that transaction through online banking is reliable	
	TR3	I am confident with online banking services	
	TR4	I do believe that online banking always keeps my best interest	

*Scales items have been modified to fit the context of this study