

DEBIT CARD ADOPTION: A CASE STUDY OF BANK RAKYAT

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Abstract

The evolution of payment system in Malaysia has shifted from cash to cashless or paperless in alignment of globalization and digital era particularly in the banking system. The technology advancement enormously improves the efficiency of payment system that led to the recognition of debit card usage for public convenience. Debit card provides a great deal of convenience and security in managing bank savings account in terms of cashless transactions when making any payment. For this reason, a case study was conducted which focused on the adoption of debit card among the customers of Bank Kerjasama Rakyat Malaysia Berhad (BKRMB) also known as Bank Rakyat. As evident in the literature review obtained from previous studies, the adoption of debit card was significantly associated with the customers' demographic background, customers' perceptions, and technological factors. Hence, an investigation has been done in this study which based on the customers' perceptions aimed at determining the impact of these three factors towards the adoption of Bank Rakyat debit card. A survey method was adopted which involved three hundred respondents selected via the convenience sampling technique. Findings revealed that technological factors and customers' perceptions significantly played an important role in the adoption of Bank Rakyat debit card. Therefore, this possibly provides a better input for the Bank Rakyat in strategizing their marketing plans or procedures for future development on its debit card.

Keywords: *debit card; payment system; customers' perceptions; technological factors; customers' demographic background*

1.0 INTRODUCTION

While the technology is changing rapidly, banking institutions in Malaysia also become more competitive by enhancing their technology in providing more facilities to their customers to compete with others. Nowadays, the awareness of customers about some disadvantages of credit card usage has led them to adopt other alternative of payment system via a debit card. The use of credit card is similar to taking a loan from a particular banking institution. In contrast, the use of debit card is depends on the amount available in the customer's bank savings account to be deducted upon customer's authorization when making a payment. Normally, debit card is issued with Visa or Mastercard logos as to attract more customers to use debit card, which compares to Automated Teller Machine (ATM) card. ATM card is usually used for payment under MEPS' e-Debit.

Debit card provides a great deal of convenience and security in managing bank savings account in terms of cashless transactions when making any payment. Debit card and credit card are generally accepted for payments worldwide. In specific, credit card provides convenience for its customers to buy goods and services within their credit limits granted by the credit card issuer (bank) where the amount spent will be paid during a flexible time period. Comparatively, the transactions amount of payment using a debit card will be deducted from the customer's bank savings account that has been agreed upon; hence through this payment system the customers able to manage their financial activities more effectively without worrying the charges to be imposed due to late payment and annual fees to be paid as for the credit card.

The use of debit card for payments in Malaysia has started in the early of 2000 and it became a popular method of payments among the customers since then. Traditionally, Malaysia is a country that implement a cash-based economy, thus the transition of payment system from cash to cashless particularly using the debit card requires a great deal of awareness among Malaysian customers. As a result, several financial institutions and banks in Malaysia have initiated and issued a domestic debit card and debit card brands to their customers, such as Mastercard Maestro and Visa Electron. This signaled an encouraging effort for the improvement of operational efficiency of the domestic debit cards and the adoption of debit cards in Malaysia.

In the current practice, most financial institutions and banks will automatically issue debit card upon opening a new savings account without any request made by the customers. As for the population of Bank Rakyat cardholders, it was about 85,235 cardholders recorded at the end of May 2014. The number of transactions has also increased with a value of RM90 million recorded in 2013. Apparently, the bank will issue an ATM card and a debit card upon request made by their customers. As reported in December 2013, the adoption of debit card by the customers of Bank Rakyat appeared less successful and still far behind in comparison to other banks in Malaysia.

Consequently, the main objective of this study was to explore the factors impacted the adoption of debit card by the customers of Bank Rakyat, hence this can provides useful information for Bank Rakyat marketing strategic development and strategizing their marketing or procedures in order to meet their organisation goals. Specifically, there were three objectives aimed in this study, (i) to identify the relationship between the customers' perceptions and the adoption of Bank Rakyat debit card, (ii) to determine the relationship between the customers' demographic background and the adoption of Bank Rakyat debit card, and (iii) to identify the relationship between the technology growth aspects in Malaysia and the adoption of Bank Rakyat debit card.

2.0 LITERATURE REVIEW

Debit card is a card issued in collaboration between financial institutions and bank card associations, for instance Visa and Mastercard. The features of a certain debit card are issued by the bank card associations; however, the terms and conditions are determined by the individual institutions and not by the bank card associations. Several debit cards have limited terms and conditions such that, it is only use for retail stores and publisher, therefore this limits in its functionality. Relatively, a debit card is referred to a "buy now" and "pay now" option. This explains the differences of debit card compared to credit card. Credit card is best labelled as "buy now" and "pay later" option and it extends the purchaser a loan in which the customers do not have to pay immediately.

2.1 Customers' Perceptions

Part of the objective of this study was to determine the relationship between customers' perceptions and the adoption of Bank Rakyat debit card. Customer perception is a typical behaviour, mostly very synonym with advertising and marketing strategies that will influence customers in term of impression, awareness and/or consciousness about the products offered by the advertising company. The perception can be in various channels such as through a social media, reviews, public relations, personal experiences and other channels. Santomero and Seater (1996) suggested that the diffusion of electronic payment media is largely dependent on the parties involved, namely, the consumer, the merchant and the bank card issuer.

Product's characteristics

People often make judgments about the desirability of a product based on the products' characteristics. In fact, according to Cateora and Graham (2007), "a product's characteristics influences whether the product will be accepted by its intended market". For example, Kinsey (1981) demonstrated that time-constrained households were more likely to use credit cards because these cards were time saving device. Time saving is not the only benefit, debit and credit cards offer worldwide acceptance, high credit limits, cost-free travel, accident, baggage, and car-rental insurance, ability to spread out payments over time, status, concierge services, and some other features that financial institutions could offer. Importantly, good financial management is the key needs across all steps.

Safety

Consumers' safety perception is influenced mainly by consumers' views on the likelihood that incidents may occur. Consumers who believe that the risk of falling victim to pay loss or fraud is high are more likely to believe that the corresponding means of payment are unsafe. Consumers' beliefs of the likelihood and impact of possible safety incidents found to be influenced strongly by experiences and personal characteristics. Generally, people who have been involved in negative payment incidents, such as women, people living in urbanized areas, and lower-educated and lower-income people will think more seriously about the risks and consequences of payment incidents. Consumers' daily payment behaviour is significantly influenced by how consumers assess the safety level of the different means of payment. People who perceive particular payment instruments to be unsafe are found to use them less often, reverting to alternative ways of paying. Consumers' payment preferences are strongly affected by their perceptions of safety, which in turn are primarily influenced by views on the probability of possible safety incidents occurring when using or carrying a payment instrument.

Service quality

Quality is a process of cognitive appraisal of service (Cronin & Taylor, 1992) and should assess and analyze the delivery of services (Asubonteng, McCleary, & Swan, 1996). The intangible nature of services adds complexity in understanding service (Cowell, 1984; Wolak, Kalafatis, & Harris, 1998). Which according to the quality of services increase customer confidence in the service provider and affect their intention to use the service (Shamdasani, Mukherjee, & Malhotra, 2008). Through research done, the quality can be defined from the aspect of consumer goods and services, which exceed customer expectations (Parasuraman, Zeithaml, & Berry, 1985; Grönroos, 1990; Zeithaml, Parasuraman, & Berry, 1990). Parasuraman et al. (1985) conceived that customers' perceptions on service quality will be governed by the gap that occurs between the expectation of customers and what they obtain from the service. It becomes imperative for companies to study and comprehend the expectation levels of the customers, and design service delivery to suit with customers' expectations. According to Ranganathan and Ganapathy (2002) by delivering a service meeting the customers' expectations and complement with higher quality of service will increase the competitive advantage of the company and business as well and it benefits in retaining customers (Zhu & Lin, 2010).

Service quality includes of functional and technical components (Grönroos, 1990). The functional component combines the behaviour of the service personnel, the efficiency of the delivery in term of time, and the ability of the competent staff. Technical aspects related to outcome of the service. Research shows that various dimensions of service quality perception. It covers physical, interactive and corporate quality (Lehtinen & Lehtinen, 1982), service delivery process (Parasuraman et al., 1985), the customer-employee interaction (Rust & Oliver, 1994) and 'how' services have been performed (Swartz & Brown, 1989). Assess customer service as poor if it does not meet their expectations (Oliver, 1980). Improvement of service quality will also increase the customer satisfaction (Asubonteng et al., 1996) and this will affect their attitudes about these services.

2.2 Customers' Demographic Background

Demographic can be identified and differentiate into groups according to several criteria that will point out in this section. Traditional demographic variables, such as gender, age, income and education levels can be used to describe the characteristics of sub-markets and market segments, and classify the major factors (Kotler & Armstrong, 1999). Referring to Becker, Brewer, Dickerson, and Magee (1985), effective market segmentation techniques depend on the relevant descriptors. Segmentation variables need to be considered by measurement, availability, reliability and the ability to reveal the identity of each of their market segments. In the adoption of debit card, demographic segmentations are also playing a role to determine the customers' point of views.

According to Smith (1956), a concept of market segments is an important part of modern marketing. Market segment is the group "within" market based on certain criteria. User "within" as sub-market is assumed to be quite similar in their needs, characteristics and behaviour. Pride and Ferrel (1983) describe the market segment as the market decision-making process into several groups. The signal of acceptance of debit card can be measure throughout the level of segmentation in the demographic. According to Rust and Zahorik (1993), in decreasing of using a debit cards can be a signal that the product is not effective and lack of response from the target group. It would be more problematic if there is an indication that the product does not meet the needs of the target market. Hence, there appear several segments which possibly affecting the adoption of debit card as stated in the next section.

Lifestyle

According to Solomon (1999), consumer lifestyle is based on consumption and consumer choice in deciding on the various product categories. Different customers have different lifestyle patterns and customer behaviour can be changed through different stages of life. A family with small children has a different lifestyle compared with much older couples where children have grown up and do not live together, and therefore it is likely to be significant differences in consumption patterns between the two groups. According to Thane (1989), people's change is based on past experiences throughout life such as retirement, loss of spouse, and ill health. Adjustments potential of more than 49 people to the events of the catchment area is dependent on the balancing of various aspects of time, money and health. Among the consumer of older ages, they probably not interested to spend something that are not necessary or less important, so they are more likely to pay using cash specifically for grocery, medical, and long term loan (housing). Unlike the young age consumer, they tend to spend more on fashion, trendy and branded product to reflect their lifestyle status. Younger consumers most likely to spend their money at the mall and bring out more cash will create an issue of safety.

Income level

Machauer and Morgner (2001) make the point that most bank customers still determine the demographic and socio-economic development, especially income. They make a strong case for segmentation based on criteria such as interest sought psychology and attitudes towards aspects of the service. A higher income customer may need debit cards as tool to make their payment more easily compared to bring out cash in doing transactions because it is more vulnerable for their safety. Income level can also determine customer's status; a higher income level may lead the customers to spend out more compared to customers with lower income level. Referring to Boundless (2015), the higher the income level, the greater the purchasing power and it is likely maturity of this segment clearly aligned with higher active participant rates.

Educational level

Customer level of education contributed to their awareness on the adoption of debit card. Educational level of customer potentially influences customers to possess a debit card. Customers are mostly feeling insecure of technology and feel more comfortable using cash. Educated customers are less likely to be cheated by others; furthermore they feel safe using debit card as a payment tool. According to Smith (2000) knowledge and skills gained by individual normally will stay and remained for rest of life. Kolodinsky, Hogarth, and Hilgert (2004) concluded that income and education positively influenced decisions making. Card usage intensity has been found positively related to educational level (Kaynak & Harcar, 2001). The educational level may be also considered as a variable to understand its impact on customers' behaviour of using debit card.

2.3 Information Technology

Debit card has been used by the customers worldwide as it can provides benefit in terms of facilities which offers convenience and money management for users. The era of paper cheques have been evolved to the new era of electronic payment. In Malaysia, there are actually two types of cardholder conditions, PIN based and Signature based debit card cardholders. The PIN based debit card allows users to make payment or withdraw cash by deducting direct from their bank account either using Auto Teller Machines (ATM) or using Electronic Fund Transfer Point of Sales (EFTPOS). It also known as a debit transaction where the purchase amount transacted will be immediately deducted from user savings or current account direct into the retailer's or merchant's bank account. There are few influences factors that have been identified as an adoption of debit card usage among consumers which been addressed in the aspect of technology. Few key points that been identified as factors which influenced this adoption, such as security reasons, facilities offered by the providers and the increased numbers of online users.

Internet

E-commerce has been through a period of establishment in Malaysia until recently. However it is still considered as new in marketing. According to a year survey done by the Suruhanjaya Komunikasi Multimedia Malaysia (SKMM) in 2011 for Household Use of Internet Survey (HUIS), Internet Banking have been a popular usage as 40.9 percent household users reported they did their banking transactions via online and 24.5 percent of household users had used internet for online shopping. Compared to HUIS 2009 survey, the report showed that, 27.2 percent of home users perform transactions on the net (only in financial activity). This shows an upward trend of the internet usage among consumers, thus revealed its impact on debit card adoption.

Security

One of the main challenges that discourage users from using debit cards is on its security issues. The debit card actually offers high security as compared to credit card. The crime cases associated with debit cards have increased along with the rapid growth of its usage. According to Nilson Report (2013), issuers,

merchants, and acquirers of credit, debit, and prepaid cards, general purpose and private label payment cards worldwide gross fraud losses \$ 11.27 billion in 2012, increased to 14.6% compared to the previous year. Furthermore, from \$11.27 billion loss, it lost 63% of card issuers while merchant and acquirers lost the other 37%. These concerns not only faced by cardholder in Malaysia, but it is a worldwide issue. These problems drive consumers to be more careful as there appears lots of frauds cases have been reported particularly on debit card activities. This makes the acceptance towards usage of debit cards quite difficult in Malaysia especially when it related to the online transactions.

According to Paynter and Lim (2001), both online purchasers and non-purchasers claimed that they would shop more online if they could be assured that a company on the web was reputable and if they were confident with the security of the payment system. Moreover, Computerworld (2006) stated that security is one of the most addressed issues in implementing trust mechanisms as the main concern about e-commerce is about its safety to conduct online transactions in order to protect businesses from fatal blow to business.

Facilities

Debit card functions have evolved to suit and facilitate end user needs better. It came with various functions to cater demands such as allows transactions to be made on various platforms, offers multi-currency payment systems, cash back facilities and others. The motives are to promote the card to be used as widely as possible. The wide use of Visa and MasterCard have also contributes to increase number of debit card usage in total. Debit card usage is also growing due to its usage that can be done via online or offline. With many platforms available in the market such as phone banking and internet banking, debit card usage is expanding along with the technology growth.

3.0 CONCEPTUAL FRAMEWORK

The general concepts discussed in the previous literature review section are useful in understanding the customer's behaviour in the context of Bank Rakyat debit card adoption. Following the general notion of perception towards product characteristics, customers' perceptions, and the adoption of Bank Rakyat debit card, on their overall safety assessment, customers may take precautions to protect themselves by reducing the likelihood and severity of possible safety incidents.

Hence, with some combination of general findings in the demographic characteristics that influence customers' decisions and the technology advancement, this allows for the construction of a simple conceptual framework explaining the relation between customers' perceptions, customers' demographic background, and information technology as shown in Figure 2. The conceptual framework underlying the empirics in this study further assumed that customers' perceptions, customers' demographic background, as well as the growth of information technology possibly impacted the adoption of Bank Rakyat debit card.

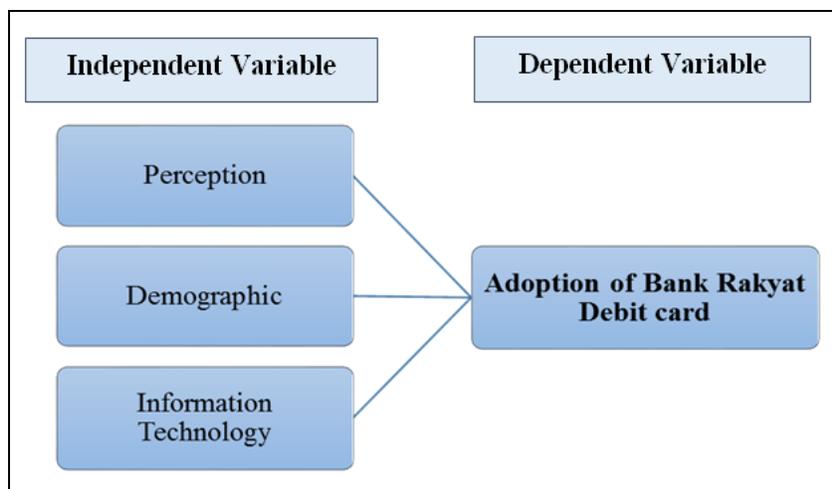


Figure 1 Conceptual framework of the study

4.0 METHODOLOGY

In assessing the customer's adoption of Bank Rakyat debit card, a quantitative research design was chosen in this study. In this type of research design, a survey method was adopted which provides a major source of information in terms of quantitative data. In doing this, a structured questionnaire was distributed to the selected respondents, which conducted between 9.00am until 5.30pm during five working days (Monday to Friday) at the Bank Rakyat branches around Kuala Lumpur and Klang Valley. The target population of this study is referred to all customers of Bank Rakyat, which estimated up to 1,103,303 customers. In order to determine the sample size that sufficiently represents the whole population of Bank Rakyat customers, a sample size determination table (refer to <http://www.research-advisors.com>) was used to identify the estimation number of samples. As stated in the table, the sample size allocated for this study was 384 respondents (margin of error 5%). However, due to some constraints such as time and some incomplete surveys by the respondents, the final sample size obtained was only three hundred respondents. The number of samples obtained in this study was considered sufficient, although some limitations of time and nonresponse occurred.

As for the sampling technique, a convenience sampling was adopted by intercepting customers who visited the Bank Rakyat branches at Cawangan Utama, Jalan Travers, and Jalan Tangsi. Convenience sampling or sometimes refers to purposive sampling may not necessarily be representative of the target population; nevertheless according to Randall and Gibson (1990), it is commonly used in many consumer research conducted previously.

In this study, the questionnaire was adapted from the study conducted by Vasan (2011). It was designed based on seven-point Likert scale where (1) indicated 'strongly disagree', (2) Disagree, (3) Slightly Disagree, (4) Neutral, (5), Slightly Agree, (6) Agree, and (7) 'strongly agree' to the statement given in an item. A structured questionnaire ensured that respondents would understand the questions easily, less confusion and no complication to enable them to complete it in a relatively small amount of time.

5.0 RESULTS AND DISCUSSION

The data was collected and analysed using the software called Statistical Package for Social Sciences (SPSS) Version 21, and the results were discussed in the following sections. There were three types of statistical analyses conducted in this study; reliability test, descriptive analysis of the respondents, and Chi-Square test of independence.

5.1 Reliability Test

The reliability test is used to determine the internal consistency of the statements used in order to assess the variables, which represents by the Cronbach's alpha coefficient value. In this study, based on a sample of 300 respondents, an analysis of internal consistency of 9 items for each component of perceptions and information technology produced a relatively high level of reliability, a Cronbach's alpha coefficient of 0.922 and 0.927 respectively. However on the demographic component, an analysis for internal consistency of 8 items was low at a Cronbach's alpha coefficient of 0.356. This was possibly due to a high variation of responses to the items included in this component, which referred to the respondents' characteristics in demographic profile section.

5.2 Descriptive Analysis of the Respondents

Based on the demographic data that consists of a total of 300 respondents, the distribution of gender was almost equivalent, 50.3% were female and 49.7% were male. The majority of the respondents aged between 26 to 35 years old (64.9%), 57.3% were married, and 87% were Diploma and Bachelor's degree holders. It was observed that the majority of the respondents (85.2%) came from the lower to middle income levels. The private sector employees represented by 68.2% of the respondents, 18.6% government servants, 9.1% business/corporate sector, while the remaining 4.1% students. There were three major races, 56.3% were Malay, 20.7% were Chinese, 19.3% were Indian, while the remaining 3.7% were from others races. In the aspect of religions, there were 59.5% Muslim, 15.4% Christian, 17.1% Buddhist, 3% Hindu, and 5% others.

The data showed that only 3.7% of the respondents were classified as current account holders. Meanwhile, the majority of the respondents (74.4%) were the saving account holders. As for the adoption of Bank Rakyat debit card, it was found that 154 out of 300 respondents did not own the Bank Rakyat debit card, while 141 respondents already owned the Bank Rakyat debit card. Among the Bank Rakyat debit cardholders, a high percentage of the respondents (77.3%) used the card occasionally. A low percentage of them used the card daily (7.1%), weekly (7.1%), fortnightly (5%), and monthly (3.5%). Almost 67% of the respondents owned their debit card for less than 2 years, while others owned between 3 to 4 years (17.7%) and more than 4 years (17.7%).

In terms of the respondent's knowledge on the use of Bank Rakyat debit card, the majority of them (62.9%) came to know about the Bank Rakyat debit card through the bank representatives. Televisions, newspapers and magazines were perceived as a secondary source of information represented by 50.7%. The rest of the respondents came to know about the debit card through their perceptions or belief (20.1%), internet or websites (21.4%), and family or friends (14%).

5.3 Chi-Square Test of Independence

In order to achieve the study objective as stated previously, an examination of the impact of the independent variables such as perceptions, demographic background, and information technology towards the adoption of the Bank Rakyat debit card is performed. For this reason, a Chi-Square test of independence was carried out and the results were presented in Table 1, Table 2, and Table 3.

As shown in Table 1, it can be concluded that the customers' perceptions including the product characteristics, safety, and service quality were significantly related to the adoption of Bank Rakyat debit card. In other words, these components of perceptions are very important in order to attract the customers to adopt the debit card. Thus, it is essential for the Bank Rakyat to enhance and improves their product characteristics, safety, and service quality components so as to increase the customers' belief and perceptions towards their products particularly debit card.

Table 1 Independence test between customers' perceptions and debit card adoption

Perceptions	Sample Size	Chi-Square	P-value	Result
Product Characteristics				
• Bank Rakyat Debit Card is worldwide acceptance.	294	13.542	.019	Significant
• Bank Rakyat Debit Card function is more than purse.	294	12.517	.014	Significant
• Overall, Bank Rakyat Debit Card offers all needs.	294	17.736	.001	Significant
Safety				
• Can make a payment without any risk via Bank Rakyat Debit Card	294	21.284	<0.001	Significant
• There is no fraud or theft when use Bank Rakyat Debit Card	294	18.387	0.001	Significant
• Overall, Bank Rakyat Debit Card less fraud or theft cases	294	18.694	0.001	Significant
Service Quality				
• Bank Rakyat Debit Card had interactive service that can influence others	294	15.990	0.03	Significant
• Best quality service in Bank Rakyat	294	18.552	0.01	Significant
• Overall, I satisfy with Bank Rakyat service	294	17.158	0.02	Significant

As shown in Table 2, it was found that the customers' demographic background such as age, monthly income, and religions were significantly related to the adoption of Bank Rakyat debit card. In other words, these components have impacted the adoption of debit card. Therefore, the Bank Rakyat should strategies more on its potential customers, which will focus on their age, monthly income, and also religions.

Table 2 Independence test between customers' demographic background and debit card adoption

Demographic	Sample Size	Chi-Square	P-Value	Result
Gender	295	0.602	0.438	Insignificant
Age	294	11.906	.003	Significant
Monthly Income	292	12.269	0.007	Significant
Occupation	291	2.200	0.532	Insignificant
Education	295	9.918	.078	Insignificant
Race	295	7.275	.064	Insignificant
Marital Status	295	9.042	0.29	Insignificant
Religion	294	10.738	.030	Significant

As shown in Table 3, the findings revealed that the information technology aspects including the internet, security, and facilities were significantly related to the adoption of Bank Rakyat debit card. In other words, these components of information technology are truly important in influencing the customers to adopt the debit card. In line with the rapid growth of technology nowadays, the Bank Rakyat could improve their internet accessibility, security, and provides more innovative facilities so as to optimize the usage of debit card among its customers.

Table 3 Independence test between information technology and debit card adoption

Information Technology	Sample Size	Chi-Square	P-Value	Result
Internet				
• Pay All Bill Or Any Payment Via Internet Banking.	294	14.886	.005	Significant
• Easily Track My Transaction History Thru My Internet Banking	293	21.286	.000	Significant
• Overall, Bank Rakyat Debit Card System Is Most Likely Same With Internet Banking.	293	23.536	0.00	Significant
Security				
• Like Use Bank Rakyat Debit Card Because It Facilitates With High Security.	293	15.731	0.03	Significant
• Not Have Any Doubt About Bank Rakyat Debit Card.	293	16.796	0.02	Significant
• Overall, Bank Rakyat Debit Card System Is A Secure Payment Channel To Be Used.	293	15.272	0.04	Significant
Facilities				
• Bank Rakyat Debit Card Suit And Facilitate Better.	293	15.098	0.05	Significant
• Need More And Various Functions From Bank Rakyat Debit Card	293	14.973	0.05	Significant
• Overall, Bank Rakyat Debit Card Facilitates The User With Many Facilities In Line With Technology Growth.	293	15.381	0.04	Significant

6.0 CONCLUSION

This case study revealed that the customers' perceptions and technological components are important in promoting the use of Bank Rakyat debit card among its customers. This study revealed that the customers' perceptions appeared to have significant impact on the adoption of debit card. This indicated that the product characteristic, safety and service quality are the important components of debit card as to attract the customers to adopt it. The customers are likely to adopt the debit card if they perceived the card is useful for their daily transaction activities. If the customers have less confidence of such usefulness, then the adoption of debit card may still be limited. Therefore, the Bank Rakyat should enhance and improve their product characteristics, safety and service quality, which will generate positive belief and perceptions among their customers towards the use of debit card.

The information technology aspects such as internet banking, security and facilities appeared to be essential as a set of underlying variables in determining the usage level of debit card. Besides the technological aspects, the findings also revealed that the customers' demographic background such age, monthly income, and religions appeared to be significant which influenced the adoption of debit card. If they feel that the card is useful, then they are likely to learn how to use them. Due to this reason, some of the demographic background components were insignificant towards the adoption of debit card.

Overall, this study concludes that the customers' perceptions and information technology aspects played an important role in influencing the adoption of debit card. These two components are essential in giving the best choice and attraction to the customers to adopt the debit card. Hence, this possibly provides a better input for the Bank Rakyat in strategizing their marketing plans or procedures for future development on its debit card.

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