

Title of Thesis	A Study on IBS College Students' Satisfaction towards Mobile Banking
Name	Charles Wong Rong Chyn
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
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ABSTRACT

Mobile banking gives customers or students the convenient to handle their money online with their mobile device or computer. Customers or students don't have to visit a bank branch, and they can do what they need to do when it's most convenient for them. Mobile banking also ensures that they can conduct business anytime and anywhere they like.

The purpose of this research is to analyse the expectation on mobile banking among young adults. Quantitative method through self-designed questionnaire with selective-based and rating-based answering technique is used and a sample size of 50 college students was targeted in this research.

The findings of this research have shown that most of the respondents are tech savvy users, who use mobile phone to do their banking transaction. Given this findings, it is recommended that banks have to offer mobile banking facilities that are easy to use and reliable for their customers. Banks should also distinguish themselves in terms of quality and reliable services they provide through mobile banking. Furthermore, banks need to consider ways in which they might enhances their customers' mobile banking experience.

From the results, the researcher suggests several recommendations to implements. The recommendation advice banks to put in more resources into research and development to come out with better mobile banking applications. To find out what improvements that customer wants, bank should regularly conduct marketing research in the related field. Furthermore, bank must create their own group of industry programmers to write apps, because bank would know best what their customer wants after doing their market research.

Future research could explore further to other university or college in other region in the state and can investigate the satisfaction on mobile banking among white collar working adults not just college students.