

Title of Thesis	Study on Mobile Banking among Users in Miri
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ABSTRACT

This research is mainly focused on consumer behaviour towards mobile banking among users in Miri. Although there have been many researches carried out previously, there has not been a research carried out linking mobile banking users' consumer behaviour. For this research, the researcher adopted quantitative of data collection method which through self-designed questionnaire to get the research data. The data are collected and analyse using simple statistic method. The findings of this research revealed that mobile banking users' feel mobile banking is convenient for them to view their account balance. Also, the service provider (banks) are the important role in changing the decision of participants in starting to use mobile banking. Second finding shows that respondents think that it is easy to use mobile banking. The third finding shows that mobile banking users fear other people may access their account. The last finding reveals that increase security level is important as it affects users trust in mobile banking system. The future research can explore more in depth on consumer behavior towards mobile banking in Miri. Moreover, future research also can conduct the same research based on the comparison study such as comparison of between countries (developed and developing countries), comparison between different income group, and genders (male and female).