

Title of Thesis	Perceived Risk towards Online Banking Services: A Study among Generation Y Consumers in Miri
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### **ABSTRACT**

The advancement of technology especially the invention of the internet has changed the way organizations conduct their businesses today including banks especially in offering online banking services. The online banking services in Malaysia has advanced rapidly due to advance in communication technology and expansion of various smart devices. Despite the exponential growth, the online banking services are still not fully utilized, because users are still scared of the risks of online transactions. Perceived risk was the primary projecting obstacle to customer acceptance of online banking. Generation Y are acknowledged to be the future drivers of consumerism. As these young consumers imply huge market implications that heightens their importance, their views are important to the online banking marketers. This study investigates the role of perceived risk in influencing young consumers' decision to adopt and use of online banking services specifically in Miri, Sarawak, Malaysia among Generation Y. The four underlying consumer risk perception about online banking are financial risk, performance risk, security risk and time risk on the adoption of online banking. Moreover, this study enhances the understanding of risk in the online banking context and discusses some risk factors possibly facilitating expectation of differences in consumers' mind towards online banking.