

INTERNET BANKING ADOPTION IN UZBEKISTAN

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Annotation

This research is an empirical study about the various variables which influence the adoption of internet banking facility among Uzbekistan customers. The various variables examined for this research purpose were Perceived usefulness, perceived ease of use, trust, and government support were tested in order to determine their effects on the adoption of internet banking among Uzbekistan customers. Modern Internet technology has swiftly developed in many business environments and is mainly used for improvements in their performances. According to Saffu et al. (2008) there is a remarkable raise in applications of the e-commerce business in the last ten years. There are a lot of benefits of using this e-commerce study and some of them are reduction in cost, improved business chance and decreased lead time providing the consumers with more significant options (Turban et al., 2008). One of the most important e-commerce instrument is the acceptance of the internet banking model among the clients, the IT tools have positively provided a vast maintenance to the services presented by the banking industry (Dawes & Rowley, 1998). Many banks in the world are using this technology in their operations and their services use internet. The internet banking technology is developing quickly round the world including Uzbekistan.

Internet banking can be explained as the bank distribution channel. Researchers give different views on internet banking definition. According to Daniel (1999) and Mobarek (2007), using new electronic and technical development, customers can directly transfer amounts, and can easily use banking services by internet or electronic banking. Electronic or internet banking refers to different types of facilities and services by computer network, and mobile phone, by which bank clients can ask for information and also do retail banking facilities and services (Mols 1998).

Key words: *E-Commerce, IT, internet banking, perceived usefulness, customer adoption, services, perceived ease of use, banks, benefits for Uzbekistan*

In 1991, the banking system in Uzbekistan changed rapidly. The conventional services of banks are declining with the introduction of internet banking. This trend is similar to that happened in the US whereby financial system witnessed the most banks reduced from 55 banks in 1951 to 28 banks in 1996 (Bert Schoteens & Dick Winsween ,2000).

In Uzbekistan, fast economic development takes place in Tashkent, the capital city of Uzbekistan. Many banks are located in Tashkent since it is also the centre of commerce and trade for Uzbekistan. Banks in Tashkent have improved customer services by using internet banking adoption. Asaka Bank , Hamkorbank, Kapital Bank,

People's Bank, Micro Credit Bank offer their internet banking services to customers. Today, Trust bank, Turon bank, Asaka bank in Tashkent that is the financial markets provide internet banking services for customers.

In this research, the researcher aims to determine internet banking acceptance in Tashkent by customer view. As market is more competitive nowadays, internet banking providers compete to become a greater market. It is extremely significant for market development to create brand customer loyalty. That is very vital for internet banking providers to develop their qualities for the consumers. Although safety cases have improved, they are making a problem for the clients. Facility excellence and also modernisations need main concern in internet banking management (ABA, 2004).

In conclusion, this study concludes that adoption of internet banking in Uzbekistan could be increased if the people are able to see benefits of internet banking in term of perceived usefulness and perceived ease of use. Trust is main thing. Therefore, security issue needs to be advised. Government is very important to play its roles in internet banking adoption.

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