

The factors affecting commercial banks in the adopting mobile banking services in Tanzania the case of National Micro finance Bank (NMB) in Dar es Salaam Municipal

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Commercial banks through integration of mobile banking services with mobile phone technologies were regarded as a means to develop and advance financial inclusion in Tanzania as only 35% of total Tanzanians had an access to mobile banking services via telecommunication companies (World Bank, 2015). The general objective of this study was to assess the factors affecting commercial banks in the adoption of mobile banking services in Tanzania. Specifically, the study looked at gaps in mobile financial services to customer offered by Telecommunication Companies in Tanzania, factors affecting the adoption of mobile banking services, and determinant factors for commercial banks contributed by mobile banking services.

In order to achieve the objectives of this study; a total number of 157 respondents were involved in this study and they were accessed through convenient sampling method. Quantitative method of data collection was used. After gathering and entering the data in SPSS version 20 the results were analyzed using multiple regression analysis. Each variable was measured using five point Likert scale.

Furthermore, the findings of the study indicate that majority of people perceived to adopt mobile banking services due to the convenience of the services, relative advantage as well as services security and cost involved during financial inclusions.

In order to encourage more customer adoption for the services, commercial banks need to develop more products so as to ensure effective and efficiency utilisation of ICT specific to mobile banking services for customer financial transactions. Meanwhile, policy for electronic transaction should be formulated so as to be integrated into existing business infrastructure due to the fact that cash is still a significant medium of business transactions. This means that an additional agent in business network for mobile banking services should be maintained by Telecommunication industries.