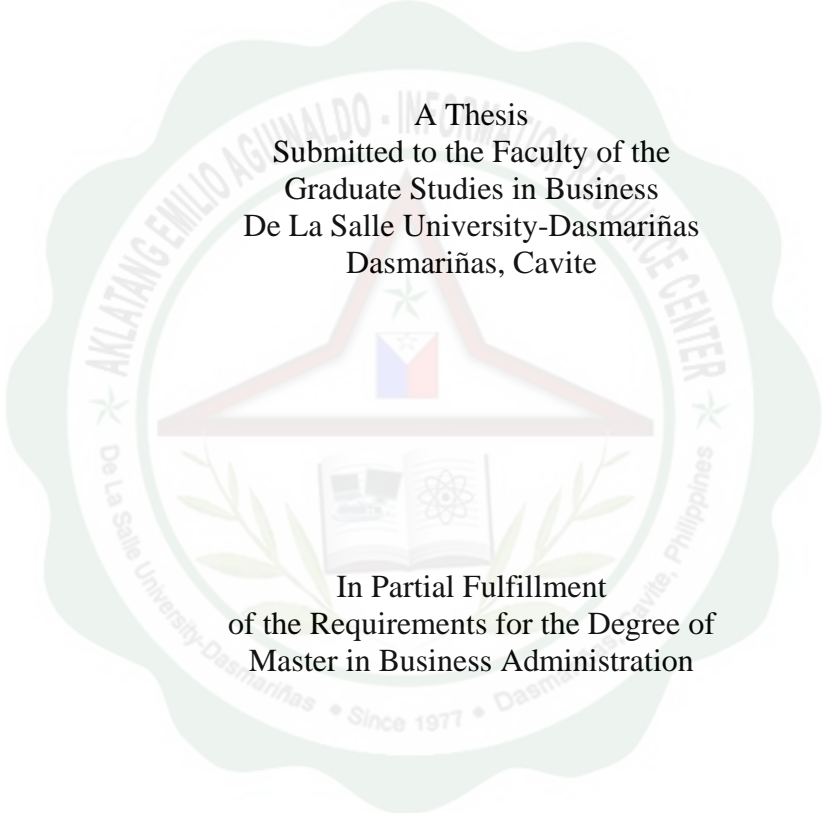


**INTERNET BANKING ADOPTION LEVEL OF BPI EMPLOYEES IN THE
SOUTH GREATER MANILA AREA**



A Thesis
Submitted to the Faculty of the
Graduate Studies in Business
De La Salle University-Dasmariñas
Dasmariñas, Cavite

In Partial Fulfillment
of the Requirements for the Degree of
Master in Business Administration

JOANNE GRACE G. RUBIO

June 2009

BIOGRAPHICAL SKETCH

She was born in the town of Malabon, Metro Manila. Youngest among the four children of Romeo and Rosa Bella Rubio, she grew up confident and optimistic. As a young girl, she showed enthusiasm in academics and performing arts which her parents fully supported. In 1988, her family acquired a home in Dasmarinas, Cavite where they permanently settled in.

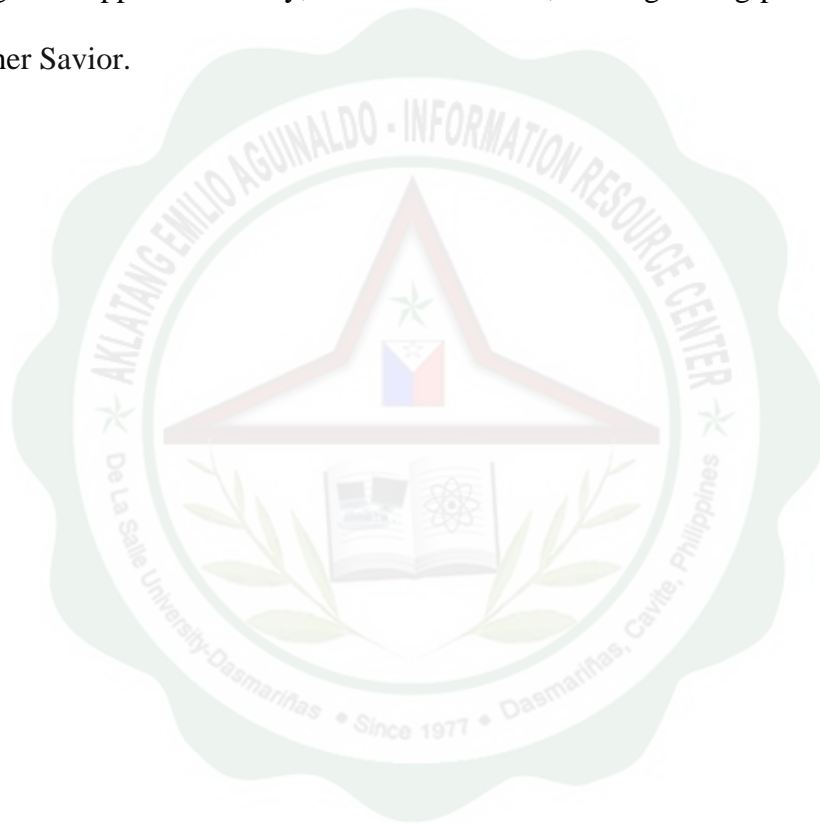
She finished primary and secondary education at the Philippine Christian University - Dasmarinas where she was a consistent honor student. She also received recognitions for obtaining the highest results in the National Elementary Achievement Test (NEAT) and National Secondary Achievement Test (NSAT) in her school. Inspired by her parents who were both in media sales and advertising, she took up Bachelor of Science in Business Administration major in Marketing Management at De La Salle University – Dasmarinas. Finishing all the academic requirements, she graduated in March 2002 and was prepared to enter the corporate world.

On September 16, 2002, she started her life as a Unibanker for the Bank of the Philippine Islands and was assigned to Gen. Mariano Alvarez Branch. Having no background in banking operations, she honed her skills and developed a liking of the industry with the help of her supervisors and colleagues.

With spare time in her hands, she decided to pursue her long-time dream of taking up Master in Business Administration and enrolled in her alma mater, De La Salle University - Dasmarinas, in June 2005. She completed her degree in Diploma in

Business Administration in 2008 and earned her MBA degree in March 2010. She is still connected with the Bank of the Philippine Islands and is now assigned at Dasmariñas – Bayan Branch as Senior Service Associate.

Grateful for the 28 years of her life, she takes pleasure in a promising career, a loving and supportive family, wonderful friends, and a growing personal relationship with her Savior.



ABSTRACT

RUBIO, J, G, G., Internet Banking Adoption Level of BPI Employees in the South Greater Manila Area. Master in Business Administration, De La Salle University-Dasmariñas, Dasmariñas, Cavite, June 2009. Adviser: Dr. Alice T. Valerio.

This study aimed to determine the technology acceptance of Internet banking among employees of the Bank of the Philippine Islands in the South GMA branches and identify factors that affect the level of their Internet banking adoption. The theoretical framework of the paper is based on the Unified Theory of Acceptance and Use of Technology (UTAUT) model which is recently developed by leading researchers in the technology acceptance field. This paper develops a modified UTAUT model for Internet banking, an operational framework to explain the factors influencing employees' behavioral intention to use Internet banking and measure the employees' adoption level. To better reflect the employees' perception, the model employs the initial constructs from UTAUT model and is extended by adding the perceived credibility (PC) construct.

The employees' level of Internet banking adoption and personal demographic variables were investigated using a self-administered survey questionnaire composed of demographic profile, work-related factors, Internet banking usage patterns, and survey items adapted from the UTAUT model questionnaires. The responses to each of the questionnaire were statistically treated using percentage, mean, frequency

count, standard deviation, correlation, and multiple regression analysis. Pearson correlation was used to determine the relationship between the personal moderating variables and technology acceptance factors. Multiple regression analysis and stepwise method were used to test if the modified UTAUT constructs positively affect the respondents' behavioral intention and level of Internet banking adoption.

Results show that employee-respondents have moderately low Internet banking adoption level with a mean adoption score of 1.24. The correlation analysis found significant relationships between the technology acceptance factors derived from the UTAUT model and age, gender, civil status, income, EOL use experience, and voluntariness. Regression analysis revealed that behavioral intention is explained by five constructs which are performance expectancy, attitude toward using EOL, perceived credibility, civil status, and educational attainment. On the other hand, performance expectancy, effort expectancy, self-efficacy, perceived credibility, EOL experience, and voluntariness were direct determinants of the employees' level of Internet banking adoption. The model had an R^2 of .30 which implies that 30.1 percent of the variation in the employees' Internet banking adoption level was explained by the variation in the set of constructs.

The results challenged management to stress the importance of continual usage of EOL to the employees by conducting regular trainings and seminars. Enhancement on the security and accessibility of the facility is also recommended to increase EOL usage among employees.