

Abstract

When a new service is developed, most of the suppliers commonly look for the factors that will lead to success, rather than trying to find a major improvement. This research therefore aims to investigate the key success factors in developing the Bualuang iBanking service which is an Internet banking service provided by Bangkok Bank PCL in terms of its product attributes that may affect its three specific performances.

Based on the previous theoretical models, the five product attributes were examined in this study. They are product distinctiveness, usefulness, and ease of use, security, and product portfolio (a wide range of services). The measures of success used to identify the performance of this service are perceived service quality, positive impact on the bank's image and frequency of use of the service. Then, 15 hypotheses were set based on the developed conceptual framework and objectives of this study.

In order to gather the primary data for this research, personal interviews were conducted. Information gathered from these interviews not only helps uncover the nature of NSD and Internet banking in practice, but also supports the framework and design of this study.

By using a non-probability sampling method, a questionnaire survey was conducted with the sample size of 381 respondents. For the quantitative analysis of this study, the Spearman rho's correlation coefficient was applied to find the relationship between product attributes of Bualuang iBanking service and three of its measures of success.

The majority of the respondents in this study is female (52.5%), aged between 26-35 years old (40.4%), hold Bachelor's degree or equivalent (65.6%), are private sector employees (68.8%), and have a monthly income between Baht20,001 – 30,000 (27.6%).

Based on the results of this study, it is found that all of the product attributes have a positive relationship with all three performances. This means in order to develop the Internet banking service that will be perceived by the customers as a service that provides superior service quality (i.e. achieving perceived service quality), well used by the customers (i.e. achieving frequency of use performance) and provide a positive image to the bank (i.e. achieving the positive image performance), the bank should focus on developing and providing an Internet banking service that is distinct, useful, easy to use, secure, and varied in the eyes of the customers.

The findings of this study indicate at least five main factors of product attributes of Bualuang iBanking service, which the product owner can use to better develop and improve their Internet banking service.

Furthermore, the other service providers in the banking industry or related industry (such as brokerage companies) may also benefit from this study by taking these factors into account when considering developing their Internet banking (or trading) services to achieve the three investigated performances. On the other hand, it is also hoped that the customers will gain more benefits by having better quality Internet banking services to enable their banking transactions in a fast-pace- moving world.