

## Factors Affecting Customers' Acceptance of Wahda Bank E-Service in Libya

Rashad N Brydan <sup>1\*</sup>, Miftah H Abdalnabi <sup>2</sup>

<sup>1</sup> University of Derna, (Libya), r.brydan@uod.edu.ly

<sup>2</sup> University of Derna, (Libya), m.abdalnabi.uod.edu.ly

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### Abstract:

This study aims to identify and analyze factors that are affecting customers' acceptance of Wahda online banking services in Libya. The study group sample was 250 of E-banking users, who were chosen randomly by the authors of this research. The study concluded that there was a considerable effect of Age Factor, E-Service Quality, E-Service Complexity, E-Service Skills and E-Reliability on the adoption of E-Banking services. Age Group Factor was the most effecting element on Libyan Wahda Bank Online Customers', while E-Security issues were surprisingly the least influential factor. This study proved the importance and effectiveness of the of the following E-Service quality dimensions: E-Banking Ease of Use, E-Efficiency, E-Design, E-Cost Effectiveness, E-System Failure and denied the existence of the effect of E-Data Protection concerns on Customers' adoption of E-banking services

**Keywords:** Customers' Acceptance, Online Banking, E-Services, Wahda Bank, Libya.

**(JEL) Classification:** L80, L83

## 1. Introduction

The rapidly growing information and communication technology (ICT) is knocking the front- door of every organization in Libya and all over the world, where Libyan banks such as Wahda Bank would never be an exception in any case of scenario. In the face of this rapid and quick expansion of electronic payments, transfers and other banking systems' transactions throughout the developed and the developing countries, Libyan's financial sector cannot remain an exception in expanding the use of the new banking systems (Gardachew 2010). Technological innovations play a critical role in the banking industry by creating value for banks missions and customers' needs, that it enables customers to perform banking transactions without visiting a brick and mortar banking system. On the other hand, E-banking has enabled Libyan banking institutions including Wahda Bank to compete more effectively in the global environment by extending their products and services beyond the restriction of time and space (Turban 2008). However, mirroring the development of E-commerce, the adoption and wide spread of electronic banking system unfortunately is not well developed in Libya.

All banks in Libya are very late to move with technological advancement and they should clearly chart out the time schedule for their **integration** and technological advancement strategy. Some of them banks even today do not have their own mobile phone application system which can help them to provide at least the information on financial products and services offered by them. All most, and most of private and public banks operate in Libya to provide service to

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\* Corresponding author.

customers by using traditional and slow systems, that is why most of bank customers are highly dissatisfied by the frustrating status of financial development system (Obeian. 2000). Even the time wasted in travelling for search of bank branches in rush hours and the long waiting time to served or to access the account is really disappointing too. This is because of the non-integration of branches of the same bank, even within individual banks their branches are not linked to each other and it is a necessity to physically visit the branch once an account has been opened (Jensen, S 2003). As a wide range of many Wahda online banking customers stated in different meetings and interviews, there were some different problems related to adoption of electronic banking such as:

- 1- Complicated online banking mobile phone's Apps.
- 2- Poorly developed telecommunication infrastructure.
- 3- Not providing call centers and lack of online banking support.
- 4- Double cost of using online payments, transfers and other services.
- 5- The system keeps crashing and the branches are very overcrowded.
- 6- Very low security procedures and E-Client's money is always at high risk.
- 7- Lack of communication with E-Clients and failing to advise them of when E-banking is going to be out of service for maintenance and other reasons.
- 8- Inexperienced staff members as they occasionally issue wrong monthly payments from nonrelated accounts causing real disasters for different clients.

## **2. Study Research Hypotheses / Problems**

This study concerns mainly with the factors affecting Wahda Bank clients' online service acceptance in the City of Derna/ Libya taking into account knowledge practices, quality service, people online experience comparing to branches customer service. And the authors realized the importance of Wahda bank customers' online service knowledge building and E-banking skills self-improvement which have direct impact on their daily payments, transfers and other online transactions they desperately need. As well as, to guarantee the best online banking products and services, customers' ICT knowledge, hard skills and experience are required beside having the best online quality service and internet coverage in preparation for going 100% online customers (Tawfeek, M. 2003). On the other hand, this study responds to the serious need for clear and original E-Banking rapid changes and challenges in Libya and how to strategically take the Libyan Banking Quality System up to the next level while competing with national public and private banks all over the country. During this study the authors analyzed the factors that are affecting Libyan customers' acceptance of E-Banking services at Wahda bank in Libya aiming to evaluate clients' satisfaction and the level of quality service available. Furthermore, the authors were also involved in different group meetings taking into consideration all critical factors and new compulsory changes to go online and how that affected their daily banking processes and to justify the gap between offline and online banking quality service, customers satisfaction and how happy the clients are with the final online products and services with the new policies including data protection and security procedures. Moreover, the authors realize the valuable scope for drawing a

clear vision leading Libyan banks to proactively engage in E-Banking for more up-to-date quality service, knowledge sharing practices towards real and strategic online banking improvement philosophy (Jensen, S 2003). Overall, online banking policy makers have to pay more attention for the direct impacts of the factors affecting customers' acceptance of online banking in Libya and the research questions are as follows:

- 1- What are the main factors affecting Clients' E-Services adoption in Libya?
- 2- Can digital finger print solve the present security lapses in mobile banking?
- 3- What are the best technological solutions for Wahda E-banking issues?

The authors also worked on external literature sources review alongside with focusing on work-field and the experimental part results in order to get the best outcomes for examining the convenience of Wahda E-banking products and quality services on Libyan customers.

### **3. Study Aims and Objectives**

The main objective of this study is to analyze the factors that are affecting Libyan customers' acceptance of Wahda E-Services in the City of Derna in Libya aiming to evaluate clients' satisfaction and the level of quality service available and in particular, this study is aiming to:

- 1- To assess negative elements affecting Wahda Bank online processes among different types of customers.
- 2- To identify the relationship between Wahda E-banking users' towards information and communication technology (ICT) skills and Knowledge development.
- 3- To explore online banking strategic benefits to overcome all Wahda customers, problems especially during COVID-19 pandemic crises.
- 4- To draw the attention to importance of ICT in light of the 21st century which requires using more up to date Online Banking technologies.

Furthermore, by undertaking this academic work the authors opened the door for other Libyan researchers to contribute with more articles for E-services quality enhancement and E-commerce strategic development.

### **4. Study Methodology**

A mixed research approach was properly used to answer the research questions that emerge through the review of existing literature and the experiences of the researchers in respect of the E-banking system in Libya. Meanwhile, the qualitative and quantitative approach was adopted in the final phases of this research by asking 250 random Wahda Bank E-Service clients including men, women, teen agers, elderly people, disable people, crucial open questions at the City of Derna about the impact of E-Banking on Wahda bank customers and their ICT skills improvement. The authors believe that this research is significant for the following reasons:

- 1- This is an original contribution to analyze the factors that are affecting Wahda customers' acceptance of E-Banking services in the City of Derna.

- 2- This is a new contribution to specially assess old age online clients' ICT abilities which remains as a significant challenge for their age group.
- 3- This study is important to the Central Bank of Libya policy makers for E-Banking strategic planning and quality improvement.
- 4- This article is a direct response to the need of E-Service Development using the rapid revolution of new technologies.

## 5. Study Motivation and Literature Review

According to other authors such as Jensen (2003), some African countries have bad internet infrastructure plus they lack of suitable legal and regulatory framework for E-commerce and E-Payment is another impediment for the acceptance of new technology in the African banking industry. Libya has not yet enacted clear and strict legislation that deals with E-Commerce concerns including enforceability of the validity of electronic contracts, digital signatures and intellectual copyright and restrict the use of encryption technologies with high rates of illiteracy. High illiteracy rate is a serious obstruction for accepting E-banking in Libya as it hinders the accessibility of banking services. For Libyan E-Clients to fully enjoy the benefits of Online banking, they should not only know how to read and write but also possess basic ICT literacy (Gardachew 2010). But risks related factors with security issue, lack of competition among public and private banks and social awareness on the E-banking system were not addressed. For Wahda Bank E-users to be encouraged further E-banking adoption in developing country like Libya, a better understanding of the barriers and drivers impacting E-banking adoption is critical (Saadullah, K. 2007). By gaining the required understanding of the factors and conditions that influence developing country's ability to fully adopt and realize its benefits, strategic implications can be generated for the E-Commerce researchers and practitioners regarding how to promote the growth of E-banking in the Arab countries. However, despite the importance of these adoptions, very limited Libyan studies are currently available in this regard, especially in E-banking knowledge improvement, rules and legislations, risk assessment, customer rights and protection. Therefore, more studies are still required to understand the relevance of E-banking in the state of Libya to identify areas in which the country lags behind that inhibit their E-banking adoption and diffusion. Therefore, to address the current gap in the literature, this study is designed to identify the E-banking acceptance situation in Libya and commonly focusing on the investigation of factors that are affecting E-Banking Acceptance.

### 5.1 Online Banking Definitions

It must be noted that electronic banking is a bigger platform than just banking via the internet and there are different definitions for online banking but most of them refer to the same meaning, the following section shows some of these definitions:

- 1- E-banking is a form of banking service where funds are transferred through an exchange of electronic signal between financial institutions, rather than exchange of cash, checks, or other negotiable instruments (Kamrul 2009).

2- Online banking is simply the use of electronic means to transfer funds directly from one account to another, rather than by handling a check or cash (Malak 2007).

3- Electronic banking is the use of the Internet as a remote delivery channel for banking services (Furst & Nolle 2002). With the internet support, banking is no longer bound to time or geography where banks consumers' all over the world would have relatively easy access to their accounts 24 hours a day, seven days a week.

4- Online banking is the use of a computer to retrieve and process banking data, statements, transaction details, etc., and to initiate transactions (Yang 1997) such as electronic payments, transfers, requests for services, etc, directly with a bank or with other financial service provider remotely via a telecommunications network.

## 5.2 Wahda Bank in Libya

According to the official website of Wahda bank, it is a Libyan share holding company, Established under the law (153) dated 22/12/1970, paid capital is (432) million LYD, the social economic development fund owns (54.1) % of the stocks, the private sector owns (26.90%) , Arab bank (The strategic partner) owns (19) %. Wahda bank provides all sorts of banking products and services through (76) branches and agencies spread all over Libya that are supplied with modern technology and hardware. Brief about wahda bank upon issuing the law (153) in the year (1970), five working Banks were merged into one bank called (Wahda Bank): 1- African Arab bank company. 2- Bank of North Africa.

3- Al-Kafela bank. 4- Al-Nahda bank. 5- The Commercial bank.

Wahda bank is considered to be one of the leading Libyan banks in providing distinguished banking products and services using the latest techniques, but their staff are lacking the required skills of banking operations up to the level of international standards, to present comprehensive bundle of products and services meeting all customers' requirements. Wahda bank in its strategic vision is depending on its historical roots and reputable financial level and the optimized efficiency in serving the national economy according to the global economic changes.

The executive management is seeking in confident steps towards applying the latest modern automated systems to improve wahda bank services in all aspects of the banking industry (Saadullah, K. 2007). Wahda bank swift system is connected to a wide network of correspondent banks to facilitate and distinguish its foreign trade operations and the bank is required to cope with continuous improvement by preparing highly qualified human resources by training programs to achieve:

- 1- Enhancing wahda E-banking image.
- 2 - Increasing wahda bank market share.
- 3 - Obtaining highest possible (ROA, ROE).
- 4 - Flexibility in executing all banking operations.

As well as, other sources described Wahda Bank as one of the banks operating in Libya with its headquarters in Benghazi, Cyrenaica. It was considered the Libyan joint stock company after being established under Law No. 153 issued on December 22, 1970. With a capital of 108 million LYD, the socio-economic development fund possesses 54.1 % of its shares while the private sector possesses 26.90 %, and The Arab Bank 19%.The Bank provides all types of banking services through 76 branches deployed in all towns and villages in Libya and fitted with the latest equipment necessary for the banking business. With respect to international banking transaction, the Bank deals with a network of 247 correspondents in various continents of the world (Otaibi, N. 2005)..

### **5.3 Problems Affecting E-Banking Acceptance**

Despite of the previously mentioned reputation of Wahda Bank in Libya, it has been recognized in different E-Banking literature and by many customers that some of the problems for accepting E-banking are low level of internet quality service, poorly developed telecommunication and the bad information communication technology (ICT) infrastructure and according to Jensen (2003), most developing countries including Libya do not have good internet infrastructure for the whole nation, lack of convenient regulatory framework for E-Banking and E-Payment is another impediment for accepting new technology in the Libyan banking industry.

Furthermore, Wahda Bank still don't have a clear enacted legislation taking care of E-Commerce concerns, including enforceability of the legality of electronic contracts, digital signatures, intellectual copyright and restrict the use of encryption technologies and high rates of illiteracy (Ossama, A.. 2001).

Low literacy rate is a serious impediment for accepting E-Banking in Libya as it obstruct the accessibility of E-Banking services for citizens to fully enjoy the benefits of online banking. For more benefits Wahda Bank E-Service clients should not only know how to read and write but also possess the basics of information and communication technology (ICT) literacy (Gardachew 2010).

The comprehension of the barriers and drivers impacting E-banking adoption is difficult. Therefore, gaining the required knowledge of the factors and conditions that are influencing developing Libya's ability to fully adopt and realize its benefits, strategic implications can be generated for the authors and practitioners regarding how to promote the rapid growth of E-banking in Libya and the Arab world (Nana, A., Odartey, M. 2009).

### **5.4 Online Banking Forms and Platforms**

Electronic/ Online-banking has a variety of platforms such as internet banking, TV-based banking, smart phone banking, and personal computer (PC) banking (or offline banking) whereby Online Banking customers in Libya and around the globe may access these services using intelligent electronic devices, like Point of Sale (POS), Mobile Phone Payment Apps, Automated Teller Machine (ATM), (Alagheband 2006). Other forms of Online banking system were discussed as follows.

1. Automated Teller Machines (ATM) is well known electronic terminal which gives Libyan clients the chance to get banking services at almost any time to withdraw cash, make deposits or transfer funds between personal and business accounts, each consumer need an ATM card and a Personal Identification Number (PIN).
2. Point-of-Sale transfer terminals (POS). This system allows consumers to pay for retail purchases with a check card, a new name for debit card. This card looks like a credit card but with a significant difference. The payment for the purchase is transferred immediately from account of debit card holder to the store's account (Malak 2007).
3. Internet / extranet banking- Which is an electronic home banking system using web technology in which Bank clients are able to conduct their business transactions with the bank through personal computers.
4. Smart Phone Banking/ Mobile Banking is a service that enables customers to conduct some banking services such as account inquiry and funds transfer, by using of short text message (SMS).

Some banks around the globe offer internet banking in two main ways. An existing bank with physical offices can establish a Web site and offer Internet banking to ordinary customers or via Smart Phones Apps and some Libyan banks are providing the second type of such service. Another alternative is to establish applied branchless or Internet-only without physical offices. Virtual banks in developed banks may offer their customers the ability to make deposits and withdraw funds via ATMs or other remote delivery channels owned by other institutions/companies (Furst & Nolle 2002). In the context of this academic study E-banking was not considered as only transferring of service by using internet connection, rather it is considered as multichannel service provided through ATM, internet banking, Smartphone banking, point sale terminal and Mobile banking.

### **5.5 E- Service Effectiveness in the Banking Industry**

Electronic innovation in the banking industry can be traced back to the 1970's when the computerization of financial institutions gained momentum (Malak 2007), But; the presence of this was evident to the consumers since the 1980's with the introduction of Automatic Teller Machine (ATM). Creative banking systems in Libya and other countries worldwide have grown since then, supported by technological improvement in the telecommunications and information technology industry. In the early decade of the 1990's the world witnessed the emergence of automated voice response (AVR) new technology. By using the AVR new technology, public and private banks could offer telephone banking facilities for financial services. With more advancements in technology and world class banks including Barclays, HSBC, Lloyds and Citibank were able to proactively offer wide range of E-services, through Personal Computers owned and operated by costumers at their convenience, through the use of intranet propriety software. The clients of these services were, however, mainly corporate customers rather than retail ones (- Zakaria, J. (2004). The security first network bank (SFNB) was the first Internet banking in the world that was built in 1995 by James (Chip) S. Mahan and several months later, the bank relocated to Atlanta, Georgia in USA. After that some famous banks introduced their internet banking one after another, such as Citibank and bank of America.

## 5.6 E-Banking Revolution in Libya

Within the forwarding strategy of the Central Bank of Libya (CBL) towards activating the advantage of information and communication technology (ICT) and improving the structure of online banking, both the Central Bank and Commercial Bank aspire to develop a system of money transfers, and the settlement accounts among the banks and the public bodies in the CBL electronically (Clay, M. 2000). This system works for the simultaneous transfer between different banks of high-value funds with the CBL, setting the minimum value of such transfers at more than 10,000 Libyan Dinars, while providing signature services and electronic data encryption enabling the participation of banks to manage the liquidity and control transfers since 2008. Adopting such new system offers several benefits like reducing the costs and time by using an up-to-date E-services. Also it limits the consistency of risk in financial activities by facilitating the means of grants, loans and mortgages. It speeds up the expenditure of pensions, grants, allowances and loans. As well as, online banking facilitates the preparation of budgets for the public and private sectors and it enables the Central Bank of Libya to monitor services and accounts empowering individuals, companies and public bodies to collect the service fees automatically.

Participating banks in Libya are 18 Banks as follows: Central Bank of Libya, Sahara Bank, Wahda Bank, Gumhouria Bank, National Commercial Bank, Bank of North Africa, Development Bank, Al-Aman Bank, First Gulf Libyan Bank, Al-Ejma Al-Arabi Bank, Agricultural Bank, Savings and Real Estate Investment Bank, Bank of Commerce and Development, Company Banking and Financial Services, Sarai Bank, Wafa Bank, United and Investment Bank, Libyan Foreign Bank. On the other hand, just few years ago some private financial companies entered the Electronic Financial Services going 100% online using their own Mobile Phones Apps such as: My Mal Company, Cash Company, Mobi Cash Company, Pay Me Company and Mobi Mal Financial Company which means this was the real first private online banking appearance in Libya to deliver service to the local users but due to lack of appropriate infrastructure it failed to reap the fruit of its membership despite being the pioneer in introducing online based payment which is available 24 hours a day, seven days a week and 365 days a year providing service to all customers throughout the country.

## 5.7 Online Banking Advantages During COVID-19

During the crisis of COVID-19, Libyan Clients owe huge debt of thanks to E-services and Smart Phones Apps, and this had come into the spotlight way before the pandemic. But, more than ever, individuals and business owners now rely on this technology to meet their banking needs from the safety and convenience of their homes. Furthermore, thinking of using an online banking for daily business will educate ordinary clients to use these innovative banking features to help normal accounts holders and business owners interact with their money. The Online/ Internet banking has several benefits for both the banks and the customers but the advantages for the banks will be presented first and then the customer's advantages will be discussed later:

### 5.7.1 Advantages for the Banks

According to previous literature and the global survey which was done by Booz Alen and Hamilton, the total cost of the founding of specialized internet banking is less than the cost of

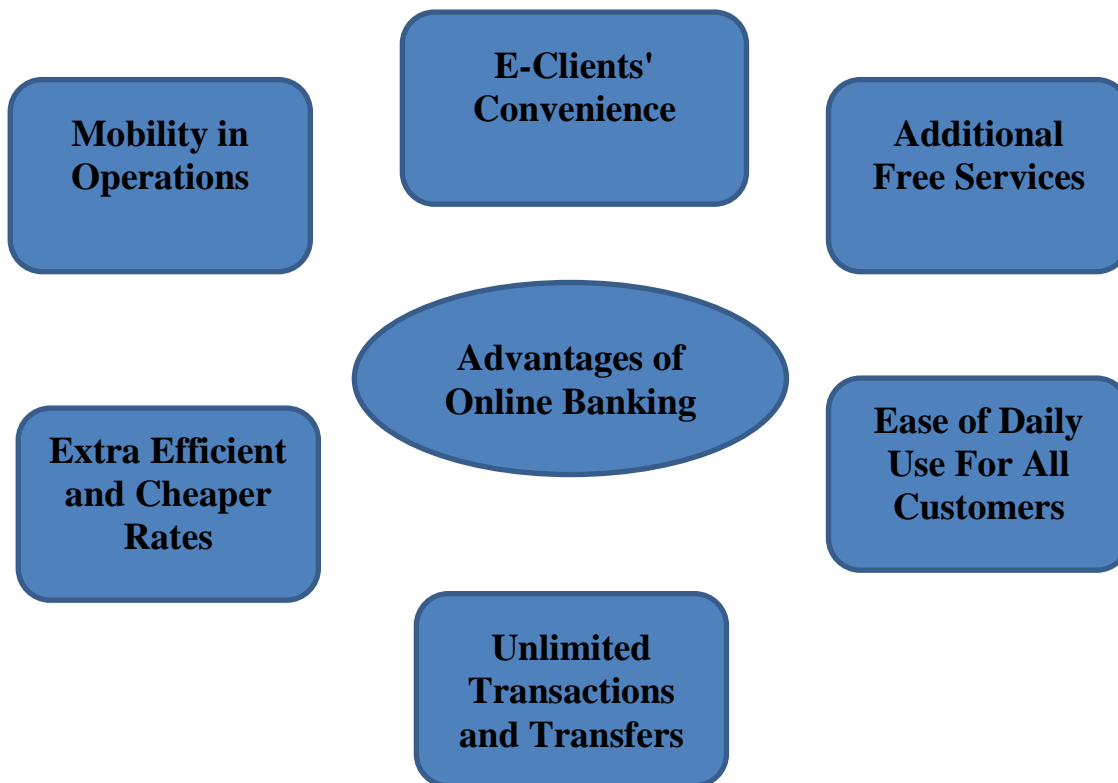


branch-based banking setup. The running cost of traditional banks accounts for 50 to 60% of their revenues. Whereas, internet banking running cost was estimated at 15 to 20% of its revenues. And according to Robinson (2000), online transaction cost is significantly less when done online instead of at a branch and there're more benefits as below:

- Clients' needs well be met quicker by using information technologies.
- Information technology helps the board in the decision making process.
- Resolving the problem of time consumption and geographical dimension.
- Improving the mechanism of action and continues developments.
- Raising the efficiency of workers in the administration level.
- Treatment of the bureaucracy, corruption and bribery.
- Overcoming day-to-day working problems.
- (ICT) helps in planning for future projects.

### **5.7.2 Advantages for the Customers**

The online/ internet banking service provides a high degree of comfort to all customers in the same level of quality service, where he/she does not have to stand in a long queue, at a less cost (Abed Alraheam, M. 2010).. Moreover, all customer can access their accounts at anytime and anywhere 24/7. Online banking is quite convenient as customers can easily pay their bills, transfer funds between accounts, view transactions with no need to keep the receipts of their bills. As a matter of fact, through Online banking, each and every Wahda bank customer can keep an eye on their financial transactions, transfers, account balance, and other related online services at all time. This facility also keeps their account safe (Sara, 2007). Moreover, in today's fast-moving world, individuals and businesses are using online banking to replace in-person visits to a branch. It also offers a variety of web-based features to make different financial transactions including: Bank statement management, Bill payments, Online Shopping, Tax payments, Cash transfers to vendors and suppliers, Deposits to retirement accounts, Opening new accounts, Loan applications for business loans, Applying for credit cards, The ability to deposit cheques and online banking can be accessed via a computer or a bank's Mobile App and all what customers and business owners need is just a bank account, a secure password and a good internet connection to easily access their accounts from anywhere, which is especially important as they are urged to stay home during COVID-19 Pandemic. As well as, more benefits are shown in the below Figure. (1):



*Figure 1. Advantages of Online Banking*

*(Model source, Sara, 2007)*

## **5.8 Disadvantages of online banking**

Online/ Internet banking is very reliable to be used via personal computers and mobile apps on smartphones which has made banking more convenient and accessible 24 hours a day throughout the whole year (Furst, K, D 2002). However, there are some concerns, disadvantages and downsides to electronic banking. However these disadvantages may not keep Wahda Bank customers in Libya away from using online services, but they need to keep these concerns in mind to avoid potential issues down the road and they can be summarized as follows:

### **5.8.1 Technology and Service Interruptions**

Wahda Bank E-users are always at the mercy of the system's stability and efficiency. their ability to access accounts online will naturally be affected if the internet service is running slowly or completely out for a period of time or if the bank's servers go down or are temporarily unavailable due to scheduled site maintenance, clients won't be able to gain online access to any service.

### 5.8.2 Security and Identity Theft Concerns

In general, online banking sites and mobile apps are designed to be secure and banks are continually putting updated security protocols in place. However, no system is completely fool proof and accounts can be hacked, resulting in identity theft via stolen login credentials. So while customers can use mobile or online banking with general confidence, they should be careful to avoid using networks that are not secure and be careful to change passwords to protect their login information.

### 5.8.3 Deposits Limitations and Slaw Service

Deposit limitations is making it difficult for Wahda Bank customers, as it's not possible for customers to make a transfer for more than 10000 LYD, so clients will need to trek to a branch to deposit the money. Also, deposits are subject to forty business days to be cleared depending on the amount and if the transaction is initiated from another bank.

### 5.8.5 Potential to Overspend

The ability to make online shopping and payments may potentially lead clients to overspend the limits of their money. Without a careful look at their record of un-cleared debit transactions, the account balance may not accurately reflect the true available amount. Other fees might occur if they don't keep close tabs on their transactions, nevertheless despite the above the below Figure (2) shows the main four online E-banking disadvantages as follows.

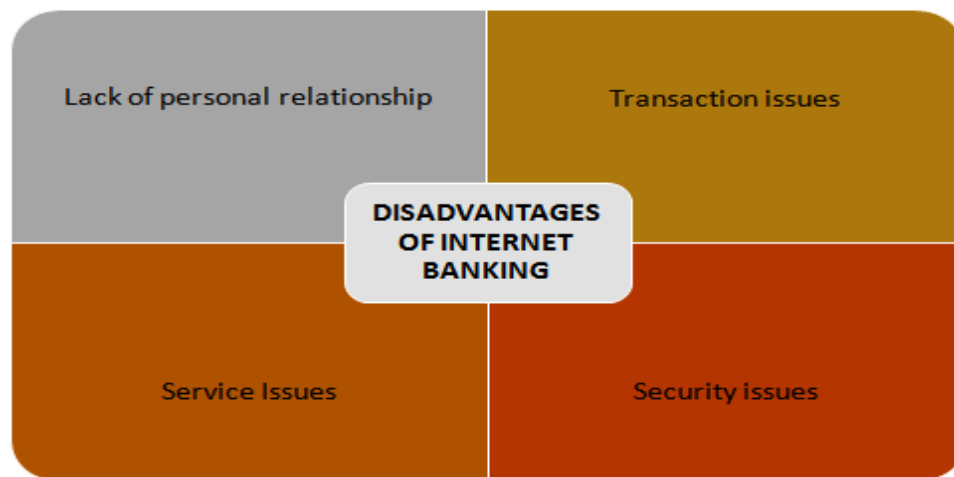


Figure 2. The main four E-Banking disadvantages

(Model source, Robinson, 2000)

## 6- Study Experimental Part/ Field Study

This field study part was conducted in the City of Derna which is located in the Northeast of Libya and as Kregcie and Morgan stated in 1979 (if the population under investigation is around 700, 248

questionnaires should be distributed in order to provide data for a reliable and beneficial survey). Therefore, a random sample method was used, with a survey distributed to 250 Wahda Bank Customers' from different levels operating in the city of Derna and counted on the participation of 20 Libyan academics participating in the experimental part of this study (Robinson, G. 2000). The selection of this large group sample was based on the fact that they were from the same city and surrounding areas as all of them were by chance highly interested in online banking and willing to spot the light on the importance of E-service quality improvement and all participants could be described as ordinary working class and most of them are with Wahda Banks for many years ago. As well as, the authors found that 85% of them are interested in the new technological revolution that Wahda Bank is witnessing and they are happy with the new practices of using the new Online Banking System to get the required products and services with more convenience with less efforts and much quicker than normal (Kolthom, M. 2008). Furthermore, they agreed on the importance of Wahda Bank Customers' online self-improvement alongside with staff support, good training and assistance. They saw their participation in this study as an opportunity to also speak on behalf of many other clients to draw the line under the important online banking advantages and disadvantages in all circumstances. The fact that this study intended to describe the factors affecting E-Banking acceptance as new developed professional method of customers' satisfaction, and other elements that might have influenced their views to make it entirely descriptive and particularistic. The results of this study can be applied to the whole population of E-Banking users Libya for getting a wider and more up to date response towards Online System Development (OSD). The following are other several data collection procedures were used to collect the required information:

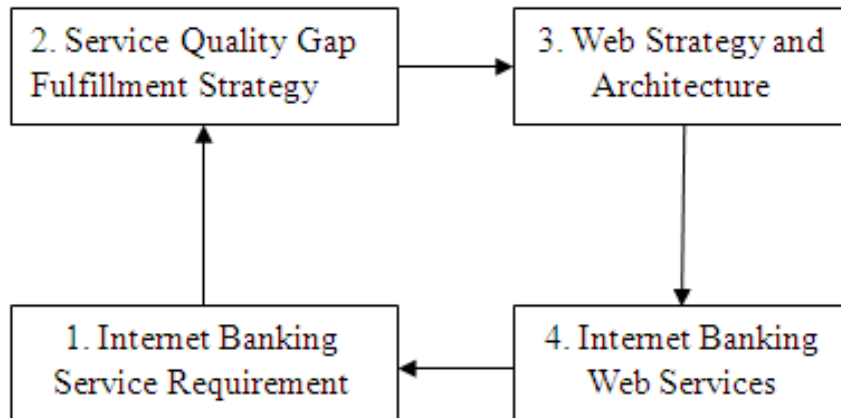
## 6.1 Observation

Through participant observation done during academic study, the authors implemented several observations that were conducted in order to gain a general overview of the context in which factors are affecting Wahda clients' E-service acceptance (Sowaify, A., 2001). Furthermore, finance and banking scholars stated that in many Online Administration Systems/Programs some customers are often reluctant to take part in observation or related activities since it is associated with evaluation. In this particular case, it served to gain entry into the group sample and develop rapport and trust with all participants to understand Libyan Online Banking users thoughts and experiences. These were registered in our diary in order to follow the groups sample case studies' reflective process as well as to register our own reflections.

## 6.2 Interviewing

The purpose of interviews in this study was to allow Wahda Bank customers to discuss what they thought about the factors and elements that affected their acceptance to Online Banking Service, quality, reliability, security and data protection to reflect their views and understand to E-Service and to question what they believe some areas of development. All this served as a starting point in the process of reflective Online Banking. Interviewing was also one of the authors main sources of information (Yang, Y 1997). It was from this practice that the targeted large group sample

commented on their E-Service feedback and narrated experiences, which permitted exploring their beliefs about Wahda Bank online products and services. It also offered the authors the opportunity to register the group sample of Online Banking Acceptance towards Relation Therapy (RT). As well as, to question their practice and think about possible information and communication technology (ICT) changes. In addition, Wahda Bank Customer Service will go 100% online very soon by adapting an Online Banking Quality Service similar to Model to meet customers satisfaction and expectations as shown in Figure. (3) in the next page:



**Figure 3. Online Banking Quality Service Model**

(Model source, Robinson, 2000)

### 6.3 Study Statistical Analysis

Agreeing with other researchers, the authors believe in simplicity, (Zhu, K & Kraemer, K 2006) they have decided to make it simple for analyzing the research data according to each age group feedback and answers' per cent-age. As well as, all questions were filtered into five main categories such as: Value Speed, Ease of Use, Better Service, Bank is Safe, Bank is Safe and Customers Satisfaction.

Age	Income	Value Speed	Ease of Use	Better Service	Security	Satisfaction
15– 20	500-750	14%	85%	90%	60%	88%
21 – 35	750-1000	15%	74%	82%	41%	51%
36 – 50	1000-1500	10%	62%	69%	36%	31%
51 - 60	1500-3000	17%	34%	57%	21%	13%

The results of the statistical analysis as shown above is clearly indicating that Wada Bank Online Customers who are considered to be the youngest are the most satisfied group sample of using E-Service comparing to other age groups E-Banking service users, and people/ Online Banking Customers who are considered to be the oldest are the most dissatisfied E-Service Users and the other two age groups come in between the youngest and the oldest Wahda Bank E-Service Users.

Therefore, security issues, service quality and ease of use were judged differently according to each age group as AGE was the main influential factor for accepting and adopting Wahda Bank Online Service regardless of customers' income, gender, social class, information and communication technology (ICT) skills and their educational levels.

Younger Wahda Bank E-Service users are more skillful and knowledgeable when it comes to utilizing Mobile Banking as they are used to more up-to-date technology comparing to elderly people/ Wahda Bank Clients who can't bare looking at smart phones' screens forcing themselves to see small prints and numbers to chick their account balance or to make a payment! And therefore, they can't really use Online Banking to manage their accounts properly as they are very slow learners when it comes to using official financial/ banking websites and mobile phone Online Banking apps.

## **7- Study Conclusion and Recommendations**

Based on the hypothesis, objectives and the final results obtained in the study, this part presents the conclusion and final recommendations.

### **7.1 Finding of the Study**

The findings show that electronic banking is considered as effective for young E-Service users in the Libyan Derna City, and it's important to attract more new customers especially from other age groups users as this looks promising for the development and growth of E-business and trade in Libya and this might be a good way to expand the provision of the services provided by Wahda bank branches (Zakaria, J. 2004). The new E-banking systems in Libya including Wahda Bank have a limited impact on customers who are from old age groups especially those who are above their 60's. Nevertheless, the advantages that accrue to Wahda bank in the case of the provision of E-Services are to reduce time consumption, increase the volume of commercial profits by targeting more young customers, with enabling them to have an easy access to local and global markets, taking into accounts improving customer services together with the possibility of providing services around the clock, reduce online banking complications, increase the efficiency of the E-Service's quality and performance, and provide new banking services to target more Mobile-phone Banking customers and how to make them more interested in Wahda electronic banking via good planning to use the Internet Banking Service. On the other hand, Wahda Bank needs to pay real attention to solving the problems that hinder the use of the Internet, and provide high quality software developers to improve the online system and to quickly deal with any urgent problems, as well as providing funds and equipment necessary for the operations on the internet to overcome some challenges facing the spread of electronic banking in Libya such as:

- 1- The weakness of system security that causing losing a wide range of clients.
- 2- Lack of qualifications and experience among older customers in using computers and smartphones apps.
- 3- The absence of quality Arabic E-markets to encourage consumers and business owners to buy goods and services through the internet.

- 4- Lack of English speaking Wahda Bank employees and customers in Libya which caused problems of dealing with most foreign websites.
- 5- The Lack of periodic online banking system development as way of gaining customers trust and satisfaction.

## 7.2- Study Recommendations

In light of the diversity of findings that depending on the analysis, evaluation and interpretation of the results of this study, the authors suggest the following recommendations:

- 1- E-Finger print is important to protect Wahda Bank consumers' accounts.
- 2- Providing an appropriate Wahda bank online system' infrastructure in terms of hardware and software and telecommunications services.
- 3- Creating a legislative legal environment characterized by transparency, integrity, equality and flexibility.
- 4- The importance of designing new Wahda Mobile phone App which must be easy to use to attract elderly customers.
- 5- Conducting similar studies in different disciplines is needed to investigate other factors affecting Wahda clients' acceptance of Online Banking in Libya.

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