

# **Factors Affecting Retail Banking Consumers Adoption of Mobile Banking Services in Moshi Municipality, Tanzania**

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The study was conducted to determine the factors that affect the adoption of mobile banking services in Tanzania using Moshi Municipality as the study area. The study aimed to examine the perception of retail banking consumers on mobile banking in Tanzania, to determine whether demographic characteristics of retail banking consumers is associated with adoption of mobile banking services in Tanzania, to examine factors influencing adoption of mobile banking services among retail banking consumers in Tanzania. Data were collected through questionnaire. Out of the 159 people who responded to the survey, only 150 responses were deemed to be usable. Descriptive statistics, chi-square independence test and binary logistic regression were employed in data analysis. It was found that perception of retail banking consumers is positive or significance concerning mobile banking perceived value and ease of use, on the other hand perception concerning perceived security of mobile banking was negative or insignificance and the adoption level is reasonable. It was also found that adoption of mobile banking is not associated with sex and occupation. There is, however, an association with age, education, and income at 0.05. Moreover, the results confirm the hypothesis that perceived usefulness, bank support, self-efficacy, perceived credibility and relative advantage were the key determinants of adoption of mobile banking at a  $p < 0.05$  which we reject null hypothesis. The constructs of Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT) are integrated and extended with bank support, self-efficacy and perceived financial cost to ascertain adoption of mobile banking. Consequently, the researcher recommends that the bank should assure customers of the reliability and integrity of the service so that they can trust it and get to adopt it.