FACTORS AFFECTING THE PERFORMANCE OF MOBILE BANKING-A CASE OF CO-OPERATIVE BANK OF KENYA

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DECLARATION

This is my own original work and that it has never been presented for any academic award in any other academic institution.

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Signature Date

This research study has been submitted for examination with my approval as university supervisor.

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This study is mainly based on mobile banking and those factors that affect its performance. Using co-operative Bank of Kenya as a case study, the study explored four key objective; to find out the effects of insecurity on the performance of mobile banking, to examine the effects of handset operability on performance of mobile banking, to determine the effects of mobile banking infrastructure and to determine how customers age group affects performance of mobile banking. It was determined that the larger percentage of the gender using mobile banking service were male which comprise of 60% as compared to 40% female who participate on the same service. It was determined that mobile banking service is an effective and efficient product used by the bank outside banking hall. The perception of the respondent on the security of mobile banking was that it’s a secure service to be used confidently since it was indicated by 87%.

It is recommended that the bank develops their own virtual m-wallet to facilitate mobile banking funds transfers to replace its current reliance on telecommunication companies for instance Mpesa system which the bank uses to offer funds transfers service from a customer bank account to mpesa or vice versa. For this reason the bank will be in a position to increase mobile banking security for their customers.