

ELECTRONIC BANKING USAGE IN ALBANIA: A STATISTICAL ANALYSIS

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ABSTRACT

The technological advancement has enhanced delivery of banks' services, and has an enormous effect on development of more flexible payments methods and more user-friendly banking services. Commercial banks in Albania to be competitive have started to offer electronic banking services. The aim of this paper is to study the usage of electronic banking services by individual clients of banks in Albania. The objectives of this research are: to identify the electronic banking services that banks' clients use, to identify the factors that influence the use of e-banking services, and to assess the influence of demographic characteristics of clients on electronic services usage. The target population was comprised by individuals that have a bank account. The results of descriptive analysis indicated that the most used electronic banking service was Automated Teller Machine. Unawareness of e-banking services and products was one of the factors that the respondents agreed that influence their adoption and use of e-banking services. The results of chi-squared test indicated that education and monthly income were significantly related to the use of electronic banking services. The results of logistic regression indicated that clients with high education level were more likely to use the electronic banking services. The findings of this study provide useful information for planning electronic banking promotion strategies.

KEYWORDS: Commercial Bank, Electronic Banking Channel, Cronbach's Alpha, Chi-Square Test, Logistic Regression