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# The E-Banking and Security Transaction: the Tunisian Context

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## ABSTRACT

The barrier to the use of e-banking and the problem of security of transactions is often mentioned to explain the reluctance to the acceptance of this new technology wave. The objective of this research is to study the security problem and its effect on the use of e-banking. Therefore, a qualitative study was developed in the Tunisian context with business leaders in order to understand the use of e-banking and it's announced that the security risk is the inhibitor of the acceptance of this technology.

**Keywords:** E-Banking, Security Of Transactions, Electronic Payment System.

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## Introduction

The electronic payment systems have been developed in order to pay one line. The barriers to the use of this technology wave are motivated more researchers and the problem of security of payments is often used to explain the reluctance to the use of e-banking. The objective of this article is to understand the role of security of payments in accepting the integration of e-banking. To further understand the behavioral users, we will present the context of the use of e-banking in Tunisia and we will conduct a qualitative study with banking customers to understand the barriers to the use of e-banking.

## Security Transaction and Use of E-Banking

Many companies have automated exchange of financial data. Electronic payment systems are more oriented to the «Business to Consumer», It have been developed in order to pay the purchase of goods. These systems include payments by credit card, electronic money, the accumulated balance digital payment, doors electronic currency payments between peers, electronic checks and payment systems for electronic invoices (Laudan et al 2006).The barriers to using the Internet to conduct transactions are motivate more researchers ( Boulaire Balloffet 1999, Pavlou 2003 Adapa 2008). Indeed, the evolution of e-commerce encounters an obstacle related to the security of payment transactions and the perceived risk of private data. The

uncertainty surrounding the situation of use in the absence of a solution that finally put an end to the problem of fraud and reassure users about the safety of their bank account and their private data (Samer Ali et al., 2004).

Confidence in the safe use of the Internet affects positively the use e-banking transactions (Guerrero M, 2007). One of the main obstacles that slow acceptance is the lack of safety and reliability (Salkin, 1999). This security of the online channel determines its adoption by the user (Daniel, 1999, Jayawardhena and Foley, 2000, Liao and Cheung, 2002, Sathye 1999). In this context, Liao and Cheung, (2002) indicate that security is an important attribute of the decision to adopt Internet banking and the lack of security is a significant barrier to the adoption of online banking (Centeno, 2003), in fact the users are concerned about the security problem (Chen et al., 2002, Sathye 1999, Howcroft et al., 2002, Rotchankitumnai and Speece 2003, Belanger et al., 2002). The payment security is often cited to explain the behavior of consumers. The exchange of storing financial information (including credit card numbers) offers new opportunities for fraud. Bendana and Rowe, (2003) stipulate that the new services is strongly influenced by the perception of risk and show that users are influenced by the positive and negative consequences of the use of the Internet and in particular the security of transactions. They conclude that the use of the new services is strongly influenced by the perception of risk.

Financial consumers need to have security and protection offered by their banks (Roboff and Charles, 1998) and those who feel that their banks offer less risk tend to be users of e-banking (Rexha et al., 2003). Security is very important and determine

the acceptance of Internet banking (Qureshi et al., 2008, Charles et al., 1998, Sathye et al., 1999, Hamlet et al., 2000, Tan et al. 2002, Black et al., 2002, Howcroft et al., 2002). Thus the risk of lack of security, the possibility of data loss and the possibility of fraud are elements that represent the perceived risk of the use of e-banking (kaleem et al., 2008).

E-commerce characterized by distance and technology mediation introduces a set of changes in trade relation that feed a climate of uncertainty (Viviane Fournier, 2004). The risk perceived by consumers about the safety of their bank data influences the behavior of Internet users (Samer Al Ali, 2004). Data privacy and the protection of access to financial information is a factor influencing the adoption of Internet banking (Gerrard P and JB Cunningham, 2003).

### **A Qualitative Study: the Use of E - Banking in Tunisia**

#### **The transition to the virtual economy and the modernization of the means of payment bank in Tunisia**

A network of banking compensation technology has been implemented for a successful transition to the virtual economy, and the banking sector in the modernization strategy is in the process of widespread use of credit cards at the national level of on the other hand the electronic payment company uniting Tunisia. Tunisian interbank network has established a system of secure electronic payment by credit card "Visa" and «Master card ". Electronic banking is changing as evidenced by the evolution of the main indicators, in fact there a new culture for modern means of payment and a transition to the smart card.

## **Security for a digital economy in the Tunisian context**

In the digitization of all or part of several exchanges, Tunisian environment is interested by payment security, authentication of actors and the traceability of transactions. To ensure a trusted environment for electronic transactions and exchanges, the Tunisian government has postulated a law on electronic commerce and trade in August 2000. This law introduces the definition of the electronic document, the electronic certificate and electronic signature. It grants the same legal value to electronic signatures and handwritten signature. She also announced the creation of the electronic national certification agency certification authority as she introduced the activity of suppliers the certification services in Tunisia. This law was followed by a set of texts defining applications use encryption means, content and reliability of the electronic certificate and the requirements for the devices of the electronic signature.

## **Conducting a qualitative survey of business leaders**

The use of e-banking is still in the preliminary stages and faces several constraints, indeed banks today do not understand customer's passivity to use e-banking. And ask why some customers are not motivated by the use of e-banking?

To understand the barriers to the use of e-banking, ten semi-structured interviews are realized with directors of companies. the recording of interviews was conducted by taking notes. The study revealed that the majority of directors of companies have expressed reluctance towards the use of e-banking. They have shown that they are seeking certification, authentication (user name), confidentiality and protection

of financial information. They accept the use of bank websites for information consultation but have not yet confidence in the technology and prefer to have tangible evidence as proof of the execution of payments and transactions. So the use of transactional websites still encounters problems.

This reluctance was explained by a distrust of users who are sometimes forced to contact their bank manager by phone to ensure and confirm the transfer operations. Some explained that «internal networks have not advanced as say for external reports when banks must manage business platforms more complicated»

Others felt that there was no tangible evidence «I prefer to have tangible evidence if there is a problem.", "There is incompetence in the management of informational websites, so how I can believe that there are a security one line".

Thus it may be noted that the most inhibitor which was mentioned by the majority of users was that the risk of lack of perceived safety (such as the risk of fraud , financial loss , loss of data) face a lack guarantee in case of problems. But other barriers were also mentioned, such as lack of confidence and the not satisfaction to the quality of informational websites (lack of update) by banks;

## **Conclusion**

A perceived lack of security can have consequences on the success of the diffusion of e-banking. So we must try to overcome this limitation while reassuring the user and demonstrate the existence of the security modes and further develop aspects of the security of transactions by banks.

Banks are required to keep the informational transparency and the quality of e-banking offers while ensuring the management of customer databases and

offering flexibility in order to satisfy the specific needs of each client.

Tunisian banks are required to assist the integration of e-banking while insisting on the presence of security issues and the existence of guarantees in case of problem to further reassure customers and to integrate the emergence of a climate of trust and confidence between the user and banks.

This study is a first attempt to explore the factors that motivate or inhibit the emergence of e-banking and will be considered as a preliminary search of further quantitative studies to measure the impact of perceived security risk on the diffusion process of e-banking.

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