

# **Corporate Social Responsibility effect on intention to use e-banking services with an emphasis on technology acceptance model (Case study: bank customers in Rasht)**

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**Information technology caused a huge revolution in business organizations and has changed a lot of their mechanisms. Banks and financial institutions also used this opportunity and have strengthened their processes based on Information technology. The most important changes in monetary and fiscal institutions, is the creation of virtual banking, financial transaction in the third millennium has changed. Therefore, present research aims to investigate Corporate Social Responsibility effect on intention to use e-banking services with an emphasis on technology acceptance model on the banks of Rasht. The main question addressed in this study is also the case that: What impact does have social responsibility and dimensions of Technology Acceptance Model, on the intention of customers to use e-banking services in Rasht banks? Hence, present study in aim is applied. In terms of categories on data collection is a descriptive study and in terms of relationship between the variables is correlation. The study population in this study is consumers are using electronic banking services in the city of Rasht and samples are also equal to 349 customers. Sampling in this study, is available non-probability and quota sampling, and Data, collected through the standard questionnaire. All data analysis through software SPSS and PLS is done. To test the hypotheses of confirmatory factor analysis and structural equation modeling with approach partial least squares has been used. Hypothesis test results indicate a significant and positive impact of Social responsibility on the intended use, ease of use and the perceived usefulness. On the other hand, a significant positive impact on perceived ease of use on usefulness, and perceived value is also approved. In other hypotheses, also a significant and positive**

impact of social pressure on perceived value, and intend to use customer approved. In the final hypotheses of research, positive and significant impact perceived usefulness, on perceived value and customer intend to use was confirmed. Finally, the last hypothesis a positive and significant effect of perceived value, on intention of customers to use online banking services approved.

**Keywords :** Key words: intend to use, technology Acceptance Model, social responsibility, bank, partial least squares

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