

Independent Study Title	The Acceptance of RFID Technology in Government Savings Bank
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Abstract

Nowadays, the competition in the Banking Industry is very high. There were both local and international banks open their branches in Thailand. This made all the banks required to develop the new technology and new management strategy in order to increase their competitiveness and be able to compete in the market. Radio Frequency Identification or RFID was one of the efficient technologies being used in various applications such as in the Inventory management. In the Banking industry, RFID has been used in many developed country such as USA. It helped improve the banking services process. The customers neither need to fill in any form nor take any queue card by using the RFID system. Also, the tellers can identify the customer preference from their databases.

However, by reviewing the related literatures, it can be founded that the RFID never been used in Thai's banking service system. This research was then developed in order to study the factors that might influence the use of the RFID in banking service. The Technology Acceptance Model (TAM) was selected as the main framework for this study. The data was collected from the customer of the Main Branch of Thai's Government Savings Bank. The results of the study shown that the factors that influence the acceptance of the RFID technology in the banking industry are the

Perceived transaction convenience, Perceived usefulness, Perceived ease of use,
Perceived credibility and Attitude toward using.