The Implementation of Mobile Bank Usage from marketing point of view of bank managers in Jordan.

The study aims at determine the effect of the implementation of Mobile Bank Usage from marketing point of view in Jordan on the different dimensions of the study (Gender of bank managers, Age of bank managers, Qualification of bank managers, Bank Branch Location, Bank Age, and Years of experience in bank).

Data have been processed and analyzed through the use of “SPSS” program in order to obtain means, standard deviations, and percentages for the demographic characteristics of the sample. Moreover, analysis of variance (ANOVA) is conducted to test if there are any statistical evidences of the existence of difference between participants to the independent variables.

The study revealed that there are strong statistical evidences that differences exist between the Implementation of Mobile Bank Usage from marketing point of view of bank managers in Jordan. These differences are due to the following factors:

The male feel more than the female in all variables except variable 14 so the male bank managers feel that the implementation of Mobile Bank Usage as bank managers increase the Levels of trust of payment via E-techniques.

Bank managers who works in banks with Age of bank 20 & above feel more than the one who works in banks of age 10 – less than 15 Years and those works in banks age of 15 – less than 20 Years feel more than 20 & above of the implementation of Mobile Bank Usage as bank managers increase the Efficiency of time management and Personality Contact.