**Investigating the effective factors on mobile bank acceptance according to the theory of integration of acceptance and use of technology (UTAUT)**

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**Abstract**

Banks are one of the largest businesses interested in systems of increasing the efficiency and effectiveness of customer service. Despite the will of banks in the full implementation of Mobile Banking, its realization largely depends on the level of motivation and customer acceptance. The purpose of this study is to investigate the factors affecting behavioral intention and mobile bank acceptance. This research is both applied and descriptive, based on its purpose and data collection method.. This study examined the behavior of bank customers in Qazvin province as a statistical sample. As a statistical sample, 387 questionnaires were distributed to customers using the Morgan table and Structural equation modeling, and the partial least squares method used for testing the hypotheses and fitting the model.. In this study, three hypotheses of price value, hope to try, and the habit of behavioral intention; regarding the acceptance of mobile banking were not accepted and ten other hypotheses were confirmed, including the effect of pleasure motivation, social influence, trust, functional expectations and satisfaction on behavioral intention and the effect of trust and hope of effort on functional expectations and the effect of trust on satisfaction and the effect of behavioral intention and facilitation on acceptance mobile bank.

**Keywords:** Mobile Banking, Acceptance, Behavioral Intention, Technology.