

Assessing the Effect of Electronic Banking Services Quality on Customer Satisfaction: Empirical study from Selected Deposit Money Banks in Katsina.

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ABSTRACT

The study examined assessed the effect of electronic banking services quality on customer satisfaction in Katsina, Nigeria. A survey method was used to collect data from the respondents. Customers of Guaranty Trust Bank, Access bank and First bank made up the study's population. A total copies of 400 questionnaires were distributed to the customers of these three sample banks. Due to incorrect responses, 369 questionnaires were retrieved and four copies were discarded. As a result, only 365 copies of the questionnaire were analysed upon, which represents a response rate of 91 percent. The respondents for the study were chosen using a simple random sampling technique. The study employed both descriptive and inferential statistics to analyse the data. The regression analysis was used to test the possibility of any relationship between dependent and independent variables. The results discovered that the positive and significant relationship exists between the service quality dimensions (independent variables) and customer satisfaction (dependent variable). It is therefore concluded that the electronic banking service qualities predicts customer satisfaction and the higher the level of electronic banking service quality, the higher the satisfaction its offers to customers.

Key words: electronic banking, service quality, customer satisfaction, ICT, Deposit Money Banks

I. INTRODUCTION

Information technology has spread its wings in all of possible commercial sectors particularly in banking, where numerous channels

provide quality services to their customers and boosting their satisfaction level. The development of ICT has transformed the banking industry and made the world a global village. The emergence of E-banking, according to Sumra et al. (2011), has altered and redefined the way banks operate. ICT plays a crucial part in banking operations in the twenty-first century, when the banking business is more complicated and competitive (Juddy, 2013). The banking industry is being reformed by globalization, competition and innovation and customer needs. Due to the emergence of a knowledge-based economy and society as information and communication technology (ICT) advanced, banking services have undergone profound changes during the last 10 years (Driga & Isac, 2014).

The competition in banking sector improved in recent years and to stay competitive, banks are adopting unique tools and strategies to ensure customer retention and satisfaction and E-Banking is one of the most important tools and approaches. The banks that adopt the latest technology and payment system have better chance of succeeding in the competitive financial market. They have been able to generate more and more business, which has resulted in their greater profitability (Endalkachew, 2013).

One of the major changes in today's society is the advent of information and communication technologies that brings many benefits. Despite the multiple potential advantages, the development and deployment of these technologies is not enough to enjoy their benefits, rather technology should be used by users (Jalali, 2008; Hitesh, 2015). However, to achieve the

potential benefits of information technology, it should be considered the acceptance of it in the society (Driga & Isac, 2014).

Today, the competition to improve service quality has been known as a strategic issue and is the key for organizations that are active in the service sector. Organizations that are achieved higher levels of the services quality will have higher levels of customer satisfaction as a prelude to achieving permanent competitive advantage (Guo et al, 2009). No doubt, customer satisfaction and even making them joy of the services quality at first stage requires to know their needs and desires and then to transfer these demands into a situation that goods and services are produced (Hosseini and Ghaderi, 2010).

E-banking is defined as a set of self-service platforms that include internet (online) banking, telephone banking, mobile banking, Agent banking, phone banking, TV banking and PC banking whereby customers access these services using electronic devices such as personal computer, Automated teller machine (ATM), Point of sale terminals and mobile phones without having to visit the bank (Pikkarainen et al., 2004). This is gradually transforming society into a cashless society in which consumers are no longer required to pay for all of their purchases with hard cash. Similarly, Christopher et al. (2006) stated that e-banking offers a significant channel to sell products and services of banks and is perceived to be a requirement for banks to be successful. It is critical in the transformation of banks in areas such as products and services and how they are delivered to customers. Therefore, E-banking is an important tool in the development, growth, promotion of innovation and enhancing competitiveness of banks (Jannatul, 2010). Consequently, E-banking benefits the customer by allowing easier access to financial services, convenience and time saving in managing their finance (Al-Smadi, 2012). Nigerian banking system was characterized by frustrations and poor services occasioned by ineffectiveness and inefficiency in the services delivered prior to the introduction of ATM and E-banking services (Burodo, Suleiman and Shaba, 2019). Therefore, Nigerian Deposit Money Banks (DMBs) are expected to deliver quality service through new technologies to ensure customer satisfaction to stay competitive in the industry.

However, Africa and other developing countries' E-banking adoption has been inhibited by the quality, availability and the cost of accessing telecommunication infrastructures due to lack of skilled staff, low internet penetration, low bank account, and lack of timely delivery of physical

goods also hinder the growth of electronic banking. As one of developing countries Nigerian banking system face similar challenges and electronic payment systems are at an embryonic stage (Simon & Thomas, 2016).

Customer satisfaction refers to the extent to which customers are happy with the products and/or services provided by an organization (Simon & Thomas, 2016). Customer satisfaction has been observed as a key strategy of every business and a benchmark against which many organizations have set their standards (Burodo, Suleiman and Yusuf, 2021; Adeniran, Burodo & Suleiman, 2022). A customer satisfaction is an ambiguous and abstract concept. Actual manifestation of the state of satisfaction will vary from person to person, product to product and service to service. The state of satisfaction depends on a number of factors which consolidate as psychological, economic and physical factors (Suleiman and Usman 2016). Actual index of the state of satisfaction varies from individual to individual, product to product and service to service (Suleiman and Yasir, 2022). Good customer service is the key factor that will determine in the future whether the business will survive or not (Surafel, 2016). It is believed that customer satisfaction will affect their future reactions toward the organization including the willingness and enthusiasm to reuse, tendency to recommend the product to others and willingness to pay the price without bargaining or trying to find suppliers who provide the same product with lower price (Kwashie, 2012). Customer satisfaction is achieved when the performance of the company could meet the expectations of a customer. If the performance would be lower than expectations, the customer will be dissatisfied and if the performance would be equal to expectations, he will satisfy. If the performance would be higher than expectations, he will be very pleased and happy (Kotler & Armstrong, 2014). Similarly, Oliver, 1997) discovered that customer satisfaction is an important aspect of marketing concept, which holds that satisfying customer needs is the key to generating customer loyalty. Generally, customer satisfaction means customer response in the context of the state of fulfilment, and customer adjudication of the fulfilled state. It is defined as an overall negative or positive sense about the net value of services received from a provisional (Kotler & Armstrong, 2014).

1.2 Statement of the Problem

Serving customers faster is imperative and an ultimate decision for a bank's management. The use of technology and electronic products in the

major banks is becoming a common phenomenon, as ATM, VISA CARD and other ICT technology are known to improve efficiency and customer satisfaction in a variety of ways. The aim of Electronic banking is to improve customer satisfaction while also decongesting banking halls. The management of the Nigerian Banks have embarked on promoting electronic banking through the use of ATM (Quick Cash) Visa cards and other electronic products in order to motivate customers to use it since it is convenient, reliable, fast and safe. This promotion is through done education and presentation on the importance of the use of electronic products.

However, despite this campaign, the banking hall is always crowded with customers. Also there is also little information on how customers assess the functionality of electronic products introduced by the banks and how this has influenced their use of such services.

Despite the provision of those facilities, the banks have not completely taken advantage of such facilities, despite the fact that though they have reduced their human resource strength. As a result, banking halls are overcrowded, resulting in customer dissatisfaction.

Therefore, this study is aimed at examining the effect of electronic banking service quality on customer satisfaction with particular reference to Guaranty Trust Bank, Access bank and First bank in Katsina metropolis. The study considered customers who make use of electronic banking services for these three selected banks in Katsina Metropolis. The rationale behind the choice of Katsina metropolis is to have a reasonable number of respondents and to enable ease of administering the questionnaire.

1.2 Objectives of the study

The general objective of the study is to assess the Effect of E-Banking Service Quality on Customer Satisfaction in selected deposit money banks (DMB) in Katsina.

The specific objectives are as follows:

1. To determine the effect of E-banking service reliability on customer satisfaction.
2. To examine the effect of E-banking service responsiveness on customer satisfaction.
3. To determine the effect of E-banking service assurance on customer satisfaction.
4. To examine the effect of E-banking service empathy on customer satisfaction.
5. To determine the effect of E-banking service tangibility on customer satisfaction.

II. LITERATURE REVIEW

To support the claims of any study, there is need for an empirical review of authorities who conducted studies in the area of discussion. However, similar studies were reviewed as follows:

Bambore P.L and Singla V (2017) examined the Factors Affecting E Banking Adoption and Its Impact on Customer Satisfaction of Ethiopian Banks. The aim of this paper was to identify current customers of e-banking by predicting their intention to use and its acceptance and impacts on customer satisfaction in selected banks of Ethiopia. A cross-sectional survey design was adopted for the study. Inferential statistics was employed to analyse the data. Data was collected from a self-administered survey from selected banks of Ethiopia. The study adopted Exploratory Factor Analysis (EFA) by using SPSS 16 and Confirmatory Factor Analysis (CFA) by using AMOS 21 in order to identify the factors that affect e-banking adoption. Finally, SEM analysis was done to check the impact of TAM (technology acceptance model) on customer satisfaction. The results revealed that Perceived ease of use and perceived usefulness were significantly influenced the actual usage of Electronic Banking Services

Martin O. O and Kwaku N.G (2016) carried out a research on the contribution of electronic banking on customer satisfaction with a particular reference to GCB Bank limited, Koforidua. The purpose of this study was to assess the Contribution of Electronic Banking to Customer Satisfaction at GCB Bank-Koforidua, to this end some objectives were set for the study. This research is quantitative in nature. Questionnaires were employed as the main tools for data collection. Data was collected from management, staff and customers of GCB Bank, Koforidua Branch. The findings from analysis of data discovered most of the respondents of the study were not fully aware of the existence of internet facilities. It was also found that the use of internet banking was quite expensive, even though the bank was utilizing the facility but customers were not fully patronizing them. Finally, the study recommended that all branches of GCB Bank adopt internet banking facilities to help ineffective banking operations and transactional purposes.

AlHaliq and AlMuhirat (2016) assessing the impact of Electronic Banking Services on Customer Satisfaction in the Saudi Banking Sector. The study is aimed at determining the level of customer satisfaction with electronic banking (e-banking) services in the Saudi banking sector. The research employed descriptive statistics. Primary data was adopted through questionnaire method. The results of the analysis revealed that electronic

banking services significantly influences customer satisfaction in Saudi banks. However, there is an absence of awareness and guidance for customers about the e-banking system. The study recommended the need for improving the electronic services provided by banks in Saudi Arabia to enhance customer satisfaction.

Simon and Thomas (2016) conducted a research on the Effect of electronic banking on customer satisfaction in selected commercial banks, Kenya. The purpose of this study is to establish the effect of internet banking on customer satisfaction among commercial banks in Kenya. This study adopted a descriptive survey design. The primary purpose of this study was to determine the effect of E-banking on customer satisfaction in selected commercial banks in Kenya. The population of the study comprised of 262511 regular customers drawn from five banks in tier one namely equity bank, Barclays bank, Kenya commercial banks, Standard Chartered Bank and Co-operative Bank. The banks were only five but due to the huge number of e-banking registered customers and as such, the sample was generalized to represent the characteristics of the 43 banks. The sample was obtained using coefficient of variation. Descriptive research design was used for the study. The study adopted primary data through a structured questionnaire. The results above indicated that internet banking, mobile banking, ATMs and point of sale system being constant at zero, the level of customer satisfaction will be 2.578. Furthermore, the results showed that taking all other independent variables at zero, a unit increase in internet banking would lead to a 0.426 increase in customer satisfaction and a unit increase in mobile banking would lead to a 0.782 increase in the customer satisfaction. Further, the findings showed that a unit increase in automated teller machines would lead to a 0.612 increase in customer satisfaction while a unit increase in point of sale system would lead to a 0.486 increase in the customer satisfaction. In terms of magnitude, the findings indicated that mobile banking have the highest effect on customer satisfaction followed by automated teller machines, then point of sale system while internet banking had the least effect on customer satisfaction. All the variables were significant as their P-values were less than 0.05. This study therefore recommended that banking intuitions should enhance their internet banking to make it flexible, fast and easy to use.

John A. O and Rotimi O (2014) examined the impact of electronic banking on satisfaction of corporate bank customers in Nigeria. The study employed primary data through structured

questionnaire. Both descriptive inferential statistics were used to analyse the data. Chi square technique was used to test hypothesis. The study discovered that there is a significant relationship between electronic banking and customers' satisfaction. Moreover, E-banking has become popular because of its convenience and flexibility, and transaction related benefits like speed, efficiency and accessibility. The study recommended the need for strengthening telecommunication to ensure the application of electronic banking in Nigeria and optimum satisfaction on the part of customers.

2.1 The concept of services quality.

Service Quality is defined as a service that meets and exceeds customers' expectations and needs. It refers to the gap between customers' expectations and views of service firms' services. Furthermore, the primary characteristics of service quality include reliability, responsiveness, and assurance, empathy and tangibility. As a result, the services quality determines consumer happiness. Similarly, Khan (2013) recognized convenience, reliability, privacy, ease of use, and responsiveness as the key dimensions of electronic banking service quality. According to him, service quality has a significant positive relationship with customer satisfaction. Five major items about service quality include reliability, assurance, tangibility, responsiveness and empathy (Al-Hawari, and Ward, 2006). Therefore, service quality can be defined as the difference between customer expectations of service and perceived service (Anber, Shlash, Shireen & Alhamadani, 2011). It is the extent to which a service meets customer's expectations. Consequently, service quality is the basic element that fulfils the expectations of customers in the banking industry.

The five dimensions are reliability, responsiveness, assurance empathy and tangibility are as follows:

2.1.1 Reliability

It refers to the ability to deliver service as promised which is translated into the ability of the supplier to perform the service in a safe and efficient manner. It shows the consistent, non-compliance-free performance that the customer can rely on. Without the need for rework, the supplier must deliver what was promised. According to Zeithaml and Bitner (cited in Surafel, 2016) customers should be impacted by the reliability of new technology, because they might be associated with risks such as the technology malfunctioning.

2.1.2 Responsiveness

The willingness to help customers and to provide prompt service is referred to as

responsiveness (Bambore&Singla 2017). It refers to the provider's willingness to attend to users on a voluntarily basis, providing a service in an attentive manner, with precision and quick to respond (Bambore&Singla 2017). It concerns the institution's worker's availability to assist the users and deliver prompt service. A firm is known to be responsive when it communicates to its customers how long it would take to get answers or have their problems dealt with. To be successful, companies need to look at responsiveness from the view point of the customer rather than the company's perspective (Zeithaml et al., 2006).

2.1.3 Assurance

Assurance involves issues of confidence and trust that consumers have towards and feeling of safety in usage in case of perceived problems (Sadek et al, 2010). It involves employee knowledge and courtesy as well as their ability to inspire trust and confidence.

2.1.4 Empathy

Empathy entails caring and providing individualized attention to customers by employees of the firm (Zeithaml et al., 2006). In this respect, the customer feels unique and special. In order to promote empathy, company employees should endeavour to know their customers' names preferences and needs and then take steps to satisfy them. Empathy includes accessibility, sensitivity and effort in understanding the needs of users.

2.1.5 Tangibility

The physical equipment of the service is referred to as tangibility. The physical facilities of the service provider, the appearance of personnel, materials associated to the service (credit and debit sheets, cheque books etc.), decorations and business hours, the tools and equipment used to provide the service as well as other customers in

the service facility are all describe as tangebles. Tangibility are used by firms to convey image and signal quality (Zeithaml, Berry, & Parasuraman, 2006).

III. METHODOLOGY

The current study adopts survey approach to collect data from the respondents. The population of the study consists of the entire users of electronic banking services that belong to GT bank, Access bank and First bank in Katsina metropolis. This is a quantitative study that employed the use of questionnaires as the main tools for data collection where 400 copies of questionnaires were administered but 369 were validly returned by the respondents. Customers who attend the selected banks for the study were randomly administered with questionnaires. Moreover, the study employed both descriptive and inferential statistics to analyse the data. The demographic data in this study was analysed using descriptive statistical techniques such as tables and the frequency graphs. On the other hand, the study used regression analysis to establish the relationship between service quality components and customer satisfaction. Reliability, responsiveness, assurance empathy and tangibility are the five dimensions of service quality and were used as independent variables to evaluate the customer satisfaction status as illustrated in Figure 1

The regression equation model for this research can be specified as follows:

$$\text{Customer satisfaction} = \beta_1 \text{Reliability} + \beta_2 \text{Responsiveness} + \beta_3 \text{Assurance} + \beta_4 \text{Empathy} + \beta_5 \text{Tangibles} + \varepsilon \quad (1)$$

Where $\beta_1, \beta_2, \beta_3, \beta_4$ and β_5 are regression coefficients to be determined ε is the error term.

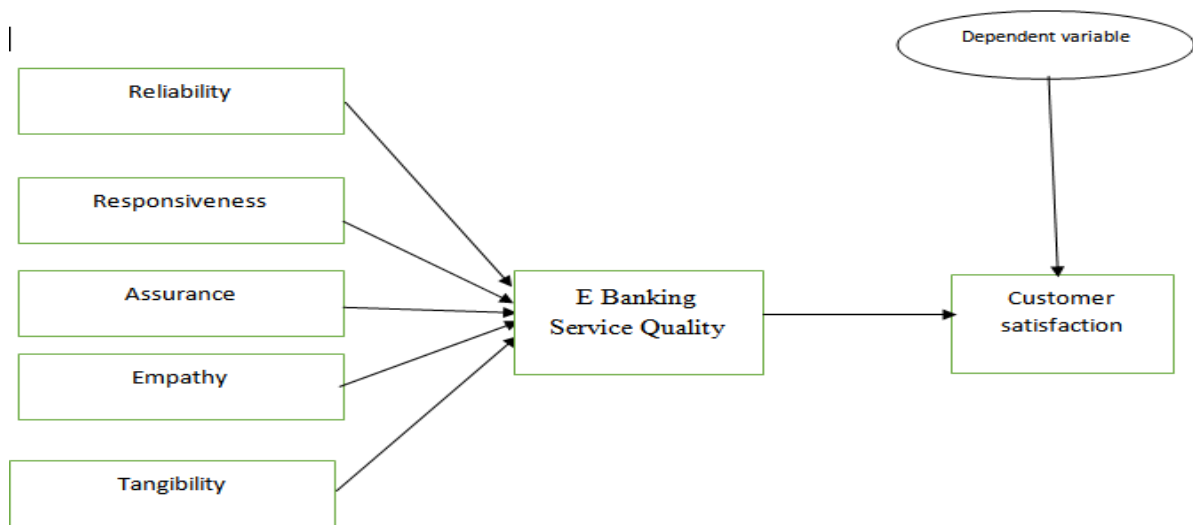


Figure 1: Conceptual Framework

IV. RESULTS AND DISCUSSION

4.1 Reliability

Questionnaires were first administered to forty (40) respondents randomly selected for reliability testing of the instrument. Internal

consistency was measured using the Cronbach's alpha, and the results were within the acceptable range of 0.70 to 0.95 (Tavakol & Dennick, 2011) as presented in Table 1.

Table 1: Summary of Cronbach's alpha results

| Section | No.of items | Cronbach's alpha |
|-----------------------|-------------|------------------|
| Reliability | 3 | 0.782 |
| Responsiveness | 3 | 0.872 |
| Assurance | 3 | 0.727 |
| Empathy | 3 | 0.901 |
| Tangibility | 3 | 0.812 |
| Customer satisfaction | 4 | 0.871 |

4.2 Socio-Demographic Profile of Customers

Table 2 displays the socio-demographic characteristics of 365 respondents' recovered questionnaires out of 400 administered. It indicates that 206(56.4%) and 159(43.6%) of the respondents are male and female respectively. The age distribution of the respondents shows that 35(9.7%), 164(44.8%), 132(36.3%) and 34(9.2%) aged less than 20 years, 21 to 40 years, 41 to 60 years and above 60 years respectively. Educational qualification profile of the customers shows that 12(3.4%), 100(27.6%), 111(30.3%) and

142(38.7%) possessed Quranic/Islamiyya, Primary school certificate, Secondary School certificate and tertiary certificate respectively. Employment status profile of the customers reveals that 116 (32.0%), 32(8.7%), 97(26.5%), 103(28.2%) and 17(4.6%) of the respondents are civil servants, retired workers, self-employed, students and other specified employments respectively. Finally, marital status of the customers shows that 132(36.1%), 149(40.8%), 53(14.6%) and 31(8.5%) of the respondents are single, married, divorced and widowed respectively.

Table 2:Socio-Demographic Characteristics of Customers

| Gender | Frequency | Percentage (%) |
|--------|-----------|----------------|
| Male | 206 | 56.4 |
| Female | 159 | 43.6 |
| Total | 365 | 100.0 |
| Age | Frequency | Percentage (%) |
| ≤ 20 | 35 | 9.7 |

| | | |
|--|------------------|-----------------------|
| 21-40 | 164 | 44.8 |
| 41-60 | 132 | 36.3 |
| Above 60 | 34 | 9.2 |
| Total | 365 | 100.0 |
| Highest educational qualification | Frequency | Percentage (%) |
| Quranic/Islamiyya School | 12 | 3.4 |
| Primary School | 100 | 27.6 |
| Secondary school | 111 | 30.3 |
| Tertiary school | 142 | 38.7 |
| Total | 365 | 100.0 |
| Employment status | Frequency | Percentage (%) |
| Civil servant | 116 | 32.0 |
| Retired | 32 | 8.7 |
| Self employed | 97 | 26.5 |
| Student | 103 | 28.2 |
| Other specify | 17 | 4.6 |
| Total | 365 | 100.0 |
| Marital Status | Frequency | Percentage (%) |
| Single | 132 | 36.1 |
| Married | 149 | 40.8 |
| Divorced | 53 | 14.6 |
| Widowed | 31 | 8.5 |
| Total | 365 | 100.0 |

Source: Field Data, 2022

4.3 Test of Hypotheses

Hypothesis 1: Reliability of service quality has no significant effect on customers' satisfaction of electronic banking services.

Hypothesis 2: Responsiveness of service quality has no significant effect on customers' satisfaction of electronic banking services.

Hypothesis 3: Assurance of service quality has no significant effect on customers' satisfaction of electronic banking services.

Hypothesis 4: Empathy of service quality has no significant effect on customers' satisfaction of electronic banking services.

Hypothesis 5: Tangibility of service quality has no significant effect on customers' satisfaction of electronic banking services.

In order to test the hypotheses, data gathered were subjected to multiple regression analysis to examine whether the service quality in the dimensions of reliability, responsiveness, assurance, empathy and tangibility predict customers' satisfaction towards their electronic banking services. Tables 3, 4 and 5 present the multiple regression analysis for the hypotheses formulated.

Table 3: Model Summary of Constructs

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .588 ^a | .346 | .317 | 1.19498 |

a. Predictors: (Constant), Reliability, Empathy, Assurance, Responsiveness, Tangibility

The overall predictability of the model is depicted in Table 3. The result indicated that 31.7% ($R^2=0.317$) of the observed variance in customer satisfaction were mutually explained by the independent variables (SERVQUAL dimensions). The remaining 68.3% unexplained variance could

be due to other factors outside the regression model. It indicated that there is a significant combined positive relationship between the SERVQUAL dimension and customers' satisfaction at 95% confidence level ($R=0.588$).

Table 4: ANOVA summary of constructs

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 87.511 | 5 | 17.502 | 12.257 | .000 ^b |
| Residual | 165.645 | 116 | 1.428 | | |
| Total | 253.156 | 121 | | | |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Reliability, Empathy, Assurance, Responsiveness, Tangibility

Table 4 shows the goodness of fit statistics about overall significance of the regression model. The model was found to be statistically significant since the F-value gives a significant value of less than 5% alpha level of significance. This suggests that the (SERVQUAL dimensions)

jointly predicts the dependent variable customer satisfaction ($F=12.257; p<0.05$) significantly. This means to improve customer satisfaction on electronic banking, it is rational to focus on the improvement of the 5-SERQUAL dimensions.

Table 5: Regression analysis Coefficients SERQUAL dimensions and customer satisfaction

| Model | Unstandardized Coefficients | | Standardized Coefficient | t | Sig. |
|----------------|-----------------------------|------------|--------------------------|-------|------|
| | B | Std. Error | | | |
| 1 (Constant) | 1.317 | .437 | | 3.014 | .003 |
| Reliability | .350 | .116 | .228 | 3.031 | .003 |
| Responsiveness | .481 | .120 | .430 | 3.999 | .000 |
| Assurance | .522 | .109 | .464 | 4.796 | .000 |
| Empathy | .205 | .089 | .182 | 2.301 | .023 |
| Tangibility | .382 | .151 | -.321 | 2.533 | .013 |

a. Dependent Variable: Customer Satisfaction

Table 5 presents Regression model expressing the relationship between SERQUAL dimensions of electronic banking and customer satisfaction of some deposit money banks in Katsina metropolis and is thus represented by the equation below:

$$\text{Customer satisfaction} = 1.317 + 0.350\text{reliability} + 0.481\text{responsiveness} + 0.522\text{assurance} + 0.205\text{empathy} + 0.382\text{tangibility} \quad (2)$$

In this model, it is assumed that customer satisfaction on electronic banking is determined by its service quality dimensions. From the results of the model in table 5, constant coefficient (1.317) is the unit change in customer satisfaction when electronic banking service quality dimensions are at zero level, significant value of the constant (0.003) which is less than 5% (level of significance is an indication that there are other factors apart from SERQUAL dimensions that determine customer satisfaction. Similarly, the positive coefficient values of reliability (0.350), responsiveness (0.481), assurance (0.522), empathy (0.205) and tangibility (0.382) with respective significant

values of (0.003), (0.000), (0.000), (0.023) and (0.013) which is far less than 5% (0.05) level of significance means that all the five hypotheses of no significant effects were rejected. This therefore suggests that there is significant positive relationships between SERQUAL dimensions and customer satisfaction. In other words, improving the SERQUAL dimensions of electronic banking significantly enhances customer satisfaction on the services.

V. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study assesses the effect of Electronic Banking Services Quality on customer satisfaction. Service quality dimensions of reliability, responsiveness, assurance, empathy and tangibility were considered as determinants of customer satisfaction. Five hypotheses formulated were tested, and the results show that all the five null hypotheses which stated that SERQUAL dimensions do not have significant effect on customer satisfaction were rejected in favor of their

alternative hypotheses as all p-values are less than 5% level of significance. This study therefore concludes that electronic banking service quality in the direction of reliability, responsiveness, assurance, empathy and tangibility significantly predicts customer satisfaction and the more these services are improved by the deposit money banks, the higher the satisfaction their customers will derive from these services.

5.2 Recommendations

Having been proven in this research that electronic banking service quality determines customer satisfaction, banks are advised to improve their electronic banking service quality in order to remain important in the face of worldwide competition. Banks are equally advised to create more awareness on their usage as it will help to attract more patronage and profitability.

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Appendix: Research Questionnaire

Dear respondent, kindly fill out this questionnaire. The study is pure for academic purpose and the data would be treated with utmost confidentiality.

Thank you for your cooperation.

Please tick the appropriate option

Section A: Demographic and General Information.

1. Gender

| | |
|--------|--|
| Gender | |
| Male | |
| Female | |

2. Age

| | |
|--------------------|--|
| Age (years) | |
| Less than 20 years | |
| 21-40 | |
| 41-60 | |
| Above 60 | |

3. Highest level education

| | |
|--------------------------|--|
| Quranic/Islamiyya School | |
| Primary School | |
| Secondary School | |
| Tertiary School | |

4. Employment status

| | |
|-----------------|--|
| Civil servant | |
| Retired | |
| Self employed | |
| Student | |
| Others, specify | |

5.

| | |
|----------------|--|
| Marital Status | |
| Single | |
| Married | |
| Divorced | |
| Widowed | |

Section B: Service Quality

The following list of statements are used to get relevant information on how you derive maximum satisfaction from the use of E banking services

6. Choose among the given options where SA = strongly agree, AG = Agree, UD = Undecided, DA = Disagree, SD = Strongly Disagree

| S/N | Variables | SA | AG | UD | DA | SD |
|-----|--|----|----|----|----|----|
| | Reliability | | | | | |
| R1 | Banks keep its records accurately | | | | | |
| R2 | Banks provide electronic banking services at the promised time | | | | | |
| R3 | Banks solve problems of electronic banking whenever encountered. | | | | | |

| | Responsiveness | | | | | |
|-----|---|--|--|--|--|--|
| RS1 | Employees of bank are always willing to help customers about electronic banking | | | | | |
| RS2 | Employees of bank respond to customer request promptly about electronic banking | | | | | |
| RS3 | Banks provide fast and efficient electronic banking services | | | | | |
| | Assurance | | | | | |
| A1 | Employees of bank are polite and friendly staff | | | | | |
| A2 | The bank employees are knowledgeable and give precise answers to our inquiries | | | | | |
| A3 | Banks provide financial advice on electronic banking | | | | | |
| | Empathy | | | | | |
| E1 | Electronic Banking works 24/7 hours | | | | | |
| E2 | Electronic Banking services are easily accessible | | | | | |
| E3 | Banks provide electronic banking services at lower charges | | | | | |
| | Tangibility | | | | | |
| T1 | Visually appealing materials associated with electronic banking services | | | | | |
| T2 | Speed and Efficiency of transactions | | | | | |
| T3 | Banks have convenient opening business transactions | | | | | |

Section C: Customer Satisfaction

7. Choose among the given options where VS = Very satisfied, SA = Satisfied, NT = Neutral, US = Unsatisfied, VU = Very unsatisfied

| | Statement | VS | SA | NT | US | VU |
|-----|--|----|----|----|----|----|
| CS1 | I am satisfied with electronic banking services provided by my banks | | | | | |
| CS2 | I am satisfied with employees respond and prompt services on electronic banking | | | | | |
| CS3 | I am satisfied with financial services advice on electronic banking | | | | | |
| CS4 | The overall electronic banking service quality provided by my banks is excellent | | | | | |