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The Effectiveness of Mobile Banking in increasing Customer satisfaction-a case of CABS Gweru

By

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A dissertation submitted to Bindura University, Faculty of Commerce, Department of Banking and Finance, in partial fulfilment of the requirements of the award of Bachelor of Commerce Honours Degree in Banking and Finance

APPROVAL FORM

The undersigned certify that they have supervised, read and recommended to the Bindura University of Science Education for the acceptance of the research project entitled "**The Effectiveness of Mobile Banking in increasing Customer satisfaction-a case of CABS Gweru**." Submitted in partial fulfilment of the requirements for the Bachelor of Commerce Honours Degree in Banking and Finance.

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DEDICATION

To my wonderful parents Mr S and Mrs S Chipokosha and my sisters Tatenda and Mufaro

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I am ever indebted to my parents who inspired and encouraged me to work hard even when l felt like giving up and even when l could face some challenges. Colleagues at school also stood with me through thick and thin they were my source of strength .I would like to also thank my work supervisor Mr E Chitombo for being patient and kept on encouraging us not to procrastinate doing our work .Members of my study group were also a source of strength in my weakness .Mr D Garantiya my attachment

supervisor never stopped to encourage me to keep pushing with school work and lastly my friend Covenant Beta he was there to support emotionally and materially

ABSTRACT

The study sought to find out the effectiveness of mobile banking in increasing customer satisfaction in Zimbabwe, a case of CABS bank in Gweru, the study adopted a case study design on a sample size of 50 respondents who were selected through simple random sampling from a target population, bank customers. Data was collected by use of questionnaires and the data analysed by the aid of Statistical Package of Social Scientists Program (SPSS).

The findings were summarized, and data was presented using tables, charts and figures. Based on the study findings it was concluded that close to all those using mobile banking are generally satisfied with the service. The study findings showed that information technology infrastructure, installation costs and user perception affect the Adoption of the computerized Accounting System.

The study suggests encouraging the widespread use of mobile banking; campaigns should be launched to disseminate the usefulness of the technology. Such as through televisions, radios and social networks like Facebook and twitter. The researcher highly recommends improvement of the service availability in time. This should involve reviewing of the service level agreement between the service providers and the mobile network operators to enhance customers to access their bank accounts anywhere and at any time.

The researcher proposes the following recommendations: (i) Further research should be conducted in this area to explore the profitability associated with the technology. (ii) There is a need to explore more independent variables that can have an impact on customer satisfaction.

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LIST OF ABBREVIATION AND SYMBOLS

CABS	-	Central Africa Building Society
ATM	-	Automated Teller Machine
CRDB	-	Cooperative Rural Development Bank
DAWASCO	-	Dar es salaam Water and Sewerage Corporation
E-Fulusi	-	Electronic-Fulusi
FBME	-	Federal Bank of the Middle East
M-banking	-	Mobile banking
MFS	-	Mobile Financial Services
MNO	-	Mobile Network Operators
M-PESA	-	Mobile-money
PLC	-	Public Limited Company
SME	-	Small and Medium Enterprise
Z-pesa	-	Zantel-money

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

The shifts in client preferences and technological advancements haven't been spared for the financial sector. CABS has tried to catch up with the trends in a bid to satisfy its customers to retain them whilst they spread word of mouth about the good electronic services they get from the bank. There is an increasing demand for additional services to be available on mobile platforms since almost all CABS consumers possess mobile phones rather than computers. Covid 19 travel limitations have also made it difficult for consumers to reach physical branches. This research will examine how mobile banking may improve customer satisfaction. –> To that end, the researcher will go through the following: the study's aims and goals, the problem statement, the assumptions and limits, and finally, the definition of terminology and abbreviations.

1.1 Background to the Study

Mobile banking is a digital system which allocate clients of a pecuniary association to create a integer of pecuniary business deals, using a cellular phone ,smartphone or delicate digital associate. Vishnu (2021) believes that mobile banking would enable free or low-cost transactions between different bank accounts, utility bill payment, account balance check, and more.As digital and Covid 19 consumers are unable to visit their banks, mobile banking hasn't been exploited to its full potential. Customers who reside in outlying parts of Gweru may have difficulty getting to the bank due to distance and other roadblocks. Mobile banking only gives a few options. According to Machengete, financial institutions are increasingly concerned about customer satisfaction as the cost of acquiring new customers rises and the pressure to create value for customers and reduce customer defection to mobile money institutions threatens to overturn the formal banking system (2019). Service organizations have been urged to concentrate on customer happiness and market competitiveness by Kotler and Keller (2013) if they want to retain clients and stay competitive in the market. Because pleased customers are more likely to return to the bank for repeat purchases and to utilize a wide range of services, achieving improved customer satisfaction is an important part of business.

1.2 Statement of the Problem

When it comes to mobile banking, CABS has had to deal with a system that's broken and causing problems for clients. While mobile banking aims to free up bank branches, it has proven to be a significant problem in terms of transaction connection and security. Most transactions that fail to complete or send money to the incorrect location raise

questions in the minds of customers. That has caused a lot of concern, particularly among the elderly consumers.

Customer satisfaction is increased as a result of less cash being handled and faster service. CABS clients, on the other hand, are still dealing with a lot of cash, complaining about a poor network, and not even aware of the presence of mobile banking at CABS. Since the majority of people still need foreign currency, such as US dollars and South African rands, the growth of the FX illicit market has harmed many clients.

1.3 Conceptual Framework

For this research, the primary goal was figuring out how to improve customer happiness in the digital and covid 19 age, when people are increasingly restricted to their homes and workplaces but still want impeccable financial services.

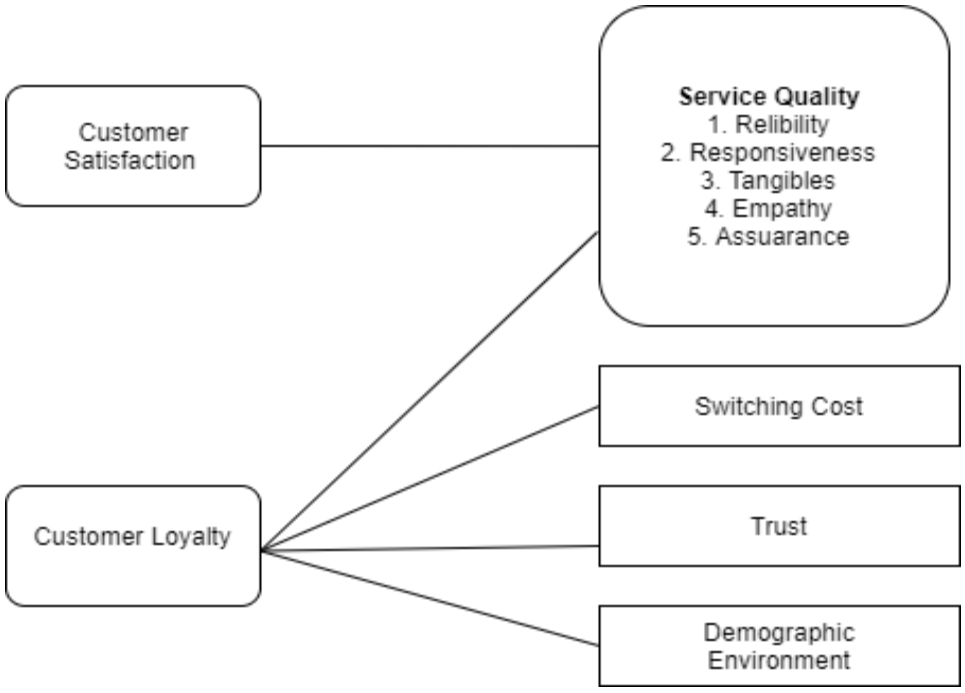

Fig1.1 Conceptual Framework

1.4 Research Objectives

1.4.1 Broad Aim

The main aim of this study was to establish what can be done on or with mobile banking to increase customer satisfaction especially during this digital and covid 19 era were customers are more confined in their homes and offices but still need banking services that are flawless.

1.4.2 Specific Objectives

To establish the effectiveness of mobile banking in increasing customer satisfaction

1. To assess the effect of the use of mobile banking in customer retention
2. To determine how can mobile banking influence customer loyalty

1.4.5 Research Questions

1. what influence does mobile banking have on customer satisfaction

2. what is the impact of mobile banking on customer retention

3. what is the influence of mobile banking on customer loyalty

1.4.6 Hypothesis

Hypotheses are lists of propositions that may be evaluated via scientific study (2019). A set of hypotheses based on the conceptual framework are as follows:

H_0: mobile banking has no effect in increasing customer satisfaction.

H_1: mobile banking has an effect in increasing customer satisfaction.

1.5 Justification / Significance of the study

1.5.1 Benefits to the researcher.

- This research will help the researcher understand how customer embrace changes in technologies and at what rate do they do that
- It will also help sharpen the research skills of the researcher and show deep understanding and expertise in the field of research

1.5.2 Merits to Bindura University

- It will help future researchers as a referral point
- It will also spread the significant merits on how students and staff members should associate in CABS mobile banking platform.

1.5.3 Benefits to CABS ICT Department

- It will help to establish what customers expect from digital platforms that can make them satisfied with the service.
- It will help determine challenges faced by customers when operating the mobile banking platforms.
- It will assist in simplified ways to inform customers on the importance of mobile banking

1.5.4 Benefits to the community

- It will help determine what services do they value and would want to be on mobile banking too

1.6 Delimitation

The study will focus on the clients that are serviced at CABS Gweru branch who are from Gweru urban area that includes Central Business District, Mkoba, Redcliff and affluent suburbs of Msasa and Gweru rural areas that include Zhombe. CABS employees, who deal with clients' difficulties on a daily basis, will also be included in the study. Due to the Covid-19 pandemic, data collection on stakeholder responses to this study is extremely limited to digital platforms.

1.7 Assumptions

1. There shall be total cooperation from the staff and customers to be interviewed.
2. Sample to be interviewed shall be a fair representation of the whole population in Gweru environs.
3. The sample population possesses relevant knowledge of the research area.
4. The data gathered shall be accurate, reliable, and relevant to the research study.

1.8 Limitations

- The researcher will face financial challenges for outreach to the countryside to conduct face to face interviews and completion of questionnaires. However, the researcher will use personal savings, public transport and reduce period of research in the rural areas.

- Unwillingness and fear of the respondents especially in the rural areas to disclose any relevant information. However, the researcher will let it be known that the research on totally for academic purposes and confidentiality will be guaranteed.

- Some of the respondent will be unavailable at the workplace due to perpetual lockdown that has caused some employees to work from home. However, the researcher will use telephone interview to get in touch with those who will be not at work

1.9 Definition of Terms and Abbreviations

CABS stand for Central Africa Building Society

Customer satisfaction Spreng, Mackenzie & Olshavsky (1996), postulate that patron's contentment is gauged based on prospects, sensitivity of routine, in addition to evaluation of the recital of the merchandise then provision expend .

Mobile Banking is the use of electronic mobile gadgets to access banking services from wherever a customer can be.

1.10 Chapter Summary

This chapter highlights facts that should be taken by the banking when developing its mobile banking sector. It furthermore highlights the hypothetical structure and hypothesis for the analyse. The following chapter is going to provide literature review on the following concepts civic virtue, altruism and sportsmanship.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This Chapters major focus is upon 3 main aspects which include: notional narrative, experiential literature and theoretical structure. Notional narrative review endow with a detailed thoughtful on the foremost aspects recitation of the exploration essence undertaken while experiential narrative function into practical research to make sure its findings does not go against the phenomenon under study. Finally, conceptual framework acts as a tool used to analyse the comprehensive understanding of the research made.

2.2. Theoretical Literature Review

2.2.1. Expected Confirmation Theory

It posits that consumer satisfaction and repurchase intentions are determined by two major constructs: initial expectation on a product or service and the confirmation level, Wang (2019). The theory aims to describe the level of satisfaction experienced by the client during use of a given service or product. The theory helps CABS Mobile banking platform to analyse the expected response or reaction of customers, in according to the service behaviours. Meaning that, mobile banking users can have a positive disconfirmation of beliefs when the service outperforms their intended expectations and have a negative disconfirmation of beliefs when the service underperforms their intended expectations about the mobile banking service

2.2.2. Technology Acceptance Model (TAM)

Fred Davies in 1986 constructed this novel of innovation. It is a model which analyses the level of user agreement or acceptance to the introduced type of technology. CABS customers of mobile banking can accept the new technology as long they find the easiness and satisfaction of use in it. Therefore, the TAM is of importance as it models the concept of how customer stand to accept a given technology.

2.2.3. Mobile banking

Mobile banking allows transactions between different accounts, account balance check, utility bill payment and others with/without an additional fee (Vishnu, 2021). Due to the evolving pandemic, the mobile banking strategy can be of more use to CABS as it promotes digital transactions or financial movement. Clients do not have to physically visit the bank to attain their finances or to pay utilities such as electricity, fees, internet, water bill etc, but instead they can perform such activities digitally. The evolution of mobile banking is user friendly as it only requires a smart phone and internet with good speed. Mobile banking can be performed in three forms which includes: SMS mobile banking, Wireless Application Protocol (WAP) mobile banking and Unstructured Supplementary Service Data (USSD). It is a more secure way of handling money as it is reinforced with digital secure software and all a client needs is to memorize their login credentials to make sure their personal details are safe.

2.2.4. Customer Satisfaction

Three factors that determines satisfaction of customers are guarantee, cost of capital and consideration of personnel throughout the mobile banking usage. The mobile banking system must fulfil its defined services to customers with integrity to make sure that they are satisfied. Therefore, CABS ICT department must understand user perspectives

through studying the Technology Acceptance Model, which models the concepts of customer needs.

2.2.5. Mobile banking and patron s' contentment

debates among scholars. The debates lead to positive and negative influence towards customer satisfaction with mobile banking system. The application of mobile banking at CABS tends to satisfy customers especially in this lockdown phase where they would need to perform transactions digitally at their homesteads. It eradicates the service providers manually for paying utilities. However, on the negative side some users might not have full understanding on the use of this service especially the elderly age which is not familiar with such evolving technology. The external service providers of internet might always not be reliable which may be a greater inconvenience to customers. In comparison to other service providers of mobile banking such as Econet, chances are that CABS might face similar issues of transaction hanging during process. This also needs to be taken into consideration under this phenomenon to make sure that customers might not face the same challenges.

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2.3. Empirical Literature Review

2.3.1 Service Cost Charges

The currently perceived financial costs by customers in using other mobile banking services, influenced a greater constraint towards how customers view the mobile banking system. Moreover, the perception led to a negative behavioural pattern on using the mobile banking service. The study concluded that, financial costs have a rigorous effect on customers' attitude towards using the mobile banking service and hence, a favourable review on cost charges from mobile banking service operators, has to be implemented towards attaining greater amount of customers to the new innovate system.

The pricing and cost structure play a significant role towards the usage of technology by customers. Customers expect benefits from using the mobile banking service readily at a lower cost. As such, charges set by the mobile banking operators should yield greater quality services to the customers' expectation.

According to Flood (2014), the value proposition of mobile banking services made to the market, must be very affordable to provide room for the low-income and poor customers to access mobile banking services undoubtedly. This comes since poor and low-income earners cannot afford constant service charges as most civil works receive

their payments in RTGS. This is a setback for this type of customers as many starts to prefer transacting their finances in the black market trying to reduce costs of their incomes.

Moreover, Tiwari and Buse (2007) found out that, mobile transfer system is only desirable basically for smaller amounts of money transfers. This means, larger amounts of money transfer red through mobile banking system leads to higher service cost charges to the customers. Further, Mobile banking service operators charge extra costs for regular use of the service such as regular opening or accessing the service and viewing account balances (http://mobile2android.blogspot.com/2013/04/mobilebanking-advantage-and.html?m=1). This is a big concern and discouragement towards increased use of mobile banking service by the customers.

In comparison to the use of Ecocash services, increasing mobile transaction charges are a major challenge of digital money transfer services in Zimbabwe. Furthermore, money transfer between account to account and account to wallet, are embedded with rising service cost charges where a large amount of money transferred, leads to a higher service cost charge from the mobile banking operators. Hence, this leads to low usage of mobile banking service by the customers.

2.3.2 Ease of use

All kinds of digital banking should have a friendly user interface which enhances easiness in using the system (Khare, 2011). This must get along with: Simple and fast transaction enhancement, simple sign in and out procedures, as well as simple steps to follow in proceeding from one step to another while using the system provided to the people. Usually, no customer would want bureaucracy when accessing the mobile banking technology.

Through mobile banking, subscribers can now cater for their basic needs through easy access to their bank account balances, transfer money and pay for their day to day expenses such as water and electricity bills. All these services require a digital system that provides an easy platform to enhance customers save time and use less efforts, hence ease of use in enhancing such transactions.

Nayak (2014) postules that, the customers' assessment on the efforts to be used in using and adopting to the mobile banking system, defines their acceptance level to embracing

the mobile banking technology and relying on it. Customers do not expect straining procedures when using and adopting to the relative service.

Furthermore, Michael (2015) recommends that, customers should have a quick option to depend upon in case they run into trouble while using the mobile banking service system. This option should enhance a direct calling or emailing the bank directly by the customer in a quick and more convenient way.

Ngumi (2013) and Gaitungu (2010) conclude that, in the banking world, the advancement in science and technology in relation to pleasing to the eye tranquil banking services, a supplementary stretchy and punter - responsive imbursement and banking coordination upshot into clientele' contentment to the bank. This allows CABS clients to adopt to its mobile banking technology and assist in accomplishing the banks aim to spread an innovative service to the target market as anticipated.

2.3.4 Security Levels

Transmission and Security of financial transactions done by customers through mobile banking service need to be thoroughly addressed (https://en.m.wikipedia.org./wiki/Mobile banking). Fortunately, customers are highly concerned about security issues embedded in the mobile banking system. In fact, security worries are the number one concerns by customers towards mobile banking service system as surveyed by the federal reserve's consumers and mobile financial service (Tracy, 2012).Khan (2010) perceives that low-level security and technical failures are the very contributing factors to customers' dissatisfaction to mobile banking. Customers feel entitled to a 24 hours and 7 days a week secured banking service anywhere and anytime (Vuong, 2015). (Vuong, 2015).

In order to avoid fraud, the mobile banking service's secure application should be able to analyze and understand the data acquired from the mobile device. In light of the fact that most cell phone service providers' non-encrypted servers are a major security risk in mobile banking, this is a significant issue. As a result, unauthorized persons have a platform to molest the implication and induce access to a clientele embankment description information and exploit the weakness in the banking system.

The social engineering technique known as "SMiShing" is also common among mobile banking customers (Buzz2fone, 2013). This occurs when a consumer receives a bogus

text message posing as a message from their mobile banking service provider, asking them to do precisely what the sender instructs them to do. As a result, clients are forced to provide their bank account passwords and other sensitive information. As a result, clients have been losing money since the advent of mobile banking, despite the fact that the service provides many other benefits.

That's why mobile banking's share of the safe service vote dropped from 42% in 2012 to 38% in 2013, according to a South African study conducted in May that year (Finextra, 2013). This was due to the mobile banking service's security measures, which discouraged clients from utilizing the system because they feared that their data would be hacked.

2.4 Research Gap

Almost all of Zimbabwe's banks are now using the mobile banking service to provide a wider range of services to their consumers (The Herald, Zimbabwe).

2017). Research on mobile banking service use has been done in a variety of ways. However, few studies have looked at how non-business users respond to mobile banking services (Bell et al, 2015). For this reason, the majority of studies looked at customer satisfaction across the board rather than focusing on any one particular demographic, because different segments of the population have varying perspectives on mobile banking (Josephat et al, 2014). As a result, the emphasis of this research is on the satisfaction of non-business clients in Zimbabwe with mobile banking, specifically in the context of CABS, Gweru, Zimbabwe.

2.5. Definition of Variables

2.5.1 Availability in time

This is the capacity of the mobile banking technology to respond to consumer requests in a timely manner. A 24/7 mobile banking service should be offered to consumers, particularly those who aren't in the workplace or business sector, so they may use it whenever they want.

2.5.2 Service Cost Charges

For transactions such as sending money from one bank account to another or making utility payments or other relevant payments, mobile banking service providers impose an additional fee to their customers.

2.5.3 Ease of Use

Utilizing mobile banking for non-business purposes means making it easier for users to access and move money between their bank accounts by using the available mobile banking choices.

2.5.4 Security Levels

In mobile banking, this refers to the design and architecture that is built into the system by the service provider in order to protect customer data and prevent the misuse of funds or transactions. CISCO technology may be embedded in the flow of networks and firewalls can be inserted to regulate the security movement.

Table 2.1 variables and their measurements

VARIABLES	**MEASUREMENTS**
Availability	• Activeness of the system at 24/7 or every time of the day. • Number of service network operators modifying and maintaining the mobile banking technology. • Transaction process delay when using the mobile banking system.
Service Cost Charges	• Amount of fees charged in processing the mobile banking service. • Amount of fees charged in performing monetary transactions from one account to another and account to wallet using mobile banking technology.

Ease of Use	• Availability of simplified and relevant language used in the mobile banking service menus. • Complexity and number of steps to be followed in conducting a given mobile banking-based transaction • Presence of a reliable help service option in the mobile banking service menu.
Security Level	• Number of reported frauds. • Presence of encryption infrastructure or facilities in the service.

2.6 Chapter Summary

The focus of this chapter was on three primary areas: theoretical literature, empirical literature, and conceptual framework. Empirical literature detailed the practical results of investigations undertaken to resolve conflicts in the phenomena being examined by providing an in-depth insight of the key ideas characterizing the phenomenon being studied. Next, we'll discuss the study technique, which was used to get an in-depth understanding of the satisfaction of non-business clients using mobile banking.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the strategy to be utilized to perform the study. It aims to systematically find out the outcomes from the research under investigation to answer the research questions and to meet the goals established in the research. Sampling procedures, data analysis, concerns of confidentiality, validity and reliability of the research, are all must be presented and explored in this chapter. Therefore, the chapter is separated into the following sections: Research design, strategy, research area, population sample and sampling methodologies. Others include data gathering methodology, data analysis strategy, validity and dependability.

3.2 Study Area

The research was done in Gweru city, especially at CABS branch in the Midlands Province. The key reason for the selection of Gweru is that CABS is one of the Zimbabwean banks suffering a modest setback reaction from its customers, primarily the non-business clients, towards the usage of mobile banking service which started its operation since 2015.

3.3 Research Philosophy and Approaches

The concept that there are diverse thoughts and viewpoints about the circumstance under the studied investigation is what is referred to as the research philosophy. The research philosophy may be classed into three categories namely: Ontology, epistemology and axiology, based on the sort of concern supplied in the research under consideration. In connection to the research philosophy, we have research approaches which are the tactics adopted by the researcher and interwoven with reasons as why the researcher abides to as derived from the research questions Saunders, Lewis & Thornhill, (2009). (2009).

Research methodologies are commonly categorized into: Quantitative, qualitative and hybrid research approach Carrie, (2007). (2007). Quantitative research approach is an approach focused with the measurement of numbers or amounts. Qualitative research method is a strategy which deals with the examination of ideas, views, attitude and behavioural patterns of individual units (Kothari, 2004). (Kothari, 2004). But, as these two ways are measured with constraints, they are weaknesses as none of these two approaches compensate each other when utilized singly throughout the study. As such, a dual method was developed by the researcher wherein he favoured employing both qualitative and quantitative research in regard to data collecting and analysis with the purpose to acquire trustworthy, sufficient and appropriate data throughout the conduction of the study (Carrie, 2007). (Carrie, 2007). This is also a case under investigation in Gweru, Midlands where a dual method was adopted such that, digital questionnaires was used for quantitative research approach and virtual interviews for the qualitative research approach with the explicit objective of getting enough and appropriate data.

3.4 Research Design and Techniques

According to Kothari (2004), a research design can be characterized as a blueprint where gathering and analysis of data is desirably done with the aim of achieving the specified objectives and answer the created research questions from the research under investigation. Moreover, the study design is primarily separated into three elements namely: Hypothesis-testing, exploratory and descriptive (including case study) research design, Kothari, (2004). (2004). Bryman & Bell (2007) underlined that, a good study design should give an overarching framework within which data collection and analysis may be done. This applied framework should link to the anticipated goals established in the research under inquiry.

As for this study, a case study research strategy was adopted in performing the research. This is primarily because a case study research design increases a mix of numerous instruments and procedures such as interviews, questionnaires and documentary review which offers the researcher a larger space for getting appropriate and accurate data. This form also permits empirical analysis of the subject under inquiry from the selected organization to be examined Saunders, (2009). (2009).

3.5. Target Population

McLeod (2014) postulates that , “a target population is the group of persons from whom a sample size is to be selected”. If you're looking for answers to specific research questions, then you're likely to focus on this subset of people. As a result, we focused

our research on 500 non-business mobile banking consumers. Sample size was then calculated.

3.5.2 Sampling Methods

Research began by creating an experimental sub-population to be investigated. If the complete target population were participating, they would provide the same information that this group does. As an example, this sub-group is well-known "Participants," as defined by McLeod (2014), are the persons who participate in the research being studied.

Sample size was calculated according to Kothari (2004)'s method as follows: n=N/10 + N(e)2 (1) This means that n=500/10+500(0.1)2 n=50.

N is the number of people to be sampled, N is the total population to be sampled, and e is the standard error of sampling. N = number of samples taken, N=the entire population of 400, and e=standard error of sampling in which 10% is acceptable. A total of 40 responses were gathered by inserting each variable's value into the formula (1) above.

3.6. Data Collection Methods

To gather data for the study, researchers use a variety of methods and resources at this stage. There are two primary and secondary sources of data collecting in research, according to Kothari (2004). The development of questionnaires and interviews, which are widely recognized as credible and accurate techniques of collecting data, has gone hand in hand with the development of these data sources.

3.6.1 Primary Data

Data that was collected for the first time (Kothari, 2004). According to Khan, this is the data gathered directly from the chosen sample of participants in the research project (2011). Purposive data collecting methods, such as surveys and interviews, are often used to gather information. Data from non-business consumers on how mobile banking impacts them in terms of availability, service prices, convenience of use and security levels is referred to as main data in this investigation.

3.6.2 Secondary Data

This is a reference to information gleaned from prior studies. In most cases, this is knowledge that has been published and can be found in a variety of places, such as articles, books, journals, and the internet (Bryman, 2004). Data from secondary sources,

as opposed to primary data, may be gathered far more quickly and for less money (Novikov & Novikov, 2013). Secondary data sources, on the other hand, may fall short of providing all of the necessary details about the research being conducted. This is due to the fact that earlier studies may have only covered a portion of the necessary information or data. Because of this, this study used both primary and secondary sources of data collecting in order to gain sufficient and sufficient data for the research under investigation and for future usage. i. Questionnaires

i. Questionnaires

Questionnaires, according to Kothari (2004), are research tools that include questions written and printed in a certain sequence, with the goal of collecting data from the population of interest. In order to gather data on consumer satisfaction with the mobile banking system, surveys will be issued to a variety of respondents or targeted mobile banking users. Finally, participants responded to the survey questions and returned the questionnaires to the researcher for additional analysis based on the data they had supplied.

3.7 Data Analysis Method

This definition of data analysis by Cooper and Schneider (2010) states that it is a method for describing the content of a communication in an objective, methodical, and qualitative manner. It entails sifting through a large amount of data to get useful information. The data in this research was analyzed using both qualitative and quantitative methods. As part of the quantitative data analysis process, raw data were turned into tables and figures with percentages aligned with the frequency distribution (Babbie and Mouton, 2010). In addition to SPSS version 20.0 and Microsoft Excel, we coded the data to allow for further analysis. As a final step, inferential statistics were used to examine the study's findings on the link between the study's dependent and independent variables.

3.8. Validity and Reliability

Test validity may be defined as the degree to which a test measures what it is designed to measure. To determine whether the research was successful in obtaining the desired findings, this evaluation looks for evidence that the research questions, methodologies, and procedures used to gather and analyze the data were all carried out in a systematic manner. Throughout this case, the researcher employed content validity to ensure that the interview guide questions and questionnaires capture the research goals, research issue, and research questions as they were generated in the study.

3.8.1 Reliability of the Instrument

Measurement processes must be accurate and exact in order to get consistent findings (Kothari, 2004). Reliable findings are those that are based on comparable subjects and provide the same outcomes throughout time. Furthermore, a trustworthy piece of information is likely to be accurate. Measuring quality and accuracy are thus critical to ensuring the study's findings are dependable and valid. It was decided to use basic and clear English while creating the questionnaires for this study in order to make it easier for those taking part in it to grasp the information they were being asked to supply and so prevent any misunderstandings. Consistent findings were achieved because measurements were taken with high precision and quality.

3.8.2 Validity of the Instrument

3.9 Ethical Issues

Ethical considerations must be taken into account while acquiring information from the target population in any research project. According to Shamoo and Resnick, every researcher has a duty to conform to established standards and norms in conducting research, which include voluntary participation, informed consent, and confidentiality of information supplied by respondents (2015). As a result, there will be no ill effects on the responders as a result of the information requests. As a result, the researcher adhered to ethical guidelines and principles while conducting the study, which ensured that mobile banking users' willingness to participate in the data gathering was greater.

3.10. Chapter Summary

It was in this chapter that we discussed the research strategy we would use. This research is aimed at answering the research questions and achieving the research goals in a methodical manner. This chapter explains and discusses the study's sampling procedures, data analysis, confidentiality concerns, and the study's overall validity and reliability. Because of this, the chapter is broken down as follows: research design; strategy; field of investigation; sample of people; sampling methods Data collecting techniques, data analysis plans, validity, and reliability testing were among the other considerations.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND DISCUSSION

4.1 Introduction

It includes data presentation and analysis, as well as a commentary of the results. In tables, data is summarized by calculating averages and percentages. Using the Gweru Branch of CABS as an example, the demographics of non-business clients were reported in the first portion of the report. A total of 50 people participated in the study. Researchers may generalize their results on mobile banking's impact on customer satisfaction among non-business clients in Zimbabwe with this response rate of 80%.

4.2. Demographic or Personal Information

4.2.1 Gender

Gender was specifically requested of participants throughout the data collecting phase so that the researcher could more accurately describe the sample's characteristics. Figure 4.1 depicts the demographics of the respondents:

Figure 4.1: Gender

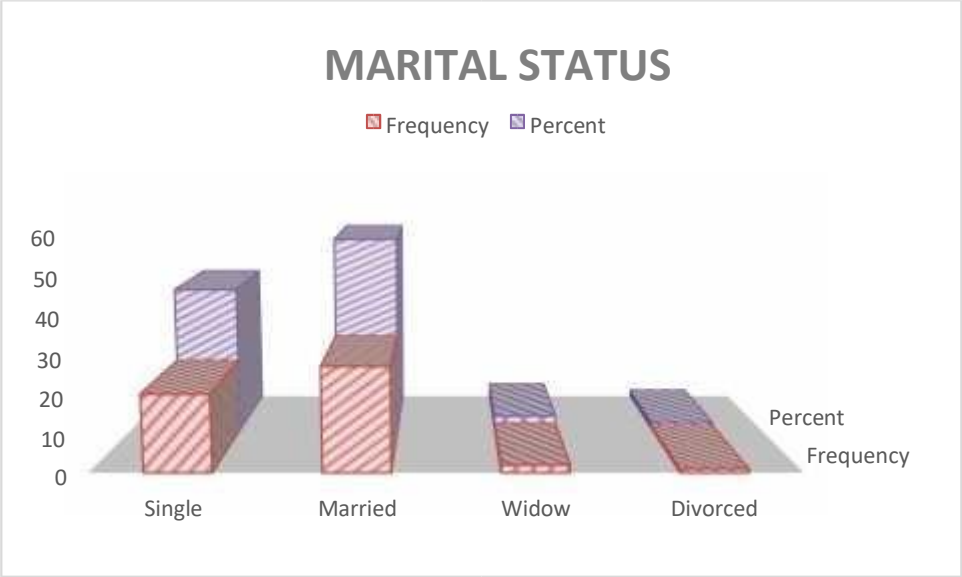
Source: Field Data 2021

The majority of respondents were female, with 54%, while the remaining respondents were male. The majority of non-business mobile banking consumers are female, according to a study by CABS in Zimbabwe.

4.2.2 Marital Status

The scholar subsisted in getting hold of respondents' in sequence concerning their marital eminence as portrayed in figure 4.2

Figure 4.2: Marital status



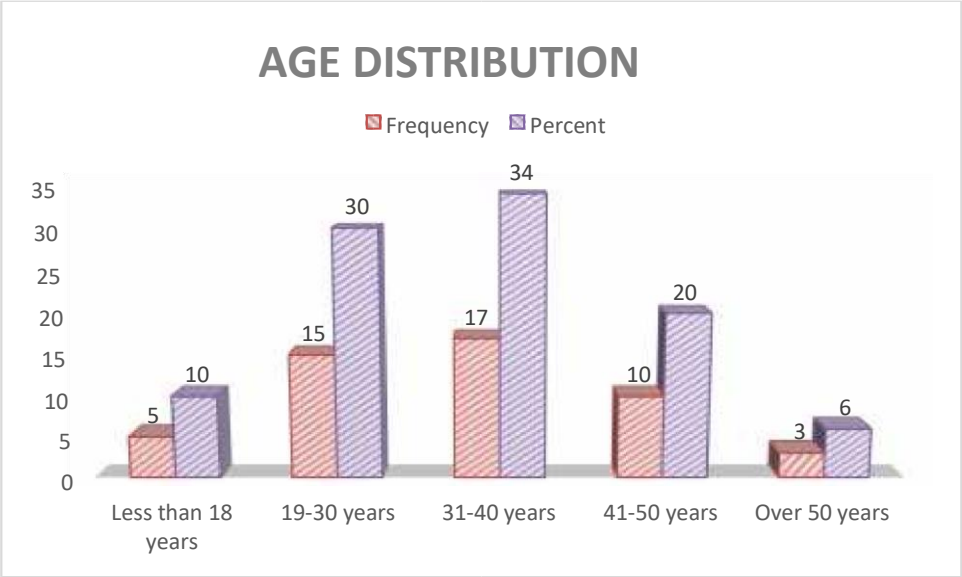
Source: Field Data 2021

As of the conclusions, preponderance of the respondents were conjugal ones.

4.2.3 Age distribution

A closer look at the non-business consumers of the mobile banking service was made possible by the age ranges of respondents. Figure 4.3 shows what we're talking about:

Figure 4.3: Age distribution



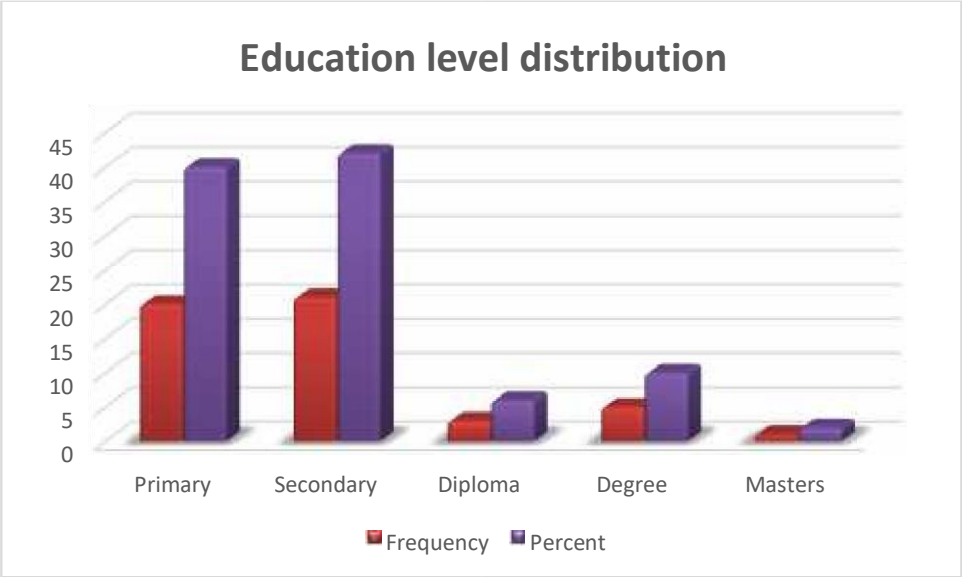
Source: Field Data 2021

The bulk of responses were between the ages of 31 and 40, with a 34% rate. As seen in the graphs above, 30 percent of the population was between the ages of 19 and 30 years, 20 percent was between the ages of 41 and 50 years, 10 percent was under the age of 18, and 6 percent was above the age of 50. Although it is not a self-serving conclusion that the young (less than 18 years) and elderly (over 50 years) have a hand on the system, the study shows the mobile banking service is more often utilized by the youth, especially those ages 19 to 41.

4.2.4 Educational background

The research was also interested in the greatest educational level reached by various respondents, as shown in figure 4.4:

Figure 4.4: Education level



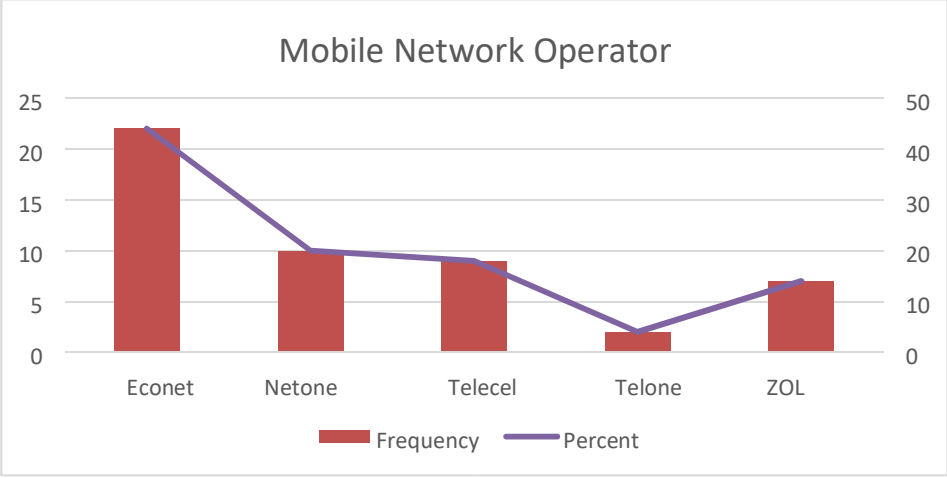
Source: Field Data 2021

42 percent of mobile banking consumers have a high school diploma or less, according to the data shown. More over half of those surveyed had a basic education, while 10% had a bachelor's degree, and 6% had a diploma. Most non-business mobile banking users anticipate a system that is straightforward and easy, regardless of their education level.

4.2.5 Mobile Network Operator

Essential to the mobile banking study. Knowing which network provider is preferred by mobile banking consumers is essential. Figure 4.5 illustrates this:

Figure 4.5: Mobile Network Operator



Source: Field Data 2021

44 percent of the respondents are Econet subscribers, according to the representative. Netone subscribers account for 20%, Telecel customers account for 18%, ZOL customers account for 14%, and Telone customers account for 4%. This suggests that Econet mobile network operators' mobile banking services have a significant impact on non-business users' satisfaction with mobile banking services.

4.3 Test of Reliability and Validity

For Mugenda (2003), validity and reliability of data collecting equipment are crucial to the efficiency of data obtained. Research studies are often tested for reliability using Cronbach's alpha, the Kaiser-Meyer-Olkin gauge the model competence, and Bartlett's "test of sphericity" (2010).

4.3.1 Reliability

Mugenda & Mugenda (2003) state that the degree to which research tools provide consistent or dependable findings is referred to as reliability. Table 4.1 shows that Cronbach's alpha was 0.823 after analyzing data from SPSS version 22. As a consequence, the findings support the validity of the information gathered.

Table 4.1: Reliable Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.823	41

Source: Field Data 2021

4.3.2 Validity

For Robinson (2005), validity is a measure of how well a conclusion derived from data analysis reflects the topic being studied. Pre-testing the instrument, as stressed by Cooper & Schindler, was utilized to detect and correct any confusing, uncomfortable, or offensive questions or techniques (2003). In order to assess the appropriateness of factor analysis, Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity were used. The investigation found that the KMO value was 0.719, which indicates that the data obtained were accurate.

Table 4.2: Validity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	346.311
	df	6

	Sig.	.000

Source: Field Data 2021

4.4 Finding in relation to Objectives

- **To determine how can mobile banking influence customer loyalty**

4.4.1 JIT Availability

The study's goal was to find out whether non-business clients were satisfied with the availability of mobile banking services 24 hours a day, seven days a week. According to the remarks, the respondents were asked to assess their degree of agreement. 1 was severely disagree, 2 was disagree, 3 was neutral, 4 was agree, and 5 was extremely agree.

The findings are presented in Table 4.3.

Table 4.3: JIT Availability

JIT Availability	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
	F	%	F	%	F	%	F	%	F	%
CABS mobile is convenient, and I can transact any time	0	0	6	12	7	14	8	16	29	58
CABS mobile delays in processing transactions	0	0	3	6	10	20	9	18	28	56
CABS mobile is compatible to any mobile phone I use	0	0	2	4	11	22	4	8	33	66
CABS mobile 'help' service is always reliable	4	8	9	18	0	0	14	28	23	46
Bank repairs errors associated with mobile banking as soon as possible	0	0	5	10	8	16	37	74	0	0
CABS ensure immediate notification on customer's banking transaction	0	0	13	26	0	0	14	28	23	46
Time provided for transactions are adequate	12	24	1	2	0		37	74	0	0

Restoration of comprised account takes short time	9	18	4	8	13	26	24	48	0	0

Source: Field Data 2021

Table 4.3 shows that 74% of those polled found CABS mobile to be convenient, and that they could do business at any time. To put it another way, this means that the mobile banking system is widely accepted since it can be used from anywhere in the nation and at any time of the day. For their part, 74% of those polled said they are aware that using mobile banking to do a financial transaction, such as transferring money from a personal bank account to a third party, takes longer than expected. It's discouraging for the vast majority of clients who were hoping for a quick money transfer mechanism. Non-business users also said that they may continue use their mobile banking system if they move to another mobile phone or hand set if they use the same SIM card and phone number they registered for. Thus, a banking system that can be used with a hand-held device. More than three-quarters of those polled said they felt confident calling the bank's 'help' line in the event of a problem with their mobile banking app and getting rapid assistance.

4.4.2 Service cost charges

This part was devoted to assessing the mobile banking service costs to the satisfaction of non-business clients. Table 4.4 shows the results of this research.

Table 4.4: Service cost charges

Service cost charges	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
	F	%	F	%	F	%	F	%	F	%
CABS mobile access fee is too high	0	0	0	0	13	26	17	34	20	40
It is too expensive to transact using CABS mobile	13	26	2	4	15	30	20	40	0	0
It is better to travel and find an ATM rather than using the CABS mobile	0	0	0	0	13	26	6	12	31	62
CABS mobile has increase unnecessary costs to customers	13	26	5	10	14	28	18	36	0	0

CABS mobile costs are affordable	0	0	8	16	5	10	16	32	21	42
Mobile banking service cost charges are less friendly to low income customers	0	0	5	10	8	16	7	14	30	60
CABS mobile costs do not facilitate international money transfer	0	0	0	0	9	18	13	26	28	56
CABS mobile costs diminish customer satisfaction	0	0	6	12	8	16	22	44	14	28

Source: Field Data 2021

Table 4.4 above shows that 74% of respondents believe that mobile banking costs from accessing the service are too costly, discouraging frequent usage of the service, such as Econet users who claim to be required to pay an access fee every time before completing the mobile banking menu. 74% of those polled said they felt compelled to pay a service charge when transferring money or checking their account balance using the mobile banking system, claiming it was prohibitively costly and discouraging customers from utilizing the service for large-scale transfers. It's also more economical to use an ATM than a mobile banking system in this aspect, with 74% of mobile banking respondents saying they prefer ATMs over mobile banking systems because of the service expenses until they get their money. Furthermore, 82% of those polled said that increased fees for foreign money transfers, where even greater service costs are levied, are harmful to mobile banking's ability to sustain such transactions, which is especially true for low-income customers.

- **To establish the effectiveness of mobile banking in increasing customer satisfaction**

4.4.3 Ease of use

This section sought to assess the ease of use of the mobile banking services to nonbusiness customers' satisfaction. The findings on this construct are summarized and presented in table 4.4 below.

Table 4.5: Ease of use

Ease of use	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
	F	%	F	%	F	%	F	%	F	%
CABS mobile is easier to access	0	0	0	0	9	18	13	26	28	56
CABS mobile's user interface is properly designed	0	0	6	12	7	14	8	16	29	58
Language used in the service is very relevant to me	0	0	3	6	10	20	9	18	28	56
I can easily make transactions using CABS mobile	0	0	2	4	11	22	4	8	33	66
CABS mobile services are complicated	4	8	9	18	0	0	14	28	23	46
Accessing CABS mobile services require education knowledge	0	0	14	28	0	0	36	72	0	0
Mobile banking can be globally accessed	0	0	50	100	0	0	0	0	0	0
CABS mobile simplifies banking transaction	0	0	8	16	40	80	2	4	0	0

Source: Field Data 2021

Table 4.5 shows that 82% of respondents found it simpler to use the mobile banking platform since it requires less information for users to get their mobile banking service menu. In addition, 74% of the respondents praised the mobile banking platform's user interface, which is well-organized and easy for users to go to the intended destination by simply clicking on the required choice. This is linked to the mobile banking system's language configuration, in which 74% said that the language used in the services is relevant to them. Furthermore, 74% of those polled said that utilizing the mobile banking service system is even easier than withdrawing money from their bank accounts and paying their expenses. In the survey, however, 72% of respondents agreed that training new users on how to use the mobile banking system is critical.

4.4.4 Security levels

For non-business clients, this part aimed at determining how secure mobile banking services are. Below is a table that summarizes and presents the results of this study.

Table 4.6: Security levels

Security levels	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
	F	%	F	%	F	%	F	%	F	%
Registering for mobile banking service requires customer's own choice of password	0	0	0	0	10	20	30	60	10	20
I can access my CABS mobile in my friends' cell phone	0	0	41	82	9	18	0	0	0	0
I have an incidence of fraudulence in my bank account through CABS mobile	17	34	6	12	13	26	14	28	0	0
CABS mobile system is secured	12	24	0	0	9	18	29	58	0	0
CABS mobile system is efficient	4	8	28	56	18	36	0	0	0	0
CABS mobile has limited login attempts	9	18	3	6	14	28	24	48	0	0
CABS mobile system security compromise account in case of phone loss	17	34	2	4	5	10	26	52	0	0
Mobile system security ensures immediate change of password if customer thinks it has been compromised.	4	8	16	32	10	20	20	40	0	0

Source: Field Data 2021

As far as mobile banking security is concerned, the data in Table 4.6 shows that eighty percent of those polled agreed that the password they choose when signing up for the service is their own design. Only the client can generate the password to access their

mobile banking, which implies that 40% of customers feel that the service makes it easier for them to reset their mobile banking password if they suspect theirs has been hacked. More than half of those polled believed that if they had to replace their SIM card because they'd lost their phone or anything similar, their mobile banking accounts or systems would be compromised right away. This safeguards a customer's bank account from being accessed by a phone thief. When it comes to these findings, 48 percent of the respondents said that if a user fails to meet the right password established in accessing the recipient's mobile banking platform, the individual's mobile banking system is restricted.

However, 28% of the respondents claimed they once faced fraudulence in their bank accounts as a result of mobile banking system. A complain which established fear and hence a standstill in using the mobile banking system thereafter.

4.5 Investigation of Assumption

H1: There is a affirmative correlation linking proficient accessibility of mobile banking service and non-business customers' contentment.

H2: There is a constructive affiliation involving provision outlay charges of mobile banking service and non-business customers' satisfaction.

H3: There is a positive relationship between ease of use of mobile banking service and non-business customers' satisfaction.

H4: There is a positive relationship between security levels of mobile banking service and non-business customers' satisfaction.

4.5.1 Correlation

The table below shows the correlation analysis between independent variable and dependent variable.

Table 4.7: Correlations

Correlations						
		JIT Availability	Service Cost Charges	Ease of use	Security Levels	Non-Business around the clock Customers' Satisfaction
JIT Availability	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	50				
Service Cost Charges	Pearson Correlation**	.992	1			
	Sig. (2-tailed)	.000				
	N	50	50			
Ease of use	Pearson Correlation**	.942	.942**	1		
	Sig. (2-tailed)	.000	.000			
	N	50	50	50		

Security Levels	Pearson** Correlation	-.732	-.698**	-.610**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	50	50	50	50	
NonBusiness Customers' Satisfaction	Pearson** Correlation	**.732**	**.698****	**.610****	**.654****	**1**
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	50	50	50	50	50
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Field Data 2021

Table 4.7 shows a strong correlation between Non-Business Customers' Satisfaction and JIT Availability [r=0.732**,

Pearson's Product-Moment Correlation Coefficient [N=50] was used to analyze the correlation. Non-Business Customers' Satisfaction system [r=0.698**, N=50] and Ease of use are shown to have a substantial link in the table above, as are Service Cost Charges [r=0.698**, N=50].

[r=0.610**, N=50]. As a result, the correlation coefficient between Security Levels and Non-Business Customers' Satisfaction was found to be 0.654 in the table results.

4.5.2 Regression analysis

In regression analysis, the researcher considered the following assumption;

i. First assumption: Coefficient of determination in the modal summary should explain the independent variables above 50%.

ii. Second assumption: The significant result (P value) in the ANOVA and coefficient regression should be P 0.000-0.05 at a significance level of 5 percent and a confidence level of 95 percent. iii. In the third assumption, it is assumed that the predicted or independent variables have a P value between 0.0000 and

0.05 at the 5% level of significance and the 95% level of confidence in the results.

Table 4.8: Model Summary

Model Summary[b]									
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.878[a]	.842	.781	8.4567	.875	43.852	23	76	.000
a. Predictors: (Constant), Security Levels, Ease of use, Service Cost Charges, Availability around the clock									
b. Dependent Variable: Non-Business Customers' Satisfaction									

Source: Field Data 2021

It follows from this assumption that variables in the hypothesis are strongly related to each other when the R value is less than 50% that a model summary from the field that has a value R square of 84.2 percent has demonstrated there is a strong association.

Table 4.9: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	437.42	43	43.324	86.287	.000[b]
	Residual	318.87	78	12.432		
	Total	537.32	84			

a. Dependent Variable: Non-Business Customers' Satisfaction
b. Predictors: (Constant), Security Levels, Ease of use, Service Cost Charges, Availability around the clock

Source: Field Data 2021

According to ANOVA, the significant value is 0.000, which falls below the lower limit of 0.05. This means that the hypotheses of this research are connected since the significant value (P value) in the ANOVA and coefficient regression sits between the values of P 0.000-0.05 at the 5% and 95% confidence levels.

Table 4.10: Coefficients[a]

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	44.428	9.567		8.867	.000
	JIT Availability	.701	.243	.275	4.239	.001
	Service Cost Charges	-.614	.076	.582	6.416	.041
	Ease of use	.522	.186	.674	9.765	.027
	Security Levels	.965	.256	.190	3.328	.001
a. Dependent Variable: Non-Business Customers' Satisfaction						

Source: Field Data 2021

The regression equation (Y = □O + □1X_1 + □2X_2 + □3X_3+□) was;

Y= 44.428 +0.701X_1 +-0.614X_2 +-0. 522X_3 + -0.965X_4 +□

Whereby Y = Non-Business Customers' Satisfaction

X_1= JIT Availability

X_2 = Service Cost Charges

X_3= Ease of use

X_4= Security Levels

According to a third assumption, predictions or independent variables should have a P value between 0.000 and 0.05 at the 5 percent level of significance and the 95 percent

level of confidence. To summarize, the data in Table 4.10 reveals a strong correlation between JIT Availability and Non-Business Customers' Satisfaction (value = 0.001), Service Cost Charges (value = 0.041) and Ease of Use (value = 0.027) and Non-Business Customers' Satisfaction (value = 0.027).

Further research demonstrates a substantial link between security levels and non-business customers' satisfaction, with a value of 0.001 showing a P-value of between 0.00 and 0.05, as indicated by the third regression assumption.

4.6. Discussion of Findings

The authors of Al-Jabri and Sohail (2012) contend that when customers need to perform a particular transaction, mobile banking should supply them with high-quality services. Customer satisfaction has been a major factor in the success of Al-Jabri and Sohail. CABS mobile transactions are convenient and may be done at any time, according to the results of the researchers. According to Adewoye (2013), mobile banking has improved bank service delivery in numerous ways, including transactional convenience, time savings, speedy transaction alerts, and cost savings, all of which have helped banks reclaim their customers' trust and happiness with their services. It is also widely accepted that mobile banking services often take a long time to execute and complete a successful transaction, such as withdrawing money from a personal bank account to the beneficiary of the money. Mobile banking, according to Yang, et al. (2013), does not make money transfers easier. McWherter and Gowell (2012) state that in order to be successful, a mobile banking app's design must be compatible with a wide range of mobile devices in order to maintain familiarity and consistence. This study found that the CABS mobile banking app is compatible with any mobile phone.

Survey results from table 4.4 above show that 74% of those surveyed believe that the cost of using mobile banking services is too expensive, which discourages frequent usage. According to Mathew, Alexandra, and Maxmillian (2013), service fees are a major impediment to clients using mobile banking for multiple transactions. Mobile banking service fees are too high for most respondents, and they deter customers from utilizing the system to transfer big sums of money, according to a survey of more than 1,000 people. According to Maro, (2015), mobile banking costs are excessively high, resulting in dissatisfied customers.

Using an ATM rather than a mobile banking system is preferred by the majority of respondents in a study. Arvidsson (2014) observed that customers who had bank accounts prior to the launch of mobile banking innovations were already familiar with

the services provided by banks and did not believe that mobile banking services were convenient for them. This conclusion supports Arvidsson's findings.

Several aspects influence an application's usability, according to Jacko (2012). For example, he said that a mobile app must be simple to use in order for clients to get the most out of it. Booth (2014) found that customer satisfaction for mobile banking relies on the design of the mobile banking app that users use. According to Salvendy (2012), the user interface of a mobile banking application has a significant impact on the capacity of a customer to engage with the program. The results of the survey show that the mobile banking platform is simpler to use, requiring less information from clients in order to access their service menu.

A user should know what each button does merely by glancing at the mobile bank application, say Banga and Weinhold (2014). This is because they believe that the functions of each button should be straightforward to understand. In addition, 74% of the respondents praised the mobile banking platform's user interface, which is well-organized and easy for users to go to the intended destination by simply clicking on the required choice.

It is the opinion of Booth (2014) that if mobile bank consumers are unable to understand the language used in the mobile banking application services, they will be unable to utilize them. The language used in mobile banking services is relevant to clients, according to research results. Furthermore, 74% of those polled said that utilizing the mobile banking service system is even easier than withdrawing money from their bank accounts and paying their expenses. A recent study by Ben et al. (2014) indicated that consumers who have mobile banking prefer to pay their bills using the service since it is more convenient and takes less time to complete the process.

According to Eshet-Alkalai & Chajut (2010), banks should go above and beyond to assist their clients comprehend transactions and their financial progress and circumstances, since money and its security are in everyone's best interest. Kizza (2015) concluded that mobile banking security is a major factor. According to the results of the survey, participants believe that the CABS mobile system is safe. Customers have always been wary of the security of mobile banking when compared to conventional banking security, according to Chen (2013a). Customers may now access their accounts from anywhere at any time, which means less lines and shorter wait times at the bank, all of which have been made possible thanks to the advent of mobile banking.

4.7 Chapter Summary

This Episode portrays and give explanation of statistics acquired throughout the investigation based on investigation questions, exact objectives and proposition. Indexes and statistics were implemented to depict conclusions. The data were inspected by means of inferential and descriptive analysis. The upcoming chapter present matters concerning summary of findings, implications, limitations of the study, conclusion and recommendations.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

For the purpose of this survey, CABS clients in Zimbabwe were asked to rate their satisfaction with mobile banking services. An overview of the study's results is provided in this chapter as well as a conclusion and a call for more research.

5.2. Summary

5.2.1 General Summary

Mobile banking in Zimbabwe, especially in the Gweru, Midlands Branch, was evaluated for its impact on customer satisfaction as a key focus of this research. To find out whether mobile banking can improve customer happiness, loyalty, and retention, the researchers focused on three key areas of the customer experience: satisfaction, loyalty, and retention. A case study with a sample size of 500 people was used for the research. Hence, a sample of 50 clients from the CABS, Gweru branch was chosen. A pre-made questionnaire was used to gather information from the survey participants. Statistical Package for Social Scientists (SPSS) and Microsoft Excel were used to enhance the reliability and validity of the results once they were gathered. Tables were then created to display the data.

5.2.2 Summary of Findings

1. **To determine how can mobile banking influence customer loyalty**

- **Availability around the clock**

  The results of the study show that the vast majority of respondents found CABS mobile to be convenient and easy to use. For their part, 74% of those polled said they are aware that using mobile banking to do a financial transaction, such as transferring money from a personal bank account to a third party, takes longer than expected. It's discouraging for the vast majority of clients who were hoping for a quick money transfer mechanism. As a result, 74% of its customers stated that they can still use their mobile banking system if they switch to a new phone or hand set if they use the same SIM

card that they registered for mobile banking service. Thus, a banking system that can be used with a hand-held device. More than three-quarters of those polled said they felt confident calling the bank's 'help' line in the event of a problem with their mobile banking app and getting rapid assistance.

- **Service Cost Charges**

  Mobile banking charges are too high and discourage regular use, according to a survey conducted by a leading financial services provider. Seventy-four percent of those polled believe that the service fees they must pay when transferring money between accounts or checking their account balance via mobile banking are excessive. Also 74 percent of the mobile banking respondents agreed that it is better for them to use the ATM rather than the mobile banking system, since the service costs until obtaining their cash at hand is more affordable through ATM rather than with mobile banking system. Moreover, 82 percent of the respondents admitted that mobile banking service cost charges are even unhealthy in supporting international money transfer.

2. **To establish the effectiveness of mobile banking in increasing customer satisfaction**

- **Ease of use**

- Findings indicate that majority of the respondents find it easier in accessing the mobile banking platform such that less information is required for customers in obtaining their mobile banking service menu. In addition, 74% of the respondents praised the mobile banking platform's user interface, which is well-organized and easy for users to go to the intended destination by simply clicking on the required choice. This is linked to the mobile banking system's language configuration, in which 74% said that the language used in the services is relevant to them. Furthermore, 74 percent thereafter professed thus it is even easy to make transactions such as withdrawing money from their bank accounts and making of bills payment using the mobile banking service system. But, 72 percent of the mobile banking respondents agreed that education to using the system is of vital importance particularly for a first-time user

- **Security Levels**

- Study findings portray clear results such that 80 percent of the respondents agreed that while registering for the mobile banking system the choice of

what password to their service is under their own creation and 40 percent agreeing that the service immediately enhances a customer to change his or her mobile banking access password in case he or she thinks his or her password has been compromised. Moreover, 52 percent of the respondents agreed that an immediate compromise of their mobile banking accounts or system is done in case of renewal of their SIM card in case of a phone loss or alike, 48 percent of the respondents acknowledging that there are limited login attempts, where an individual's mobile banking system is blocked in case he or she fails to meet the correct password set in accessing the recipient's mobile banking platform. However, 28 percent of the respondents

5.3 Implication of Findings

5.3.1 Policy Makers

The study has established that CABS mobile banking service has not assisted in significantly reducing the cost of doing banking for customers. The bank needs to explore ways of making the mobile banking service more affordable and less costly than the conventional banking service.

5.3.2 CABS bank

The study has established that CABS mobile banking service has not assisted in significantly reducing the cost of doing banking for customers. The bank needs to explore ways of making the mobile banking service more affordable and less costly than the conventional banking service.

5.3.3 Banks

It is also clear that mobile banking is yet to qualify as the most efficient way of providing customer service delivery. Zimbabwean banks should seek more innovative ways of making the mobile banking service the most efficient and effective way of providing customer service delivery.

5.3.4 Researchers and Academicians

The findings of this study were beneficial to the academicians and researchers who are interested in exploring more on the effect of mobile banking on service delivery. It will also shed more light on the theoretical relationship between mobile banking and service delivery in other sectors.

5.4 Limitations of the Study

The study could also not manage to collect important data from respondents since mobile banking is very sensitive and some customers were not willing to participate in this study for reasons best known to them.

5.5 Conclusion

The interval discussed the objective and the investigation questions that were suggested and addressed by the evidence acquired via the data collected and examined. The principal goal of this research was to examine on the impacts of mobile banking on customers' satisfaction among its customers in Zimbabwe especially at CABS Bank in Gweru. Results show that mobile banking has a positive impact on customer satisfaction, although there are certain issues that users have while using mobile banking services. Findings from the study show that CABS mobile banking has increased needless expenditures for clients and that the service's mobile access charge is too expensive. CABS mobile banking may be accessible from anywhere in the world, making financial transactions easier. CABS mobile, on the other hand, has a restricted number of login tries and a system security breach account in the event of a lost phone. A dependable, quick, and cost-effective service can only be provided if the mobile banking service providers employ proper technology.

5.6 Recommendation

5.6.1 Suggestion for Proceedings

i. The scholar proposes the extensive implementation of mobile banking; promotions ought to be instigated to circulate the convenience of the technology.

Social media sites like Facebook and Twitter iii are examples of this. The researcher strongly advises that service accessibility be made more reliable at all hours of the day and night. These providers and mobile network operators must examine efficiency their service level agreements to ensure that clients may access their bank accounts at any time and from anywhere.

iii. It is recommended that the service costs for the mobile banking system be thoroughly re-evaluated by the researcher. CABS bank, for example, must re-allocate or deny the access cost in order to encourage Econet clients to use the mobile banking system. And even those with extremely modest incomes might see altering the total cost charges as an option worth pursuing.

iv. The scholar proposes gauging the efficiency and the competence of the services of the mobile banking for users.

v. The scholar advocates for "Mobile Network Operators" and banks should exert mutually in certifying a stable and supplementary encrypted mobile banking coordination in giving surety a consistent and confidential structure for the banking punters.

vi. The scholar proposes for banks to scrutinize the navigational utilities and compatibility of mobile banking relevance sequentially to enhance the speed of online coordination retorts to patrons.

5.6.2 Recommendations for Future Research

Mobile banking service is moderately uncharted expertise in Tanzania pecuniary foundation, primarily in banks. The scholar insinuate the subsequent references:

Auxiliary follow a line of investigation to be executed in this vicinity to survey the effectiveness related with the expertise.

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APPENDICES

APPENDIX I: LETTER FOR DATA COLLECTION

Dear respondents,

My name is Nyasha Chipokosha I am a student at Bindura University pursuing a Bachelor Honours in Finance. I am conducting this research to study the Effectiveness of Mobile Banking in increasing Customer satisfaction-a case of CABS Gweru. In enhancing this study, your delightful response to this questionnaire is of kind importance and remains anonymous towards accomplishing this task. Thank you very much for your heartful co-operation.

APPENDIX I: QUESTIONNAIRE

Instructions: please complete the following questionnaire pertaining to the Effectiveness of Mobile Banking in increasing Customer satisfaction-a case of CABS Gweru. Kindly tick (√), or fill in the space or box provided.

PART 1: GENERAL INFORMATION

1. Gender

   Male ☐ Female ☐

2. Marital status

   ☐ Single ☐ Divorced

   ☐ Married ☐ Widow

3. Specify your age range

   Less than 18 years ☐ 19 – 30 years ☐

   31 – 40 years ☐ 41 – 50 years ☐

   Over 50 years ☐

4. Education level

   - Primary school ☐
   - Secondary school ☐
   - Diploma ☐
   - Degree ☐
   - Masters ☐

5. Which Mobile Network Operator are you registered for Mobile Banking service?

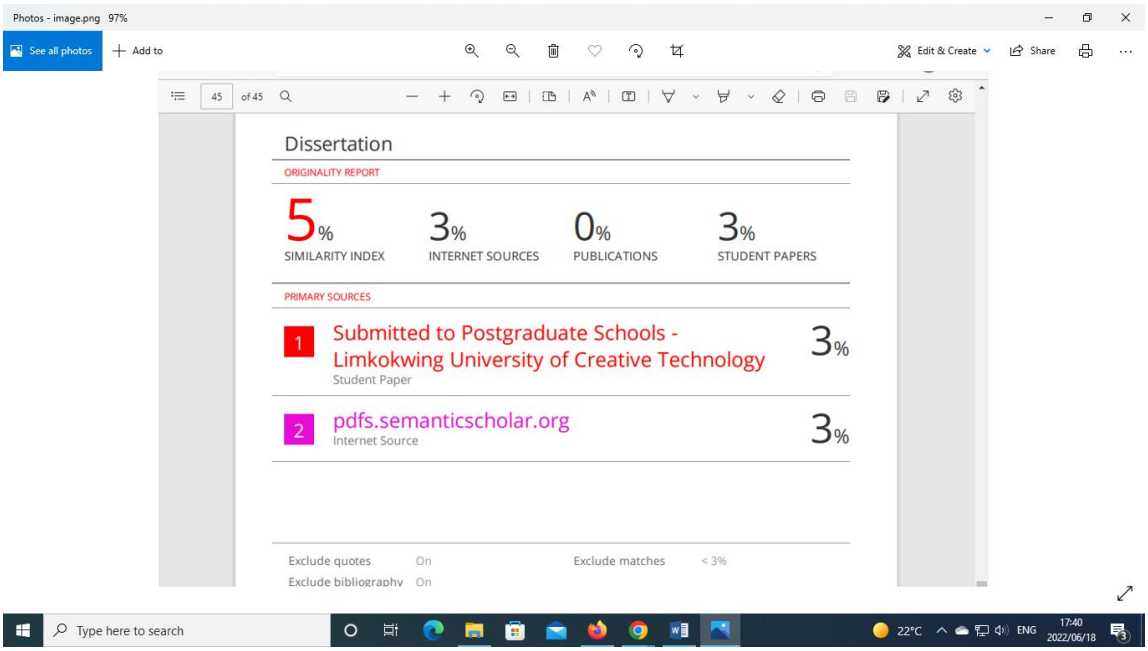
Telone ☐

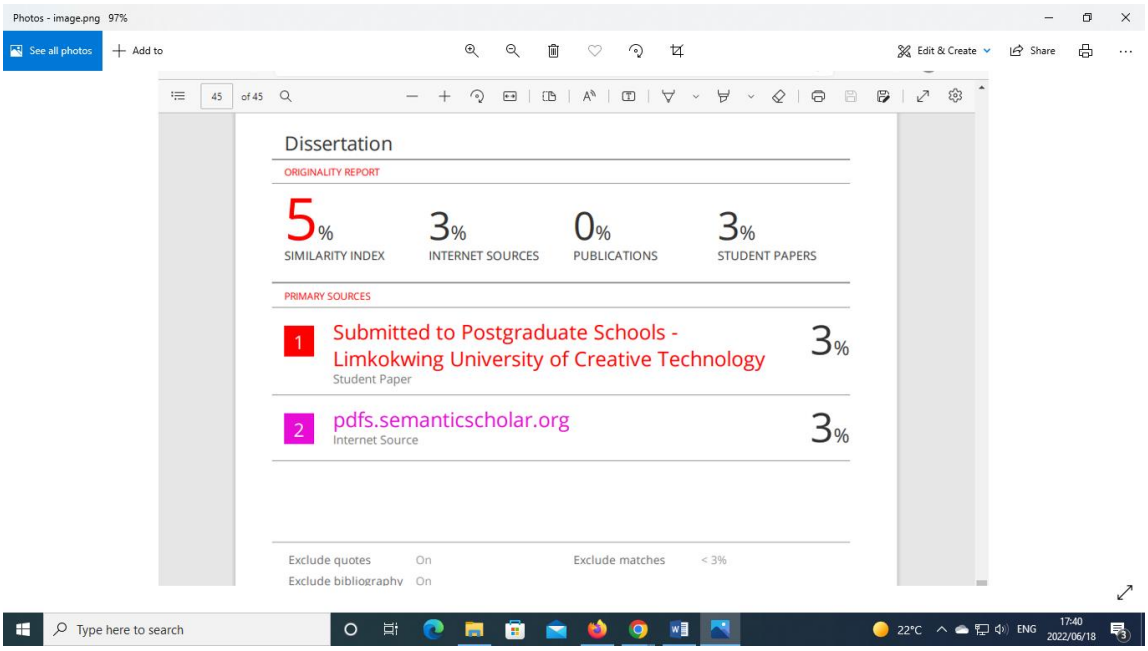
Econet ☐

Telecel ☐

Netone ☐

ZOL ☐

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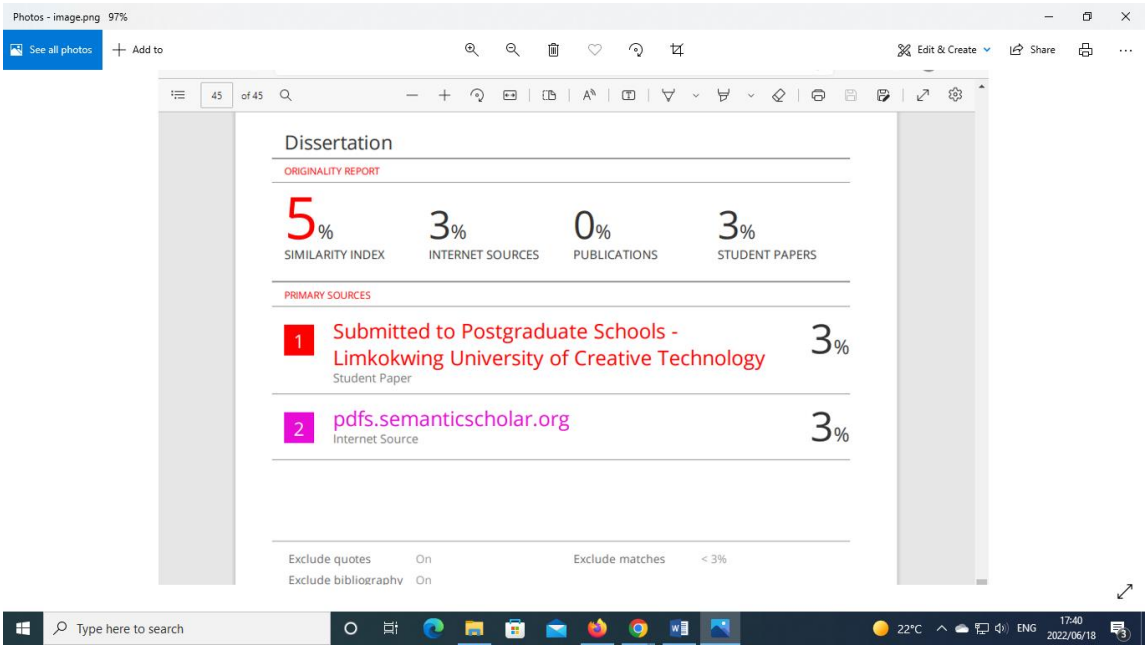
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