

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE
DEPARTMENT OF BANKING AND FINANCE



TOPIC

**AN ANALYSIS ON THE IMPACTS OF PAPERLESS BANKING ON CUSTOMER
SATISFACTION (A CASE OF FBC BANK)**

BY

GRACE MADONDO

B1851761

**DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT OF THE BACHELOR OF COMMERCE HONOURS DEGREE IN
BANKING AND FINANCE OF BINDURA UNIVERSITY**

FACULTY OF COMMERCE

JUNE 2022

RELEASE FORM

Name of author Dissertation title: An analysis on the impact of paperless
banking on customer

satisfaction (A case of FBC Bank)

Degree Program Bachelor of Commerce Honours Degree in Banking and Finance

Year granted 2022

Bindura University of Science Education Library is hereby granted the permission to reproduce
copies of this project and to lend or sell copies for private, scholarly or scientific purposes only.

The author reserves publication rights over this project. Neither the project nor extensive extract
from it may be printed or otherwise reproduced without the author's written permission.

Signed

Permanent Address

Murewa Mission

Private bag 64

Murewa

APPROVAL FORM

This section to be completed by the student

I certify that this dissertation meets the preparation guidelines as presented in the faculty guide and instructions for typing this dissertation.

Signature of student..... Date.....

This section to be completed by the supervisor

This dissertation is suitable for submission to the faculty.

Signature of supervisor..... Date.....

This section to be completed by the chair of the department

I hereby certify to the best of my knowledge, that the required procedures have been followed and the preparation criteria has been met for this dissertation.

Signature of chairperson..... Date.....

DEDICATION

This research is dedicated to my family members, especially my parents whose prayers and sacrifices keep me going.

ABSTRACT

The study aims to evaluate impact of paperless banking on customer satisfaction for the purpose of assuring better services delivery from the FBC bank. The study sought to address below mentioned objectives, to evaluate the impact of using paperless banking on FBC bank customers, to identify the factors that are affecting the level of adoption of paperless banking by FBC bank clients, also to find out the extend of customer satisfaction amongst the customers of FBC bank find regarding paperless banking. The case study approach was used. A population and sample size of 115 respondents was used in the study . The findings showed that FBC bank has adopted to the modern way of doing banking transactions and it has realized that the use of paperless banking benefits both the customers and also the bank in a number of ways. The conclusion of the study was that FBC bank is affected by technological innovation and some of its customers are not fully aware of the services and products that are offered via electronic banking. The study recommended that modern technology and awareness campaigns be done so that customer will be aware and will fully utilize of the facility so that they will fully utilize the facility.

ACKNOWLEDGEMENTS

My deepest gratitude is expressed to my research supervisor for constant advice and guidance to this study. Special thanks also go to my parents, family and friends who always gave me a reason to work and for helping me through the frustration and difficulties. Special mention goes to Aisha Bello, Tasneem Bello, Elvis Nyamukapa and Rumbidzai Madondo for the fun times. A chunk of my gratitude also goes to all the respondents to this study for their effort and time to make this study possible. Above all, I thank the Almighty Lord for His mercy and guidance in all my academic endeavors. All the Glory be to God

TABLE OF CONTENTS

RELEASE FORM.....	i
APPROVAL FORM	ii
DEDICATION	iv
ABSTRACT.....	v
ACKNOWLEDGEMENTS	vi
LIST OF ACROYNMS	xii
LIST OF FIGURES	xiii
List of tables.....	xiv
CHAPTER 1	1
INTRODUCTION	1
1.0 Introduction.....	1
1.1Background of the study.....	1
1.2Statement of the problem	2
1.4 Objectives	3
1.5 Research Questions	3
1.6 Significance of the study	3
1.6.1 To the organisation of study (FBC):	3
1.6.2 To customers:	3
1.6.3 To University:	4
1.6.4 To the researcher:	4
1.7Assumptions to the study	4
1.8 Delimitations of the study	4
1.9 Limitations of the study	4
1.10 Definition of terms.....	5
1.11 Chapter summary	5
Chapter 2.....	7
Literature review.....	7
2.0 Introduction.....	7
2.1 Conceptual framework.....	7
2.1.1 An overview of paperless banking.....	7

2.1.2 Customer	7
2.1.3 Customer satisfaction.....	7
2.1.4 Forms of paperless banking	8
2.1.4.1 Internet banking	8
2.1.4.2 Mobile banking	8
2.1.4.3 Automated Teller Machine (ATM)	9
2.1.2.4 Point of Sale (POS)	9
2.1.4.5 Debit cards.	10
2.1.4.6 Zimswitch Instant Payment Interchange Technology Smart (ZIPIT smart)	10
2.1.4.7 Society of Worldwide Interbank Financial Telecommunication	10
2.2 Theoretical framework.....	10
2.2.1 Diffusion of innovations theory	10
2.2.2 The Customer Journey Model.....	12
2.3 Empirical literature review.....	13
2.3.1 Maseke (2018).The impact of mobile banking on customer satisfaction: Namibian Commercial bank.....	13
2.3.2 Kumari D.A.T (2021) Customer Loyalty towards paperless banking. Reference to Systemically Important Banks in Sri Lanka.	13
2.3.3 Bebli (2010) .The Impact of internet banking service quality on customer satisfaction in the banking sector of Ghana.	14
2.3.4 CHAKAVA G.A(2015). Factors influencing adoption of paperless banking. Acas of West Pokot country , Kenya.	14
2.3.5 Woldie , Hinson, Iddrisu, & Boateng (2008), Internet banking: an initial look at Ghananian bank consumer. Case of Ghananian banks.	15
2.3.6 Fonchamnyo (2013) ‘Customers’ Perception of E-banking in Cameroon: An Emperical Assessment of an Extended TAM’.	15
2.3.7 Chinhengo (2018) The effectiveness of. electronic mobile mobile payment as a solution to Zimbabwean liquidity crunch.	15
2.4.0 Knowledge Gap	16
2.5.0 Chapter Summary	16
CHAPTER 3	17
RESEARCH METHODOLOGY	17

3.0 Introduction.....	17
3.1 Research design	17
3.1.1 Exploratory research	17
3.1.2 Descriptive research.....	17
3.2 The Research Subjects	18
3.2.1 Target Population.....	18
3.2.2 Sample size	18
3.2.3 Sampling techniques	18
3.3 Data sources	19
3.3.1 Primary data	19
3.3.2 Secondary data	19
3.4 Research instruments	20
3.4.1 Questionnaires.....	20
3.4.2 Interviews.....	20
3.4.3 Observation	21
3.5 Validity and reliability of data	21
5.6 Data presentation and analysis	22
3.7 Chapter summary	22
CHAPTER 4	23
DATA PRESENTATION, ANALYSIS AND DISCUSSION	23
4.0 Introduction.....	23
4.1 Analysis of data response rate.....	23
4.1.1 Questionnaire response rate	23
4.1.2 Interview response rate	23
4.2 Analysis of response	24
4.2.1 Age respondents.....	24
4.2.2 Gender respondent's rate	25
4.2.3 Level of education respondent's rate	25
4.2.4 Internet access response rate	26
4.2.5 Computer literacy respondents rate.....	27
4.3 Impact of paperless banking	27
4.3.1 Years of using paperless banking/e-banking.....	27

4.3.2 Useful of paperless banking	28
4.3.3 Improvement in service delivery.....	29
4.3.4 Paperless banking and customer satisfaction	30
4.3.4 Distribution based on customer satisfaction level.....	31
4.4 Adoption of paperless banking	32
4.4.1 respondent rate based on the adoption of paperless banking.	32
4.4.2 Level of adoption of paperless banking by customers	34
4.5 Importance of paperless banking	34
4.5.1 Types of e-banking and their level of importance to customers	34
4.5.1.1 ATM.....	35
4.5.1.2 Internet banking	35
4.5.1.4 ZIPIT.....	37
4.5.2 Importance of paperless banking	38
4.5.2.1 Fast and accurate.....	39
4.5.2.2 Easy to use	39
4.5.2.3Cost efficient.....	40
4.5.2.4 Accessibility.....	40
4.5.2.5 More secure.....	41
4.5.2.6Convinient.....	41
4.6 Disadvantages of paperless banking	42
4.6.1 Challenges that customers face	42
4.6.2 Disadvantages of paperless banking	43
4.7 Chapter summary	44
CHAPTER 5	44
SUMMARY, CONCLUSION AND RECOMMENDATIONS	44
5.0 Introduction.....	44
5.1 Summary of findings.....	45
5.2 Conclusion	46
5.3 Recommendations.....	46
5.3.1 Power backups	46
5.3.2 Expand on network providers	47
5.3.3 Educational campaigns	47

5.3.4 Provision of infrastructure	47
5.4 Areas for further study.....	47
5.5 Chapter summary.....	47
References	48
APPENDICE A: QUESTIONNAIRE.....	52
QUESTIONNAIRE	53

LIST OF ACROYNMS

ATM -Automated Teller Machine

RBZ -Reserve Bank of Zimbabwe

E-Banking -Electronic Banking

ICT- Information and Communication Technology

PC- Personal computer

LIST OF FIGURES

Fig 2.1 FBC mobile app

Fig 2.2 the diffusion of innovation theory

Fig 2.3 the customer journey model

Fig 4.1 age response rate

Fig 4.2 gender response rate

Fig 4.3 internet access response rate

Fig 4.4 years of using paperless banking

Fig 4.5 useful of paperless banking

Fig 4.6 improvement in service delivery

Fig 4.7 paperless banking and customer satisfaction

Fir 4.8 drives to adopt e-banking

Fig 4.9 level of adoption of paperless banking response rate

Fig 4.10 ATM response rate

Fig 4.11 internet banking response rate

Fig 4.12 mobile banking response rate

Fig 4.13 ZIPIT response rate

Fig 4.14 challenges of paperless banking response rate

Fig 4.15 disadvantages of paperless banking response rate

List of tables

Table 4.1 questionnaire response rate

Table 4.2 interview response rate

Table 4.3 level of education response rate

Table 4.4 computer literacy response rate

Table 4.5 level of customer satisfaction

Table 4.6 importance of paperless banking

Table 4.7 fast and accurate response rate

Table 4.8 easy to use response rate

Table 4.9 cost and efficient response rate

Table 4.10 accessibility response rate

Table 4.11 more secure response rate

Table 4.12 convenient response rate

CHAPTER 1

INTRODUCTION

1.0 Introduction

Chapter one of the study contains background of the study, underlying problem statement along with research objectives and research questions. The conceptual and theoretical literature relating to the study objectives are found on chapter 2. Chapter 3 corporates research design of the study, targeted population, sample size and the detailed research methodology. How data will be presented, interpreted and analysed is be detailed in chapter 4. Chapter of the research study incorporates summary of the research findings, the overall conclusion and relevant recommendations. This study focuses on the impact of paperless banking on customer satisfaction (A case study of FBC Bank).

1.1Background of the study

The financial sector in Zimbabwe is experiencing a negative impact on the level of satisfaction that individuals obtain from financial institutions, as financial institutions' services lag behind. Improved internet connectivity and innovation have stimulated the development of electronic banking in Zimbabwe. The banking and financial sectors are indeed being remodeled by software development looking at what they are repackaging their services, the way they deliver, consumed and offered (Sathye, 1999). The approach of information and communication technology has caught the industry off guard, and as a result, retail and enterprise players are changing their business proposed system to keep up with current advancements. Simultaneously, the banking process is becoming faster, easier, and more comprehensive. Meanwhile, rapid advancements in information technology have transformed financial services money transfer systems and created new ways of transferring money through online, resulting in a brand-new form of banking known as E Banking. Electronic banking, or use of computers to perform banking activities such as ATM withdrawals and POS machines have made the lives of customers easy because they are fast, safe and efficient. These made customers to prefer e-banking services than going into the banking hall to collect their cash from tellers.

Digital banking and Automated teller machines are also important in terms of customer involvement and commitment. Customers who are extremely pleased with their Automated teller machine and internet based financial services experience are 6-7 percent more satisfied and satisfied than customers who are not using these electronic banking channels, according to a similar Gallup study. In line with global 2 innovation, there is an improvement in financial products in Zimbabwe which include aspects such as point of sale, mobile banking, internet banking, ATMs, and smart cards. In the past it was difficult in obtaining these services and it made people to have a no interest in changing to paperless banking. According to the Reserve Bank of Zimbabwe (RBZ) audit report from November 2011, there were more offline transactions than online transactions. According to this report, there is a low utilization of ICT e-banking in the country and this concludes that customers were not interested in e-banking services also their trust in paperless banking were very low. The transition from manual to systemized processes, as well as the availability of online services, has molded a novel aspect of the banking industry. When a bank's electronic banking services are improved in the efficiency and ease of use, it appears to lead in higher customer satisfaction. By overcoming geographical constraints, long queues at the bank, and other industrial and physical constraints, the electronic banking channel has initiated a unique work atmosphere for banks. Despite the fact that FBC Bank is a well-established bank, the number of customer complaints and customers who prefer banking services from other banks has increased. Due to the improvement in ICT and growth of internet providers in Zimbabwe, many banks identified a way from moving from their traditional banking and improve their services and adapt a new system of paperless banking. As a result, the purpose of this research is to measure the impact of paperless banking.

1.2Statement of the problem

The traditional banking method was associated with long queues and the use of files, customers would leave the banking premises without being attended to and some would prefer to sleep in queues rather than going home. Customer would take 30 minutes or more during his or her service. There was a lot of paper work especially when opening accounts, withdrawing cash, cash deposits and issuing bank statements. Through innovation and improvement in technology, many banks in Zimbabwe have adopted new technologies of paperless banking and come up with a new product packages. This increases competition in banks and they are now in improving their services trying

to impress their customer so as to increase customer satisfaction and having more loyal customers. On the other hand, not all customers are IT literacy, some they don't understand network breakdown especially on swipe machines and internet banking, and also there is resistance to change among customers as a result, influencing customer satisfaction. Therefore, as a result of these issues, the drive of this research is to determine the impact of a paperless banking system on customer satisfaction.

1.4 Objectives

1.4.1 To find out the factors affecting the adoption of paperless banking.

1.4.2 To ascertain the pros and cons of a paperless banking system to customers.

1.4.3 To ascertain the level of customer's satisfaction with paperless banking among the customers of FBC bank.

1.5 Research Questions

1.5.1 What are the factors affecting the adoption of paperless banking system to customers?

1.5.2 What are the pros and cons of a paperless banking system?

1.5.3 What is the level of satisfaction did FBC customers get from paperless banking?

1.6 Significance of the study

1.6.1 To the organisation of study (FBC):

The research will help FBC bank to understand the impact of paperless banking. The research will also help the bank in study (FBC) to know what the market is expecting through questioners from customers. It also banks to improve on already available services so as to increase level of satisfaction to its customers.

1.6.2 To customers:

The research will enlighten customers to understand paperless banking system, comprehending the advantages as well as highlighting the difficulties they face when using internet banking, comprehending the advantages as well as highlighting the difficulties they face when using internet

banking. It also helps the customers to tailor made responses or services for example creating accounts and different services.

1.6.3 To University:

The research will provide information in the library that will help future students when doing their researches. The research will also inspire other students to find out and do a future research about paperless banking.

1.6.4 To the researcher:

The research will help the researcher to build knowledge about FBC bank, the researcher will have full knowledge about the company that is the weaknesses and strength in paperless banking .The research also gives the researcher the ability to interpret and critically analyse data. It will help the researcher to make informed decisions, that is to know more about FBC Company and give advises on how to improve their technology. It will help the researcher to gain confidence when interviewing the customer and interacting with FBC staff member during data collection.

1.7 Assumptions to the study

- 1.7.1 All the selected participants will provide reliable and factual data to the highest possible standard of their ability.
- 1.7.2 All the resources needed by the researcher will be available.
- 1.7.3 All the data from the participants will suffice to discern the research results, conclusion and recommendations.

1.8 Delimitations of the study

This study only aims to examine the impact of paperless banking on FBC bank customers. The primary respondents will be a sample of customers in Harare and Centenary who use or should use a paperless banking system. The research will concentrate on the years 2011 to 2021.

1.9 Limitations of the study

- 1.9.1 First limitation of this study is that it is not easy to consider everyone in the country when collecting data because everyone is affected with paperless banking, so the researcher selected a large number of people in an attempt to provide true and fair data.
- 1.9.2 The other limitation is that some respondents will not be willing to participate in data collection, so the research overcame this problem by explaining to people the importance of this research.
- 1.9.3 The other constrain is that due to a lack of information, some of the information obtained from the questionnaire survey may be inaccurate. and some deliberately, so the researcher overcame this problem by made use of validity and reliability test.
- 1.9.4 The other limitation is geographic area; some respondents might be affected by geographic area.

1.10 Definition of terms

1.10.1 Paperless banking. - it is also known as electronic or digital or virtual banking. Paperless banking is the process where customers access banking service using their phone and computers without visiting the bank.

1.10.2 Customer – Anyone who has an account with a particular bank is considered as a customer of a bank (Adebayo (2013)).

1.10.3 Customer satisfaction. - It is a measure of how well a company's products and services meet or exceed customer expectations. (Gerald 2012)

1.10.4 PC Banking. – is a form of online banking that allows customers to perform banking activities from their personal computer using a router (Taylor 2011).

1.11 Chapter summary

From the above information in chapter one, major issues were highlighted concerning to the research topic. In the chapter, there was also the of importance of the research to customers , FBC and the university. The study's background, statement of problem, objectives of this research, research questions, assumptions, delimitations, and limitations were all outlined. The next chapter

is going to give more flesh looking at the conceptual framework and theoretical foundation of the study.

Chapter 2

Literature review

2.0 Introduction

This research section will explore the related literature on the subject of study. Taylor (2011) defined a literature review as a version of what has previously been studied and published on the subject under study by standard intellectuals and academics. As a result, the purpose of this chapter is to present a proper guidance into the paperless banking field while also unraveling the views of various scholars in the field of paperless banking.

2.1 Conceptual framework

2.1.1 An overview of paperless banking

Paperless banking is the same as electronic banking and it is also called green banking or virtual banking. Paperless banking in simple terms refers to customers accessing banking services without visiting the bank. Timoty (2012) defined e banking as a device that offers banking services or financial services including transferring of money, making payments such as electricity and opening accounts using the internet. It eliminates customers from visiting the bank to do the transactions. They will be no use of papers to perform different transactions as customers will be using their electronic devices.

2.1.2 Customer

A bank customer is someone who receives services from a certain bank. According to Adebayo (2013), a person cannot become a bank customer until he or she opens a bank account. According to this research, bank customer is anyone who holds an account with a certain bank.

2.1.3 Customer satisfaction

According to Kotler (2000), customers' satisfaction is a person's positive emotional state or negative emotional state as a result comparing product performance or outcome to his or her expectations. In other words, it is the element of customer satisfaction with the services they receive from a bank and the experience with the company.

2.1.4 Forms of paperless banking

2.1.4.1 Internet banking

Arunachalam and Silvasubramanian (2007) defined internet banking as a platform where customers of a bank access banking services such as making transfers and accessing bank statements using an electronic device like cell phone, laptops and computers. Fredrickson (2003) further explains internet banking as a self-service app which one can access without visiting the bank or get assisted from bank employees. Internet banking is when customers of a certain bank access bank services such as making transactions, checking balance and bank statements using their phones or laptops without visiting the bank. For one to access internet bank, he or she should be a customer of a bank, register for internet banking, create a username and set a personal identification number (PIN). An individual or a company can register for internet banking. This improved customer satisfaction as customers are able to access banking services any time anywhere.

2.1.4.2 Mobile banking

Mobile banking is a service offered by a bank or financial institution that enables the client to perform money transactions or connect directly their accounts distantly using a portable device like cell phones, as opposed to internet banking, which uses software designed for that purpose known as an app (Bolyai, 2003). Generally, mobile banking is when customers use their phones or laptops to access banking services. It is either in the form of an app or USSD code. Mobile banking is fast, easy and cheap to use. FBC USSD code for mobile banking is *220#, with this code you can check balance, transfers, buy airtime, make payments and access Ecocash service. USSD code does not need data to access it which is cheap compared to internet banking. FBC mobile banking can be accessed using an app as shown below:

Fig 2.1: FBC Mobile Banking App



Source: secondary data

2.1.4.3 Automated Teller Machine (ATM)

According to Barron (2000), an ATM is a telecommunications device that allows financial institution clients to complete financial transactions such as cash withdrawals, deposits, fund transfers, or account inquiries without the assistance of a bank employee at any time. In simple terms, ATM is a machine that allows customers of a bank to withdraw money from their accounts and these machines are placed outside the banking hall and some in areas like schools. ATMs, according to Lovelock (2000), personalize service offerings while decreasing customer wait times. He goes on to say that the quality of service provided by an automated teller machine is determined by its secure, adequate, and convenient location. These machines are very efficient and they are not time consuming, also they reduce human error. ATM increases customer satisfaction because it does not consume more time and is accessible any time even after working hours.

2.1.2.4 Point of Sale (POS)

These are machines which are used to make payments in shops and any place which sell goods and services. These machines are connected to a business or company account, therefore if one makes a payment using his or her account it will deduct instantly to a company account. These machines increase customer satisfaction since it does not require more energy for a customer to visit a bank to withdraw money. POS machines are also used by tellers when a customer wants to withdraw money also when making payments.

2.1.4.5 Debit cards.

A debit card is defined by Shuaibi (2010) as a plastic payment card that allows a bank customer to reach their savings account digitally at any financial institution. She further explains that debit cards are used to purchase goods and services also to withdraw money from ATM or pose machine. A debit card has a daily limit when purchasing goods or service, FBC individual daily limit is 300 000, corporates debit limit is 500 000 and instant cards daily limit is 50 000. The advantage of this cards is that they are easy to get and they are safe than cash.

2.1.4.6 Zimswitch Instant Payment Interchange Technology Smart (ZIPIT smart)

ZIPIT Smart is a mobile based merchant and bill payments solution. It is a new function on the ZIPIT platform that enables the initiation and transfer of merchant payments via a mobile phone to a unique Zipit Smart Merchant code. All phones both Smart and Feature phones can access ZIPIT Smart. For one to register for Zipit Smart he or she must be an account holder of a bank. The following steps must be followed when making a Zipit smart payment first ,enter mobile banking code via USSD that is *220#, select banking services, enter 4 digit PIN to access banking menu; select ZIPIT Smart option; select option 1 pay merchant; enter smart merchant code displayed by cashier; enter amount and accept confirmation.

2.1.4.7 Society of Worldwide Interbank Financial Telecommunication (SWIFT) Payments Systems

According to Hardy Graupner (2021) swift payment are secure global messaging network that banks use to make cross boarder payments. The SWIFT network can also be used to communicate financial transactions, and customers can transfer money from one bank account to another.

2.2 Theoretical framework

2.2.1 Diffusion of innovations theory

The diffusion of innovation theory was developed by E.M. Rogers in 1962. This theory deals with change and how people adapt to change. Diffusion is the process by which an innovation spreads among system members over time through specific channels (Rogers EM 1995). He also continues to enlighten that innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption. In other words, innovation refers to something new or a change made to an existing product that is paperless banking. It is the theory of new innovations for example new products and services being tested or accepted by individuals to be of good use in their everyday needs in the banking sector. This theory also explains changing products that satisfy customers. In the theory of Diffusion of Innovations, people or customers are not the ones who change but the innovations themselves. The theory has been pigeonholed in five levels or stages and is illustrated in the diagram below:

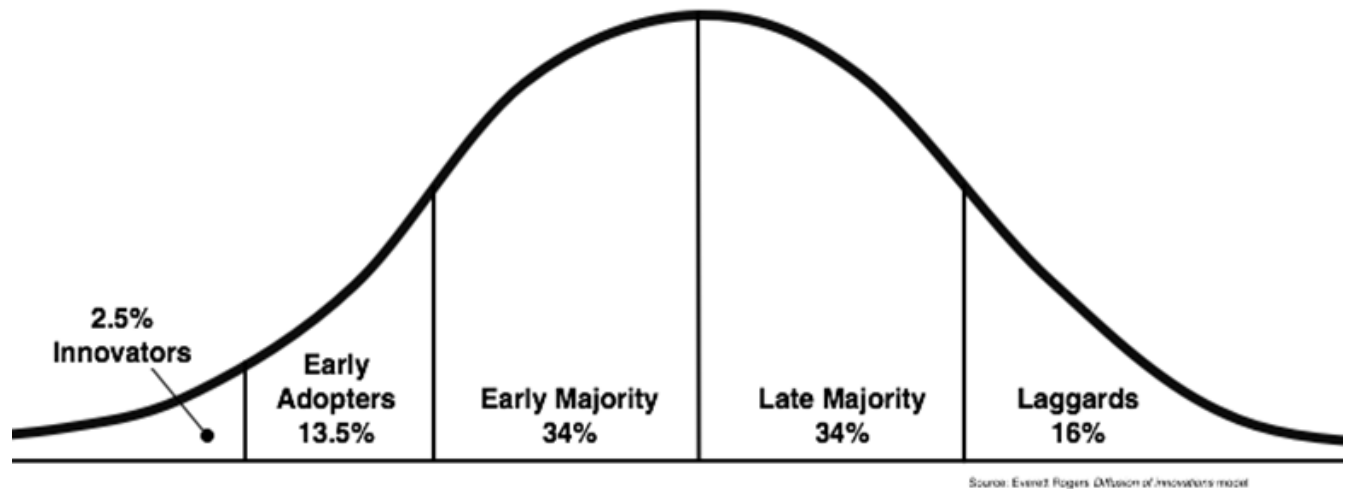


Fig 2.2: The Diffusion of innovations theory

Source: Secondary data

Fig 2.2 above shows different types of customers who adopt paperless banking differently. Innovators are customers who want to try and use paperless banking first. They are interested in bringing new things and at this stage few people participate. They are followed by early adopters who are very contented in accepting new ideas and these customers do not need any information to convince them to accept paperless banking. Early majority are people who do not lead but they adopt to new system when they see really working. Late majority are customers who are skeptical

of change, they adopt innovation after it has been tried by other people. Lastly, laggards are old fashioned and bound by tradition and they have strong arguments against change.

2.2.2 The Customer Journey Model

The customer journey model is used to guide customers in the journey they take from the first time in experiencing paperless banking system to a point whereby the customers become used to the system and also know the advantage of using electronic banking. The model can be illustrated below:

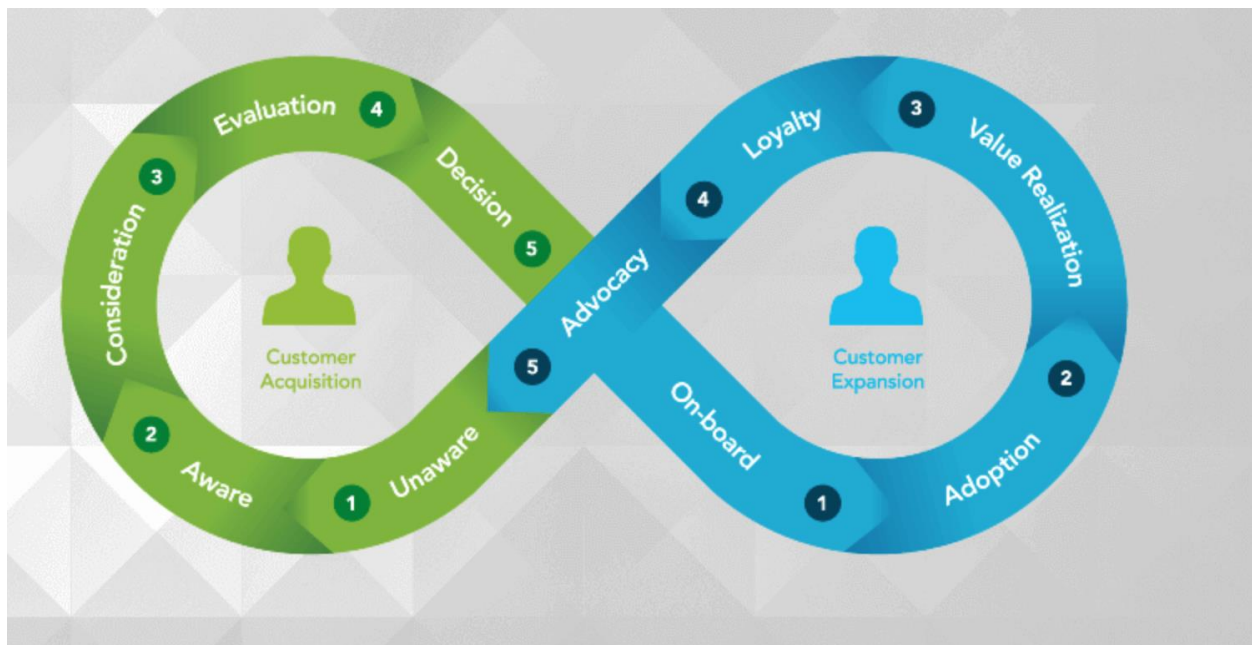


Fig 2.3:the customer journey model

Source: secondary data

From the diagram above, it explains the stages that the customers take in adapting the paperless banking. The customer journey starts from where the customer is unaware about the electronic banking to the point where he or she becomes the advocate. According to Davidson and MacCarthy (2011), the customer is initially unfamiliar with the concept of paperless banking, but later

becomes aware of it and becomes accustomed to it. Referring to the diagram above ,the customer journey model is divided into two parts that is the green party and the blue part. The green part represent customer acquisition, at the first step the customer will not be aware about paperless banking ,second customer will become aware ,make consolidation ,evaluate and make the decision of whether to use paperless banking on not. The second part represented by the blue part in the diagram represents customer expansion. The customer will be moving from traditional banking to paperless banking, at first the customer will be on board, second adopt to the new system, value realization ,customer become loyal and last become the advocacy . Once the customer understands the benefits, he or she will be I a position to perform transactions. Customers understand paperless banking differently from different perspective like from the adverts by the bank, from other customers and from employees of the bank. By performing and understand paperless banking better, the customer will now be satisfied with the banking system and thus developing into a consistent user.

2.3 Empirical literature review

This examines previous research conducted by other scholars and researchers on the impact of paperless banking on customer satisfaction.

2.3.1 Maseke (2018).The impact of mobile banking on customer satisfaction: Namibian Commercial bank.

Maseke (2018) conducted a study in 2018 on the impact of mobile banking on customer satisfaction in Namibian commercial banks in Keetmanshoop. In his study, he surveyed 60 mobile banking customers from all four banks in the research. According to the findings of the study, a large number of people who respond and mobile banking users were aware of paperless banking. Customer understands the benefits of paperless banking and they are aware of the steps they take in doing online transactions. However, some worries were to customers who are failing to do some transactions, some found it difficult to reverse some funds that were wrongly transferred and some were failing to purchase electricity from Keetmanshoop municipality (Maseke , 2018).

2.3.2 Kumari D.A.T (2021) Customer Loyalty towards paperless banking. Reference to Systemically Important Banks in Sri Lanka.

Kumari (2021) carried out a study on customer loyalty towards the paperless banking. The researcher found it important for banks to adopt paperless banking because it reduces unnecessary expenses. The researcher shows that it's not only cost reduction but it improves employee efficiency, security and better customer service. The researcher conducted a reliability test and collected data using the questionnaire to evaluate the reliability and consistency by calculating Cronbach's Alpha. The results showed that customer loyalty has an alpha of 0.804 which was good, Costs has an alpha of 0.864 which was also good, security has an alpha of 0.724 which was acceptable, Efficiency has an alpha of 0.731 which was acceptable and the dependent variable paperless financial transaction has an alpha of 0.825 which was good. Considering all the results the total reliability was 0.859 alpha which means total variable reliability is good.

2.3.3 Bebli (2010) .The Impact of internet banking service quality on customer satisfaction in the banking sector of Ghana.

Bebli (2010) carried a research in Ghana to find the impact of internet service quality on customer satisfaction. The researcher pointed out that due to competition of banks in Ghana it led most banks to adapt to new changes in the technology in order to satisfy the needs and wants of customers. The researcher collected from five different banks with each bank has 22 representatives. 86.4% of the participants successfully completed answering their questionnaire. The final results show that the level of satisfaction of customer in using internet banking was positive. However, old aged people find it difficult to adapt to the changes and they are failing to use internet banking.

2.3.4 CHAKAVA G.A(2015). Factors influencing adoption of paperless banking. Acas of West Pokot country , Kenya.

This research was carried out by Chakava (2015)to find the features manipulating the adoption of paperless banking in Kenya. The researcher aims to establish how innovations in technology have influenced service delivery and customer adoption of paperless banking in Kapenguria town West Pokot County. It is important for Paperless Banking service providers to appreciate the factors which influence or affect the adoption of Paperless Banking in order to be able to provide good services that meet customers satisfaction (Chakava, (2015)). From the research they are a number factors highlighted that influence the adoption of paperless banking which include cost, reliability, convenience, comfortable and security. The data was collected based on these factors

and the results showed that customers were convinced or attracted to paperless banking using these factors. However, reliability of service was ranked as having the greatest hindrance on Paperless Banking adoption therefore there is need for banks to improve the services.

2.3.5 Woldie , Hinson, Iddrisu, & Boateng (2008), Internet banking: an initial look at Ghananian bank consumer. Case of Ghananian banks.

Woldie et al. (2016) conducted research to investigate how internet banking can improve client-bank relationships in Ghana. The information was gathered from 180 clients. According to the study's findings, 68 percent of respondents are aware of internet banking, while 33 percent of 21 customers have never heard of it. However, even with the adoption of electronic banking, the majority of customers indicate that they still comfortable with bank physically (Woldie et al, 2016).

2.3.6 Fonchamnyo (2013) ‘Customers’ Perception of E-banking in Cameroon: An Emperical Assessment of an Extended TAM’.

Fonchamnyo (2013) conducted research to recognize the drivers of customers' perceptions of e-banking implementation in Cameroon thru examining the Technological Adoption Model extension (TAM). Data was taken from 210 customers by the researcher. The study's findings revealed the factors that influence customers' adoption of e-banking, including safety, reliance, cost of service, convenience, and approachability. More so, demographic factors has an influence in the acceptance of e-banking. The study's findings revealed that young people understand electronic banking faster than older people, and rich people adapt to e-banking faster than poor people (Fonchamnyo, 2013).

2.3.7 Chinhengo (2018) The effectiveness of electronic mobile mobile payment as a solution to Zimbabwean liquidity crunch.

Chinhengo (2018) carried out a research to review the use of mobile payments in alleviating cash crisis. He carried out the research to find hoe effective mobile payments are as solution cash shortages also the benefits of using mobile payments. The samples were collected from 115 consumers. 102 of the customers responded. The researcher find out that the most respondents were between 26 years and 45 years.85.3% of customers confirmed that they use mobile payments

facilities and they find it very effective and it comes as solution to cash crisis. However every few people are not used to mobile payments.

2.4.0 Knowledge Gap

The paperless banking arena appealed to many people to do researches and different types of studies has been done in different countries focusing on different issues such as the adoption of e-banking, customer satisfaction and the change in the delivery of service. The majority of customer satisfaction studies have been conducted in other countries that adapt technology and have unique technological advancements and macroeconomic conditions. Other countries have adapted paperless banking quickly especially in western countries where the technology is advanced, compared to Zimbabwe which adapt paperless banking slowly. In this economy where cash is scarce, the question of whether paperless banking is satisfactory to Zimbabwean customers remains. As a result, the researcher will fill this void by investigating whether paperless banking provides satisfaction to customers in Zimbabwe's banking sector.

2.5.0 Chapter Summary

In conclusion from the above chapter, it provides the theoretical framework and conceptual framework which gives an understanding of paperless banking and the level of customer satisfaction. It also reveals the impact of e-banking through assessing previous researches which was presented in the empirical concept. The next chapter is going review the methodology of the study.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

Chapter 3 is focusing with research methodology of this research. Research methodology refers to the way through which the researcher uses to solve a problem. Therefore, the methodology is used in data collection, data analysis and data presentation. In this look, this chapter will look at research design, target population, sampling design, data collection and data analysis.

3.1 Research design

The research design is a strategy that the researcher chooses to combine the different components of the study in a coherent and logical way hence; it ensures effective address to the research problem. Mugenda & Mugenda (2009) defines research design as conducting a certain research in the aim of answering study questions and achieving the objectives of the research. Polit & Beck, (2006), also explains research design as an offer that gives an explanation of what the researcher will achieve. Therefore, the reliability and validity of the research design determines the overall reliability and validity of the study. The researcher will use an exploratory and descriptive research design in this case.

3.1.1 Exploratory research

Exploratory research refers to a research that used to investigate problems which are unclear to define. The goal of exploratory research is to collect primary data that will aid in the definition of a problem and the formulation of hypotheses (Kotler, et al., 1999). As a result, previously discovered information aided the researcher in clearly identifying the problem and ensuring that the research's ultimate goal was met. The researcher investigated the internet, records, various articles, and consulted experts in the field of electronic banking.

3.1.2 Descriptive research

A descriptive study employs both qualitative and quantitative methods to provide a comprehensive understanding of the impact of paperless banking on customer satisfaction. It is

used to develop an precise characteristics of consumers, happenings, or conditions under investigations, as well as to paint a image of the state as it develops (Gray & Sutherland, 2013). This type of research method was chosen since it allows the researcher to analyze data and develop a thorough understanding of the research problem. The descriptive design was extremely helpful to the researcher in unfolding the impact of paperless banking and how customers reacted to it in order to predict the future of banks and the financial sector as a whole.

3.2 The Research Subjects

3.2.1 Target Population

According to Kothari (2004), a population is a distinct collection of people who share one or more character traits. A study population is viewed as a collection of individuals, things, or occasions .that the researcher is interested in and will investigate (Kotler & Armstrong, 2011). In simple terms, a population is overall group of research respondents from which a specific sample will be tired in order to successfully study the group. Respondents will be selected based on knowledge, adaptability, accessibility, and usability. The population for this study will consist of 15 bank employees and 100 FBC bank customers.

3.2.2 Sample size

A sample, according to Kumar (2011), is a chosen subset of people in which the researcher wants. A sample can also be described as a procedure for selecting a specific population that is then used to discern characteristics of the entire population from which data was derived (Cooper & Schindler, 2003) Because it is hard to observe each member of the population, a sample is important in this study because it streamlines the study and tends to increase the concentration of the data recorded. A sample is also less costly than just a census because the survey respondents are narrowed down, requiring less long-distance travel. This study will, in fact, draw a data set of 115 consumers.

3.2.3 Sampling techniques

They are two types of sampling technics which include probability sampling and non-probability sampling. The researcher chooses non probability sampling. Non-probability sampling is the techniques in which the sample is selected intentionally by the researcher (Cooper & Schindler, 2003). The advantage of non-probability sampling is that it is faster and more cost-effective than probability sampling because the sample is known to the researcher. Also the respondents respond quickly to the researcher than people who are randomly selected as they have a high motivation level to participate. Most respondents were from Harare (Southerton branch and Nelson Mandela branch) and some from Centenary. This is because that is where most FBC tobacco farmers are and to prevent concentration of respondents in urban but also have some representatives from rural areas and how they are adopting to paperless banking.

3.3 Data sources

3.3.1 Primary data

Primary data is information gathered directly from the information source and is collected by the researcher without going through any existing sources. Primary data is collected directly, is unique, and assists the intended resolution (Saunders, et al, 2009). The researcher will collect firsthand information on the effects of paperless banking on customers, factors influencing paperless banking adoption, and attitudes toward paperless banking as a solution to customer satisfaction with banking and financial services in the country. This primary data will be gathered differently for example using questionnaires, interviews and observations.

The advantages of primary data is that it is more accurate as it is collected from the original source, it gives data which is up to date, maintains the privacy and understanding of the data is better. The main downside to this type of data would be that it requires time and money to collect.

3.3.2 Secondary data

Secondary data refers to information that already exists and was gathered for another reason (Kotler, et al., 1999). In other terms, secondary data is data that has been collected in the past by

other people and but made value to the researcher. This data is easily accessible by the researcher because it is shared publicly. Secondary data is typically obtained by the researcher from various authors' books and articles in an attempt to acquire a thorough understanding of the subject matter. Internet is commonly used as a secondary data as it is easy to access and most information is found there.

The advantages of secondary data are that it is found in different platforms and easy to access compared to primary data. Secondary data is very affordable and also it does not consume more time. However, some of the data is exaggerated due to the personal bias of the data source and also it can be outdated.

3.4 Research instruments

3.4.1 Questionnaires

The questionnaire is designed to determine how much customers' expectations and views of electronic banking differ. According to Morris and Wood (2001) questionnaire is the technique that is used in collecting primary data. In other words a questionnaire refers to a set of questions or items intended to collect information about respondents' attitudes, experiences, or opinions.

The respondents will answer the questions alone without guidance of the researcher. The researcher makes use of both the open and closed questions in collecting data. It is important for researcher to use questionnaire because they provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people. Also the respondents will answer freely and express their views on the paper other than facing them face to face.

However, a problem with questionnaires is that respondents may present false information to the researcher due to social desirability and some lie because they want to look good and present a positive image in front of the researcher.

3.4.2 Interviews

Interviews, according to Leedy (2010), are a type of data collection method in which researchers asked participants open-ended questions about the subject at hand. Face-to-face interviews, according to Body et al. (2003), are questions asked directly to the interviewee to give his or her

perceptions or motivating factors that rarely provoke beneficial responses. The researcher is going to visit banks will conduct personal interviews in which some banking institutions will be visited and some questions about paperless banking will be asked of their customers. The researcher will also select randomly some customers to interview.

They are two types of interviews the structured and the semi- structured, in this study the researcher will use semi-structured. Semi-structured refers to the interviews that will give the researcher a lot of latitude while still keeping the core interview structure. This type of interview gives room to interview to ask more questions which gives more information to the researcher. This interview also allows for probing of respondents because they will be asked to justify some of their answers and can also seek clarification. Therefore this type of interview is flexible compared to structured interview.

However, this type of interview has also some weaknesses, because of the flexibility afforded, participants may doubt the accuracy of these interviews. In addition, due to the responses given by the same question, comparing and classifying the data from the interviews may be challenging.

3.4.3 Observation

The researcher will use observations in collecting data in addition of the interviews and questionnaire. According to Gray et al. (2013), observation is the comprehensive statement of activities, attitudes, and artifacts in a group environment for purpose of research. The researcher will observe the set-up of the bank and how employees provide the service to customers. The researcher chooses to observe some of the information because it is not expensive because they only comprised of determining what has already exists. Another benefit is that they are fair and unbiased due to the absence of participation since the observation is made from a distance. However, observation can give inaccurate information since they don't have any explanation.

3.5 Validity and reliability of data

These concepts are used to assess the quality of research. The capacity of the a size or measuring device quantify what is supposed to be measured is defined as validity by Zikmund et al,(2003).

In layman's terms, validity refers to how well a strategy measures what it is supposed to measure. The researcher used a series of questions, together with open-ended and closed-ended questions, to verify the validity. To avoid asking irrelevant questions, all interviews and questionnaires will ask questions based on the research objectives. A research project will also be conducted to detect any flaws in the questionnaires before they are distributed to respondents. The pilot study will use a tiny number of 15 respondents drawn from the researcher's close relatives and peers. First, questionnaires will be distributed for completion. Due to some errors discovered, those who participated in the pilot survey were not permitted to react to the exact questionnaire.

Reliability is how consistently a method measures something. To ensure dependability, the interviewer used structurally sound questions as well as category questions to elicit consistent responses. These would allow other researchers to reach similar conclusions.

5.6 Data presentation and analysis

The research results will be presented in qualitative form since it is easy to deal with. The questionnaire responses are going to be presented as percentages. These are then converted into bar graphs, tables, and pie charts using Ms Excel and SPSS software. These are useful for analyzing the collected data.

The qualitative data collected from interviews is presented and analyzed as descriptive analysis, and it serves as the foundation for a summary of findings when compared to previous research findings. Non-numerical procedures are used by the researcher to describe qualitative data.

3.7 Chapter summary

In summary, this chapter explains how the data is going to be collected and analysed. It highlighted that data is going to be collected using observation, interviews and questionnaire. The chapter continues to clarify issues like research design, sampling, data validity and reliability and the data is going to be presented and analysed. The next chapter is going to present and analysed data.

CHAPTER 4

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0 Introduction

The chapter will concentrate on data analysis, presentation, and discussion of data collected from FBC bank via interviews, questionnaires, and bank annual reports. The study's purpose was to assess the impact of paperless banking on FBC bank customer satisfaction. The data findings were analyzed qualitatively and quantitatively. Tables, bar graphs, and pie charts will be used to present the data. The study's findings are presented below.

4.1 Analysis of data response rate

4.1.1 Questionnaire response rate

The researcher distributed 115 questionnaires to FBC customers and employees and got 104 in responses. 15 questionnaires were given to FBC employees, 80 to FBC clients in Harare and 20 to FBC clients in Centenary (tobacco farmers). Some of the respondents failed to respond to questionnaires, this maybe because they did not find enough time and some were. 9.65% of the questionnaires were not respondents. The response rate is shown on the table below:

Table4.1: Response rate

	Target response	Actual response	Total percentage
FBC employees	15	14	93.3%
Centenary(tobacco farmers)	20	15	75%
Harare (Southerton branch and Nelson Mandela branch)	80	75	93.75%
Grand total	115	104	90.43%

Source: primary data

The table above shows total respondents of 104 out of 115 questionnaires which give a total percentage of 90.43. Out of 115 questionnaires 15 were given to FBC employees and 14 were able to respond giving a percentage of 93.3%. 20 were given to tobacco farmers at Centenary and 15 respond which give a total of 75%. 80 were given to clients in Harare and 75 of them managed to respond which a total of 93.75% respondents' rate. This large number of respondents was because customers see it as a useful research and they can benefit from it. The researcher consider this response rate as a consistent and transparent representation of the whole population and this was as supported by Bryman and Bell (2003), who state that when the sample response rate exceeds 85 percent, it is considered outstanding.

4.1.2 Interview response rate

The researcher interviewed FBC clients and 8 were conducted out 10 anticipated.

Table4.2 :interview response rate

Anticipated interviews	No of people interviewed	Total percentage
10	8	80%

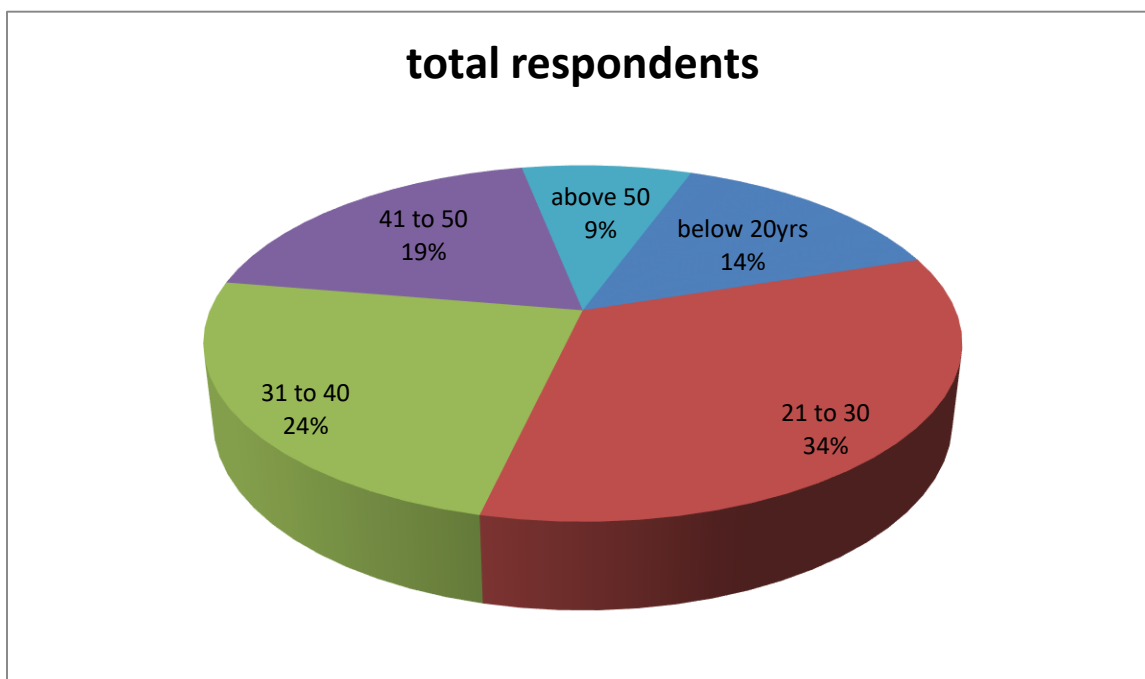
Source :primary data

The researcher target to interview 10 customer but 8 were interviewed, this is due to time and some were busy to take an interview. This gives a total interview response rate of 80%.

4.2 Analysis of response

4.2.1 Age respondents

Fig 4.1 age response rate



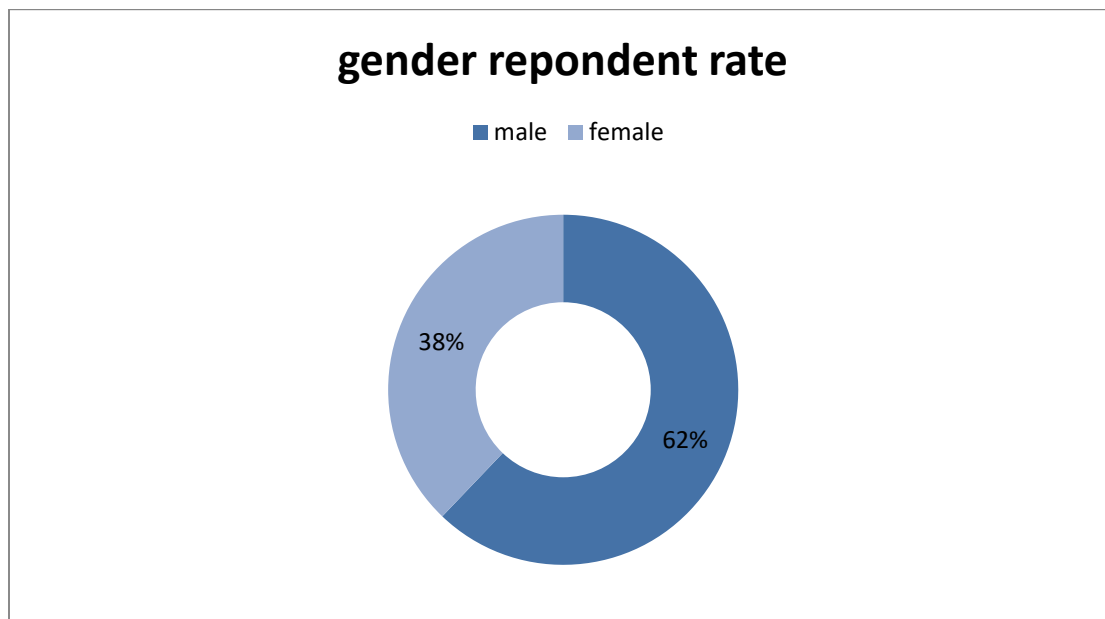
n=104 *source:primary data*

The fig 4.1 above shows the respondent rate based on age. The respondent age of 20 years and below accounted for 14%, the age group of 21 years to 30 have a respondent rate of 34%. From 31 years to 40 years have a respondent rate of 24% , from 41 to 50 years there is 19% and from 51 years and above there is 9%. From the data presented on the chart above it is clear that most users of paperless banking range from 21 years to 30 years which are youths. This is because youths are

computer literacy and some of them they are still going to school which make them able to understand paperless banking. This response rate is similar to that carried by Muvingi (2018) who revealed that most users of e-banking are. From 51years and above the percentage is very low, these are called the senior citizens in banks. The percentage is very low because a large number of them are not computer literacy.

4.2.2 Gender respondent's rate

Fig 4.2 gender response rate



Source: primary data

The fig 4.2 above shows gender respondent rate. Out of 104 questionnaires that were distributed by the researcher 64 were answered by male which give a percentage of 62% and 40 were answered by female which give a percentage of 38%. This concludes that most users of paperless banking are male.

4.2.3 Level of education respondent's rate

Level of education	Number of respondents	Percentage
No formal education	10	9.62%
Secondary level	14	13.46%

Advanced level	19	18.26%
Undergraduate	26	25%
Degree +	35	33.65%
Total	104	100%

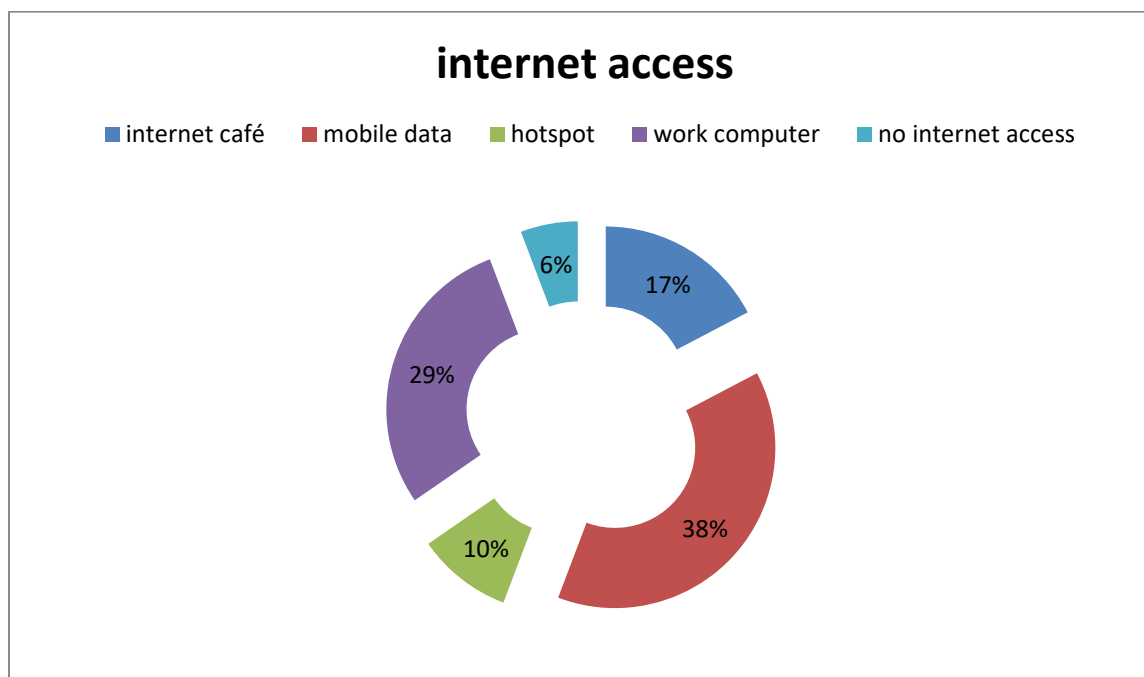
Table 4.3 level of education respondent rate

Source: primary data

The table 4.3 above shows respondent rate according to the level of education. 10 people with no formal education respond to the questionnaire giving a percentage of 9.62%, 14 people with secondary level education respond giving a percentage of 13.46%, 19 people with advanced level giving a percentage of 18.26%, 26 undergraduates respond giving a percentage of 25% and 35 with degree plus giving a percentage of 33.65%. Therefore, the researcher concluded that there is a positive relation between the level of education and use of paperless banking.

4.2.4 Internet access response rate

fig 4.3 internet access respondents rate



Source: primary data

The above graph shows respondents rate according to internet access. 18 out of 104 confirmed that they use internet café to access FBC services which gives a total percentage of 17. 40 people use mobile data giving a percentage of 38%. 10 people use hotspot which gives 10%, 30 use work computers which give 29% and 6 people confirmed that they don't have any internet access which gives a percentage of 6%. The information presented above clearly shows that most users of FBC paperless service use their own mobile data.

4.2.5 Computer literacy respondents rate

Table 4.4 computer literacy respondent's rate

Computer literacy	Number of people	Percentage
Expert	20	19%
Advanced	25	24%
Intermediary	40	38%
Beginner	14	14%
No computer knowledge	5	5%
Total	104	100%

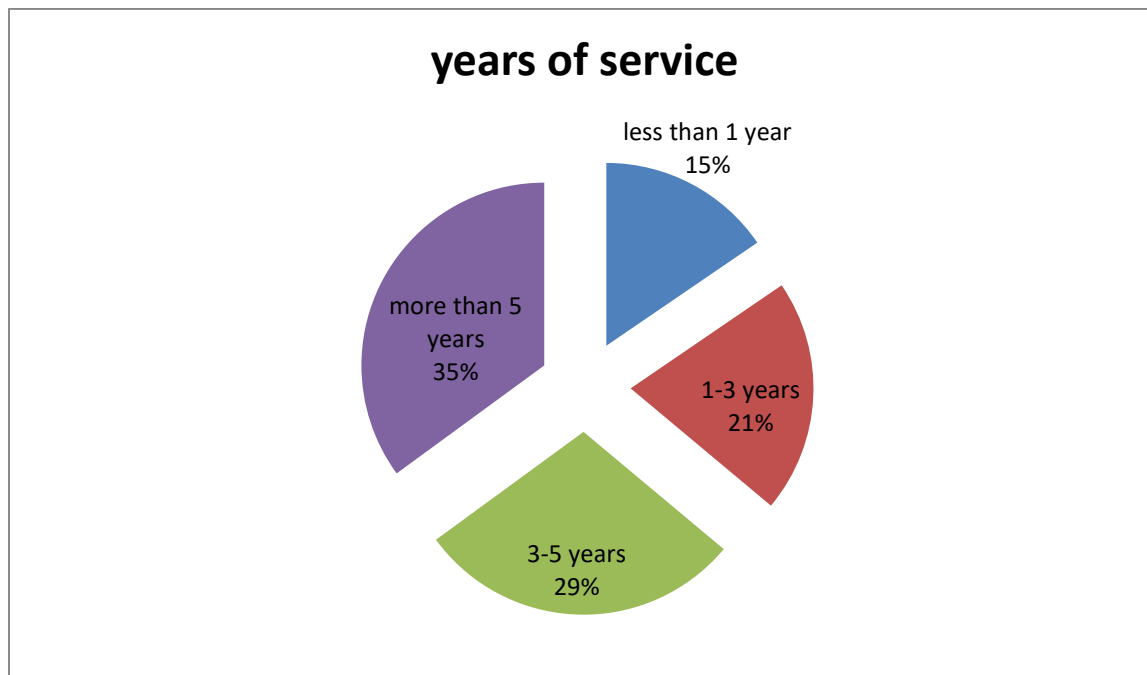
Source: primary data

The table 4.4 above shows computer literacy respondents rate. From the table it clearly shows that the majority of FBC customer have knowledge about how to use computers. High percentages of people who respond are intermediaries, they have knowledge of computers but they don't know everything. Therefore, there is need for FBC employees to give full knowledge to its customers. However, 5% of people they don't have knowledge on how to use computers which is a task to the bank to teach those customers.

4.3 Impact of paperless banking

4.3.1 Years of using paperless banking/e-banking

fig 4.4 Years of using paperless banking respondents rate

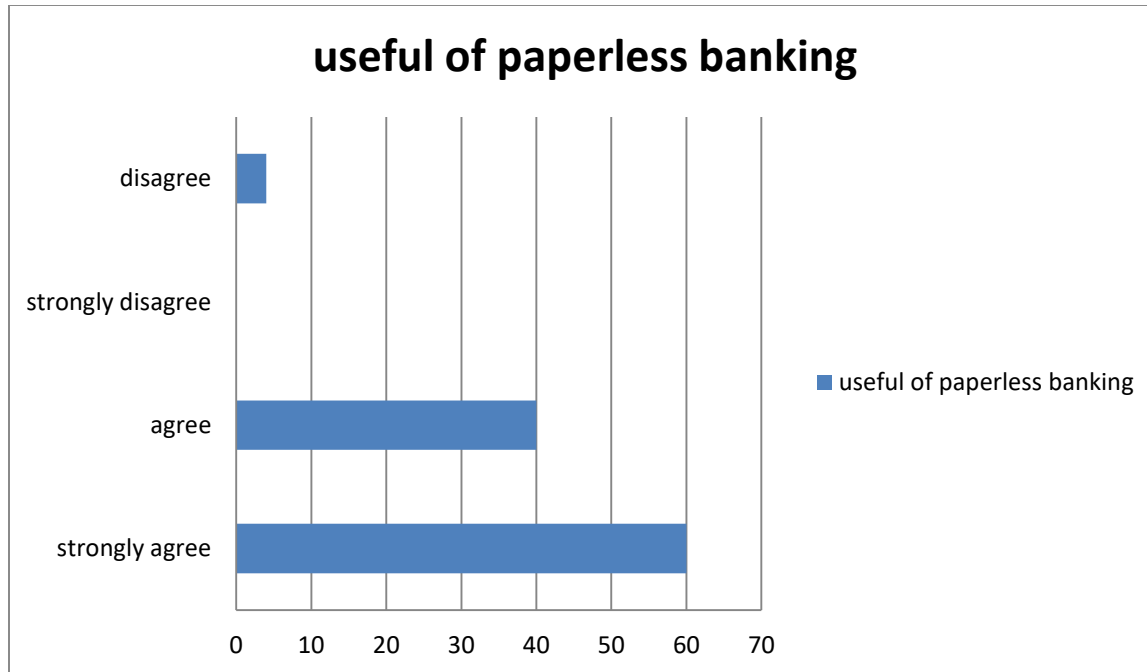


source: primary data

Figure 4.4 above depicts the length of time that customers have been banking with FBC bank. According to the findings, 15% of respondents have been clients with less than a year, 21% for one to three years, 29% for three to five years, and 35% for more than five years. According to the findings, 35% of respondents have been FBC customers for more than 5 years. This graph depicts the percentage of loyal customers since the traditional banking method until FBC Bank switched to paperless banking. In the age range of 3 to 5 years, the second highest percentage is 29 percent.

4.3.2 Useful of paperless banking

Fig 4.5 usefulness of paperless banking responses

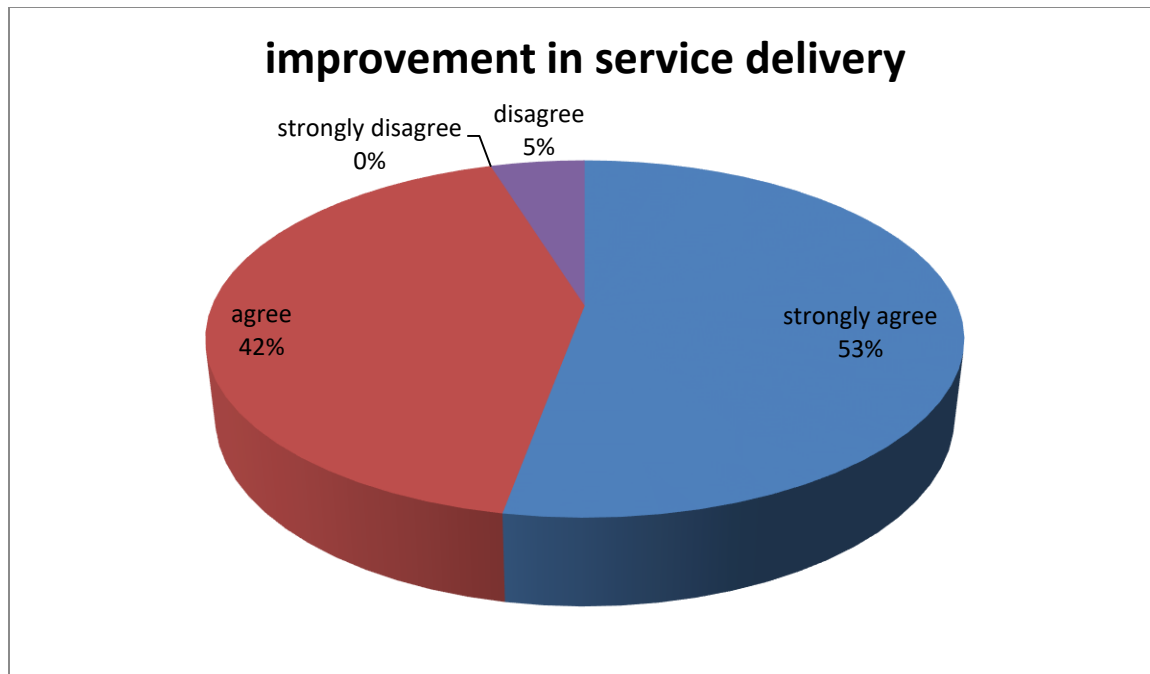


Source: primary data

Figure 4.5 is showing how helpful paperless banking is to customer. 58% of respondents strongly agree that paperless banking is useful. 38% agree that paperless banking is useful and only 4% disagree that paperless banking is useful. No one strongly disagree that paperless banking is useful. Therefore, it is clear that paperless banking is useful because the majority agreed.

4.3.3 Improvement in service delivery

Figure 4.6 Improvement in service delivery response

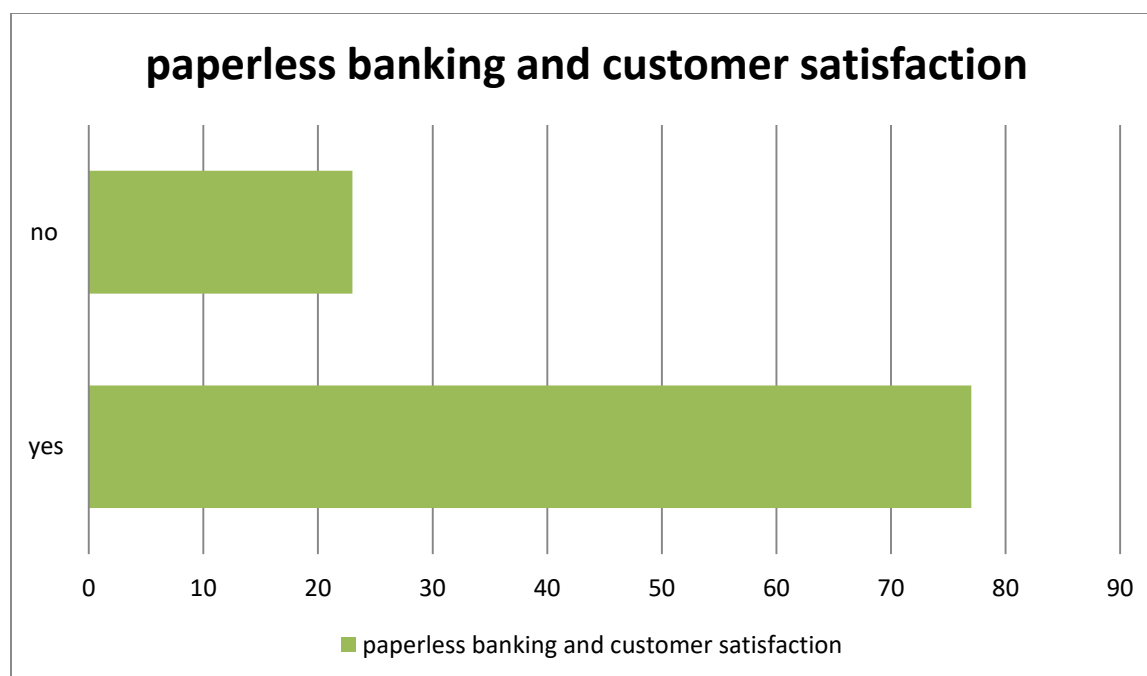


Source: primary data

The diagram above presents the respondents rate based on the improvement of paperless banking from the traditional banking era to date. 53% of respondents strongly agree that the new banking system is better than the traditional way of banking, 42% agree and 5% disagree. Therefore the researcher concludes that the majority are now used to paperless banking and very few still need to know more about paperless banking.

4.3.4 Paperless banking and customer satisfaction

Fig 4.7 paperless banking and customer satisfaction response



Source: primary data

The diagram above shows how customer satisfaction is linked to paperless banking. 77% confirmed that customer satisfaction is linked to paperless banking. 23% disagree that customer satisfaction is not linked to paperless banking. As a result, the majority agreed that paperless banking is beneficial. The findings are consistent with the findings of Baadah (2010), who found out that the adoption of ICT by banks is increasing the level of satisfaction of customers.

4.3.4 Distribution based on customer satisfaction level

Statement	Agree		Strongly agree		Disagree		Strongly disagree	
	%	(n)	%	(n)	%	(n)	%	(n)
Are you satisfied with the services offered by the bank?	53	(55)	34	(35)	13	(14)	0	(0)
Are you satisfied with the information you are given by the bank about paperless banking?	48	(50)	29	(30)	14	(15)	9	(9)
Are the customer needs and expectations being met?	48	(50)	29	(30)	19	(20)	4	(4)

Are you satisfied with the security associated with e-banking?	38	(40)	48	(50)	11	(11)	3	(3)
Are you able to access the services any time?	39	(41)	30	(31)	20	(21)	11	(11)
From the services you are given by the bank are you willing to continue using the paperless banking services?	38	(40)	56	(58)	6	(6)	0	(0)

Table 4.5 level of customer satisfaction respondent rate

Source: primary data

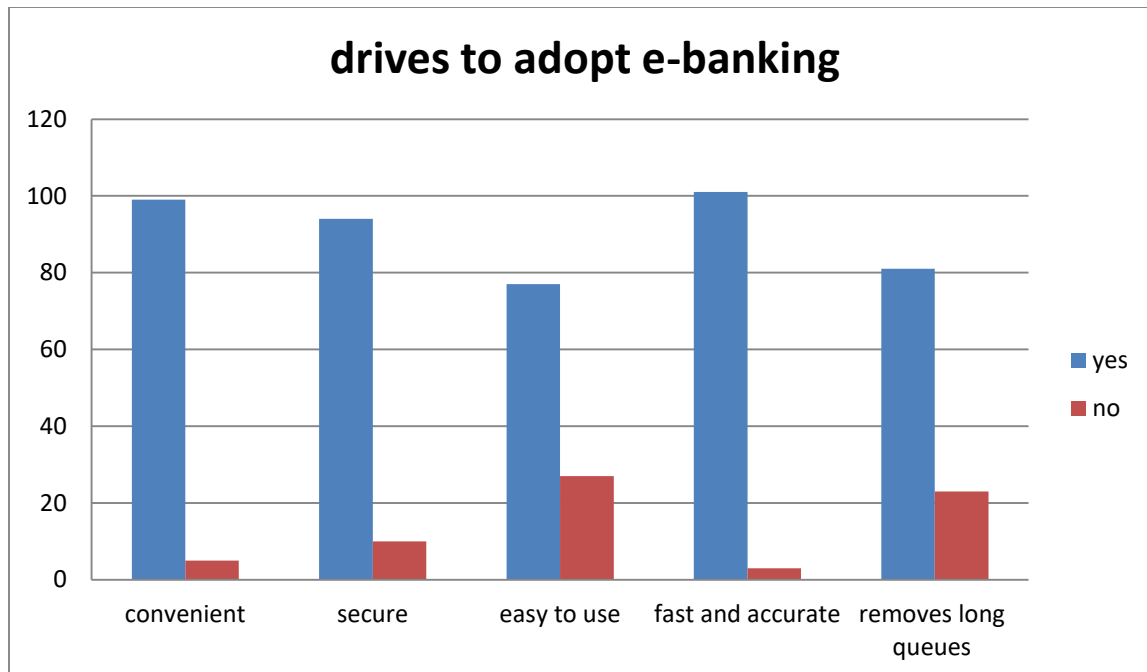
The table above shows the respondent rate on customer satisfaction. 53% of the respondents agreed that they are satisfied with the services they receive from the bank, 34% strongly agreed, 13% disagree with the statement and no one strongly disagreed. 48% agreed that they are satisfied with information they get about paperless banking, 29% strongly agreed, 14% disagree and 9% strongly disagree with the statement. 48% of customers agreed that their needs and expectations are being met, 29% strongly agreed, 19% disagree and 4% strongly disagreed. 38% agreed that they are satisfied with securities associated with paperless banking, 48% strongly agree, 11% disagree and 3% strongly disagree. 39% agreed that they are able access e-banking services any time, 30% strongly agreed, 20% disagree with the statement and 11% strongly disagreed. 38% agreed that they are willing to continue using paperless banking services, 56% strongly agreed, 6% disagree and no one strongly disagree with the statement.

The researcher's findings are similar Toor 41 et al (2016) and Maseke (2018) finding who also revealed that most of customers who respondent to the questionnaire were satisfied with the e-banking. Therefore, Paperless banking and customer satisfaction have a strong relationship.

4.4 Adoption of paperless banking

4.4.1 respondent rate based on the adoption of paperless banking.

Fig 4.8 drivers of paperless banking respondents rate



Source: primary data

Figure 4.8 above shows respondent rate based on the drivers that drives customers to adopt paperless banking. 95% of the respondent agreed that e-banking is convenient and 5% disagreed. These results are the same with that of Saravanan & Leelavathi (2020) who discovered that e-banking is convenient in India.

In terms of security of paperless banking 90% proves that paperless banking is more secure than carrying hard cash. 10% said it is not secure. The results clearly shows that paperless banking is more secure than carrying hard cash therefore, many customers choose to adopt paperless banking. It is also secure as it gives privacy to the customer concerning account balances and others.

More so, 74% confirmed that paperless banking is easy to use and 26% disagreed. From the results above it is clear that paperless banking is easy to use. This is also similar to the findings of Glenn Chakava (2015), who discovered that most of his respondents agreed that e-banking is easy to use in their country Kenya.

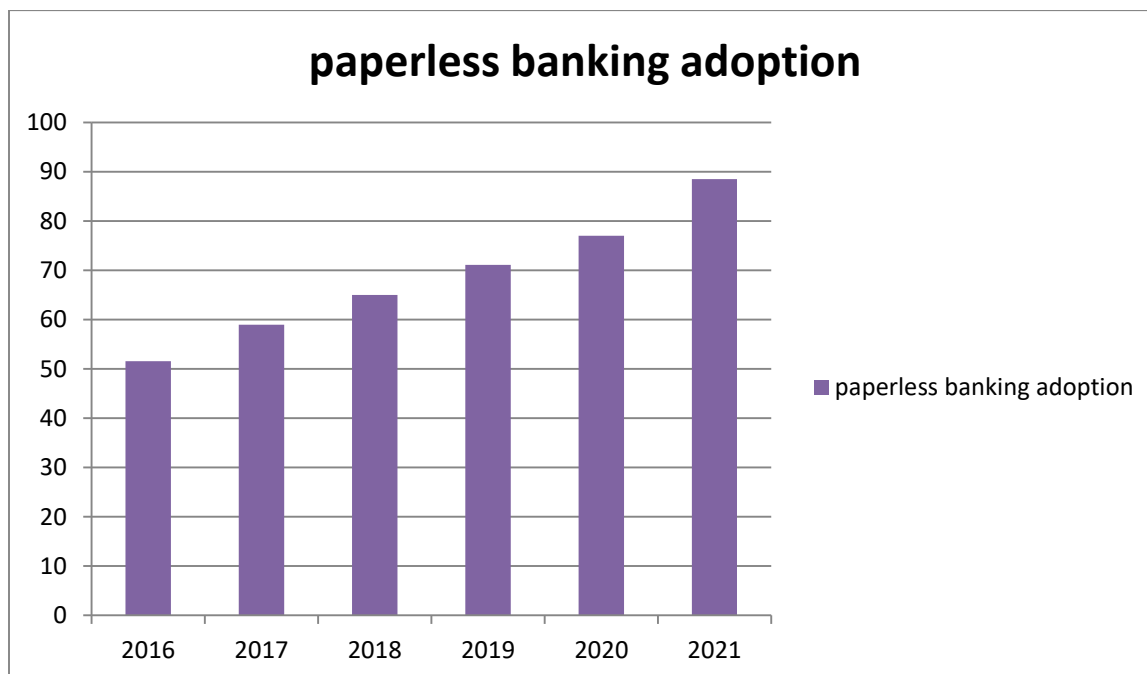
Furthermore, in terms of fast and accurate, 97% agreed that paperless banking is fast and accurate, 3% disagree with statement. Based on the findings above, the researcher concluded that electronic

banking is fast and accurate than the traditional way of banking. This is also proven in the findings of Fonchamnyo (2013) who discovered that e-banking is more accurate.

Lastly, 81% of respondents confirmed that paperless banking removes queues in the banking hall. This is because customers will be accessing banking service at the comfort of their homes without visiting the bank. However, 23% disagree with the statement. This is because some customers are not yet used to paperless banking.

4.4.2 Level of adoption of paperless banking by customers

Fig 4.9 level of adoption by customer's response rate



Source:primary data

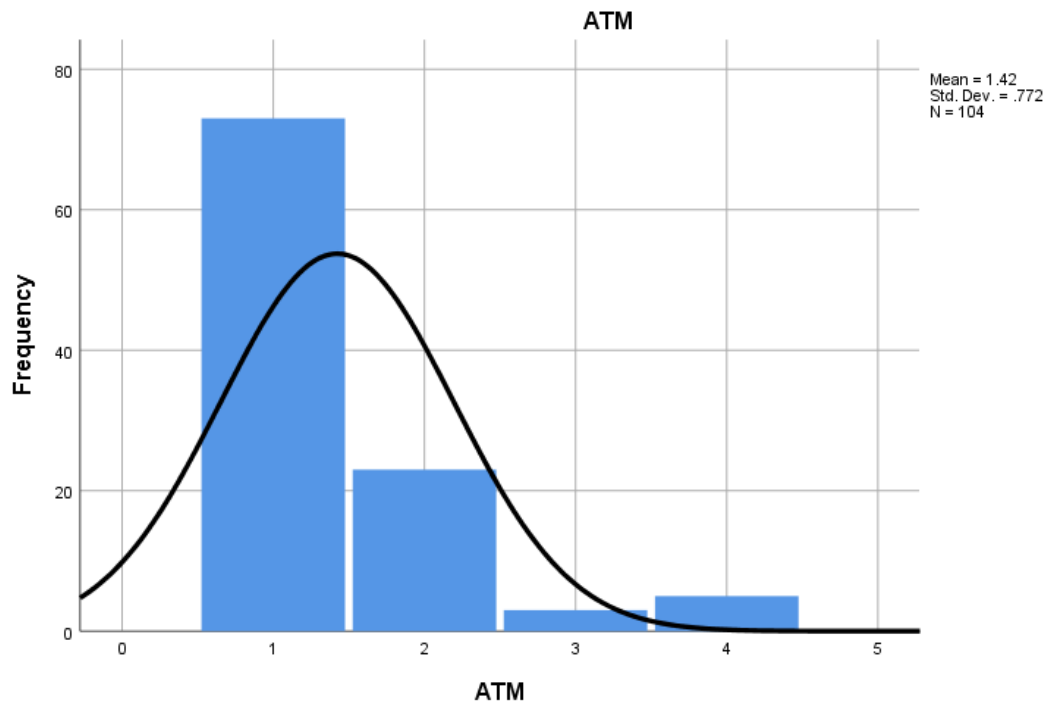
As shown by figure 4.9 above, customer are increasingly adopting to paperless banking from 51.55% in 2016 to 88.50% in 2021. This is because of the increase in the use of electronic gadgets by people also due to the improvement and network connectivity in the country. More so, the adoption is increasing due to the advertisement of electronic services by the bank.

4.5 Importance of paperless banking

4.5.1 Types of e-banking and their level of importance to customers

4.5.1.1 ATM

Fig 4.10: respondents rate based on importance of ATM

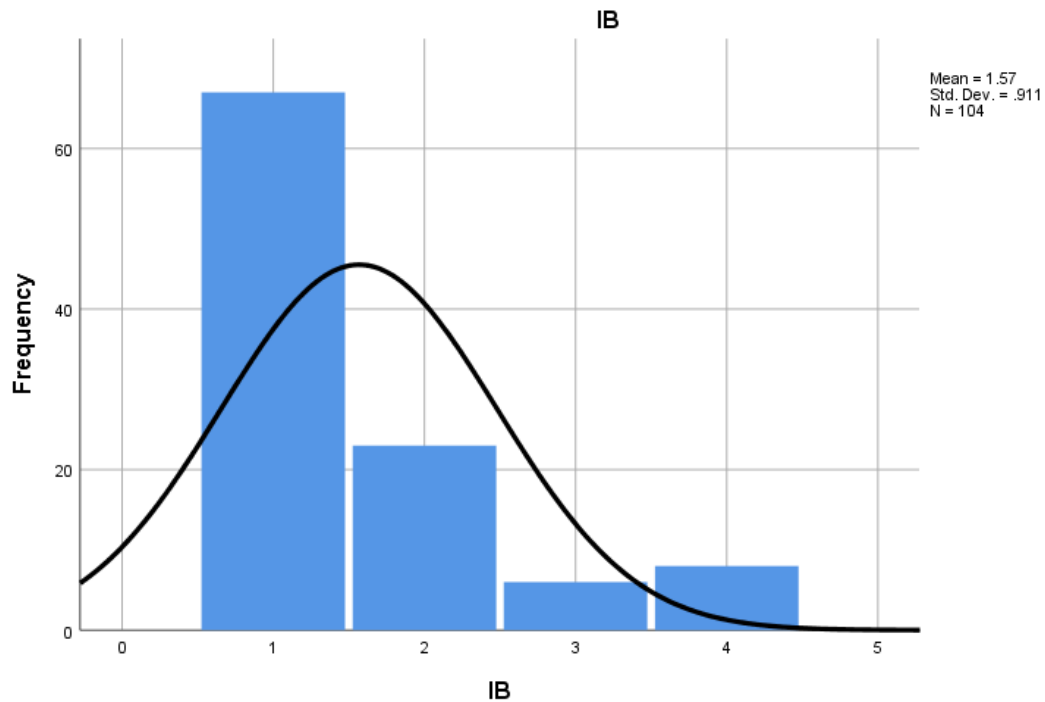


Source: primary data

The diagram above shows the respondent rate based on the importance of ATM to a customer. 1 on the x-axis represent very important, 2 represent important, 3 represent least important and 4 not important. 70.2% of respondents agreed that ATM is very important, 22.1% confirmed that ATM is important, 2.9 confirmed least important and 4.8 said it is not important to them. Therefore, the results give a mean response of 1.42 which means most people agree that ATM is very important to them.

4.5.1.2 Internet banking

Fig 4.11: respondents rate based on importance of internet banking

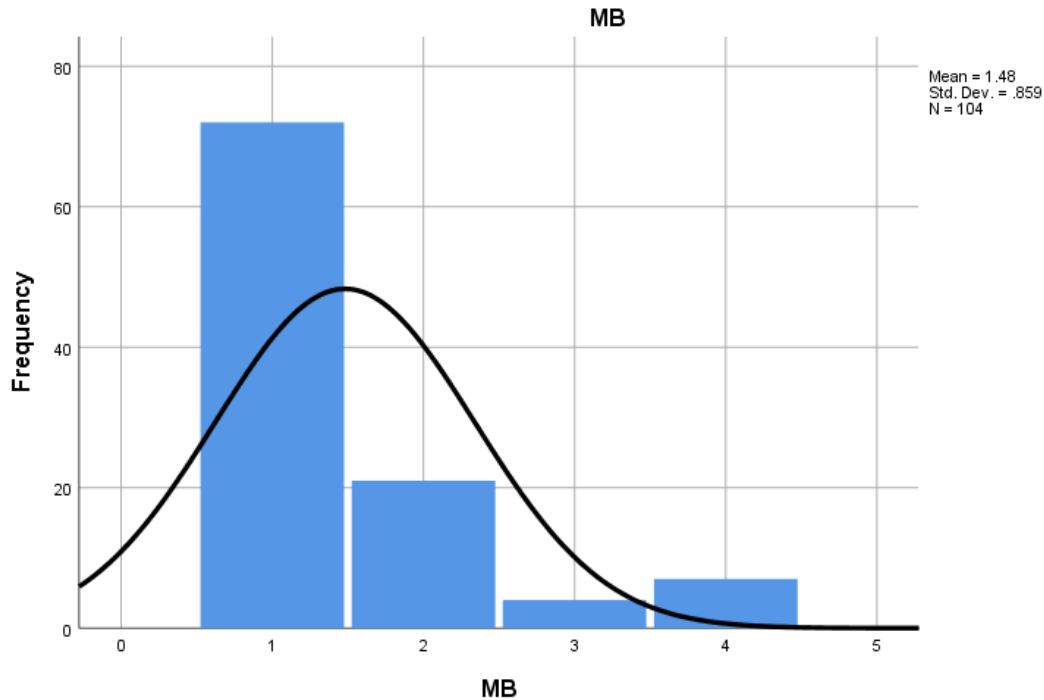


Source: primary data

The graph above displays the respondents rate based on the importance of internet banking to customers. 64.4% respond to very important, 22.1% respond to importance, 5.8% respond to least important and 7.7% respond to not important. The results give a mean of 1.57 which means that most respondents lie between important and very important. Therefore, clients are happy with internet banking.

4.5.1.3 Mobile banking

Fig 4.12: respondents rate based on importance of mobile banking

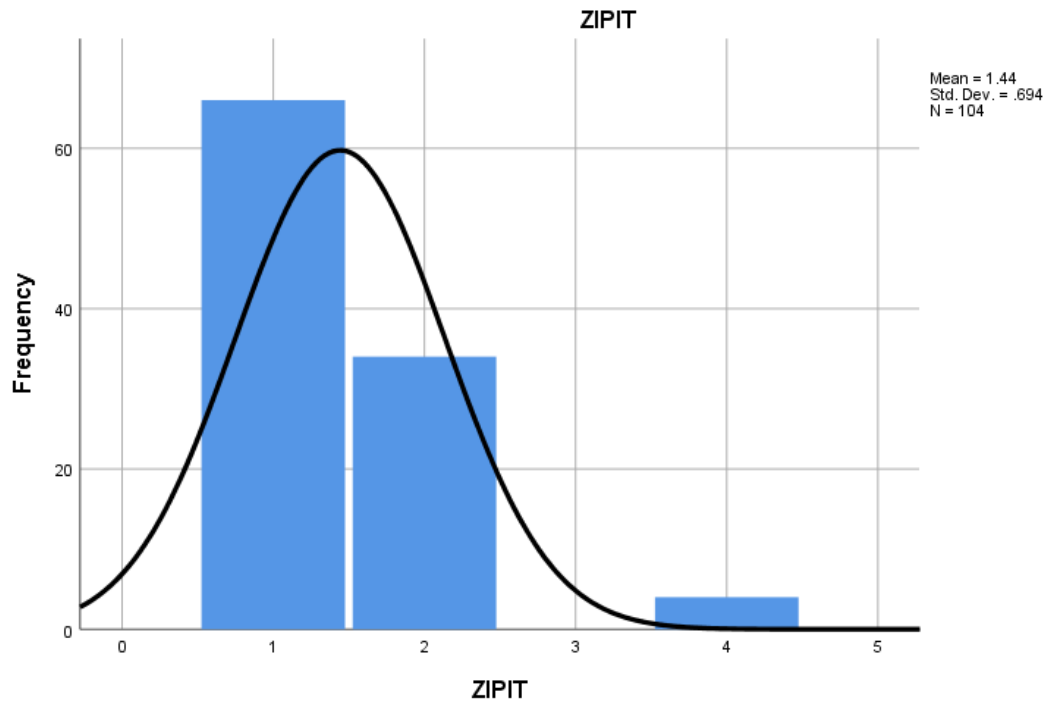


Source: primary data

The graph above illustrates response rate on the importance of mobile banking to clients. 69.2% of respondents confirmed very important, 20.2% important, 3.8% least important and 6.7% not important. The results give a mean of 1.48, therefore, mobile banking is important to customers. These results are like the findings by Cherukur & Sandhya (2020) who discovered that mobile banking is very important to customers in Nigeria.

4.5.1.4 ZIPIT

Fig 4.13: respondents rate based on importance of ZIPIT



Source: primary data

The diagram above shows the response rate based on the importance of ZIPIT to customers of FBC bank. 63.5% of respondents confirmed that ZIPIT is very important to use as a customer, 32.7% confirmed that it is important and 3.8% confirmed least importance to them. The resultant mean is 1.44 which clearly shows that ZIPIT is very important to customers. This is because it does not require data one can access it by dialing *220# also it saves time and the transfer is instant.

4.5.2 Importance of paperless banking

Table 4.6: respondents rate based on the importance of paperless banking

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
fast and accurate	104	1	3	1.32	.579	.335
easy to use	104	1	4	1.65	.856	.733
cost efficient	104	1	4	1.88	.917	.841
more secure	104	1	4	1.64	.847	.717
Accessibility	104	1	4	1.69	.777	.603
Convenient	104	1	4	1.46	.723	.523
Valid N (listwise)	104					

Source: primary data

The table above shows the advantages of paperless banking and the responses towards each advantage. N represents the total number of respondents. Minimum and maximum represent the number of answers were 1 was strongly agree, 2 agree, 3 disagree and 4 strongly disagree. Mean is the average ,standard deviation is how far each value lies from the mean and variance is the expectation of the squared deviation of a random variable from its population mean or sample mean.

4.5.2.1 Fast and accurate

Table 4.7: respondents rate based on how fast and accurate paperless banking is.

		fast and accurate			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	77	74.0	74.0	74.0
	agree	21	20.2	20.2	94.2
	disagree	6	5.8	5.8	100.0
	Total	104	100.0	100.0	

Source: primary data

The table above shows that 74% of people strongly agree that paperless banking is fast and accurate. 20.2% agree and 5.8% disagree. The results show that the majority of the respondents agree that fast and accurate is one of the advantages of paperless banking. This is because one can make a transfer instantly without visiting the bank. Also when making transactions, it is easy to pay \$100.99 than paying with using cash.

4.5.2.2 Easy to use

Table 4.8: respondents rate based on how easy paperless banking is

		easy to use			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	57	54.8	54.8	54.8
	agree	31	29.8	29.8	84.6
	disagree	11	10.6	10.6	95.2
	strongly disagree	5	4.8	4.8	100.0

Total	104	100.0	100.0
-------	-----	-------	-------

Source: primary data

The results above show that 54.8% strongly agree that paperless banking is easy to use than the traditional way of banking. 29.8% agree, 10.6% disagree and 4.8% strongly disagree with the statement. The majority of people agree because it does not involve paper work and no need to go physically to the bank. Few people disagree with statement because some are used to paper work and not yet adapt to paperless banking.

4.5.2.3 Cost efficient

Table4.9: respondents rate based on cost efficient

		cost efficient			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	strongly agree	43	41.3	41.3	41.3
	agree	37	35.6	35.6	76.9
	disagree	17	16.3	16.3	93.3
	strongly disagree	7	6.7	6.7	100.0
	Total	104	100.0	100.0	

Source: primary data

41.3% strongly agree, 35.6% agree, 16.3% disagree and 6.7% strongly disagree. The majority of the respondents confirmed that they are incurring low cost when they use paperless banking. For example at FBC bank, balance enquiry using USSD code cost \$12 ZWL which is cheap than going to the bank physically where you need transport cost. Also mini statements using internet banking cost \$15 ZWL which is cheaper than over the counter where they charge \$50 ZWL per page.

4.5.2.4 Accessibility

Table4.10: respondents rate based on accessibility

		Accessibility			Cumulative
		Frequency	Percent	Valid Percent	Percent

Valid	strongly agree	49	47.1	47.1	47.1
	agree	41	39.4	39.4	86.5
	disagree	11	10.6	10.6	97.1
	strongly disagree	3	2.9	2.9	100.0
	Total	104	100.0	100.0	

Source:primary data

The results from the table above clearly shows that 47.1% strongly agree, 39.4% agree, 10.6% disagree and 2.9% strongly disagree. Most of the respondents agree that paperless banking is accessible any time. Customers access electronic banking services 24/7 even during holiday times and when the bank is closed. Electronic banking does not work with the working hours of employees at FBC bank.

4.5.2.5 More secure

Table 4.11: respondents rate based on more secure

		more secure			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	58	55.8	55.8	55.8
	agree	29	27.9	27.9	83.7
	disagree	13	12.5	12.5	96.2
	strongly disagree	4	3.8	3.8	100.0
	Total	104	100.0	100.0	

Source: primary data

55.8% strongly agree, 27.9% agree, 12.5% disagree and 3.8% strongly disagree. This clearly shows that the majority of the respondents agree that e-banking is more secure than the traditional way of banking. This is because one can not access your bank balance or use one's debit card because of pin, also it is secure than carrying hard cash in the pocket. To add on to that, if client lost his or her debit card he or she replace it and get the same amount which was already there. Therefore, this makes it more secure. The researchers findings are similar to Storbacha (1994), who said paperless banking is better in terms of security than the traditional way of banking.

4.5.2.6 Convenient

Table 4.12: respondents rate based on convenient

Convenient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	67	64.4	64.4	64.4
	agree	29	27.9	27.9	92.3
	disagree	5	4.8	4.8	97.1
	strongly disagree	3	2.9	2.9	100.0
	Total	104	100.0	100.0	

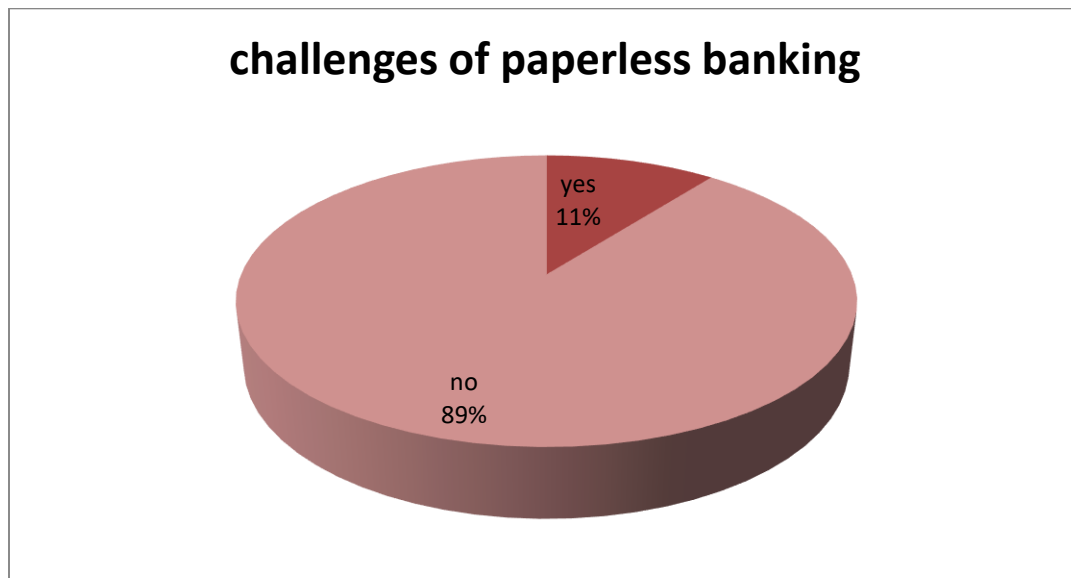
Source: primary data

64.4% strongly agree, 27.9% agree, 4.8% disagree and 2.9% strongly disagree that paperless banking is convenient. The majority of the respondents showed that paperless banking is convenient. Most customers agreed with this benefit because paperless banking solves most problems of clients .Through paperless banking, customers are now free to do and access banking services at the comfort of their homes. This is the main advantage of e-bankng and Bradley and Stewart (2003) confirmed that with their findings.

4.6 Disadvantages of paperless banking

4.6.1 Challenges that customers face

Fig 4.14: respondents rate based on challenges customer face



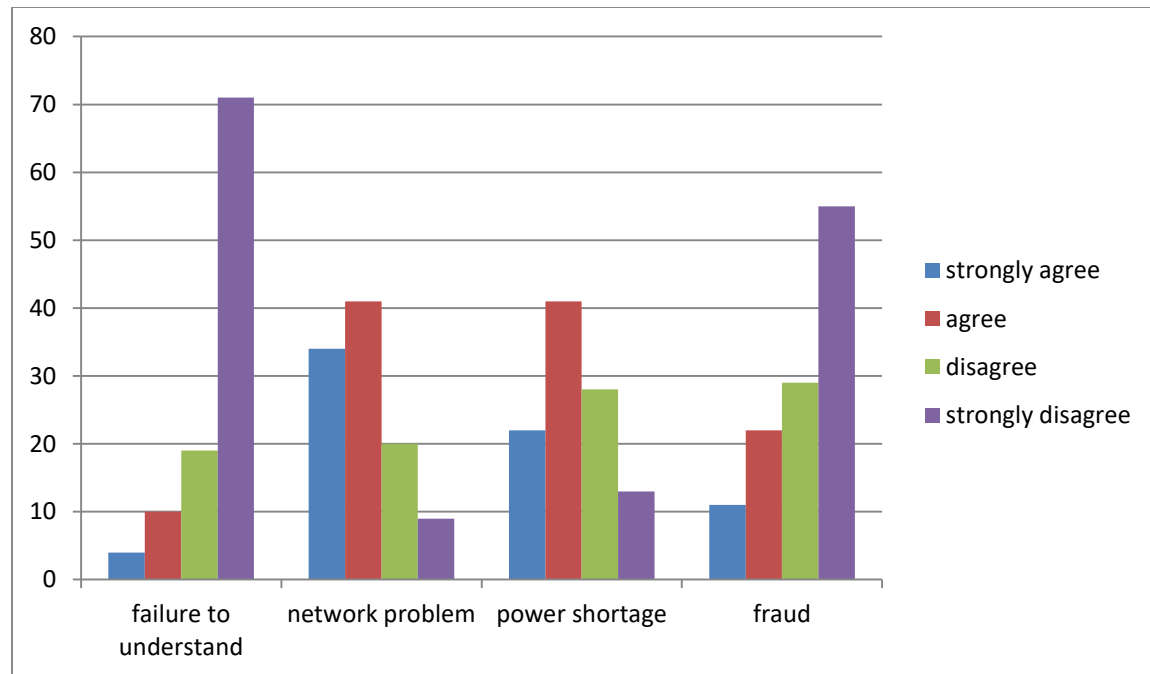
Source: primary data

From the figure above, 89% of respondents confirmed they are not facing any challenges concerning paperless banking. 11% said they are facing some challenges. One of the challenges highlighted is the issue of internet connectivity. Network challenges from the bank and internet

providers are one of the challenges. Also there is problem of skeptical customers, these are clients that are afraid to use internet, and therefore, they need to be taught how to use computers and the advantages of e-banking. Lastly, some customers said they are making some errors when using internet banking, mobile banking and prepaid master card app.

4.6.2 Disadvantages of paperless banking

Fig 4.15: respondents rate based on the disadvantages of paperless banking



Source: primary data

The graph above shows the respondents rate bases on the disadvantages of paperless banking listed in the graph above. Failing to make transactions using e-banking is not a big challenge as shown in the table above. 3.8% strongly agree, 9.6% agree, 18.3% disagree and 68.3% strongly disagree. From the results it clearly shows that most people disagree with that challenge which means most of them understand how to use e-banking.

On network challenges, 32.7% strongly agree, 39.4% agree, 19.2% disagree and 8.7% strongly disagree. From the results drawn, there are a big number of people who are complaining about network challenges from both the bank and network providers. Therefore, the researcher concluded that network is a challenge to FBC clients.

On power shortages, 21.2% strongly agree, 39.4% agree, 26.9% disagree and 12.5% strongly disagree. The results clearly show that most of the respondents clearly show that power shortage is also their big challenge. Power supply is a challenge in Zimbabwe and some clients are failing to transact which is forcing them to go to the bank physically where they can be assisted.

Lastly, on fraud, 10.6% strongly agree, 21.2% agree, 27.8% disagree and 40.4% strongly disagree. The results show that a bigger percentage of respondents disagree with a challenge of fraud, which means they is less risk in using internet banking.

The findings above are similar with the finding by Earl (2000) who identified the same challenges with the researcher's including human error and customers failing to understand electronic banking.

4.7 Chapter summary

From the above chapter, the data was collected and presented using different forms like charts, tables and graphs. The chapter shows the level of satisfaction customers have with the bank and the level of adoption. It further outlines the benefits of paperless banking and finally looks at the disadvantaged of paperless banking. The next chapter is going to give the summary of the findings, conclusion and recommendations.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

Chapter five is the final chapter in this research of the impact on paperless banking on customer satisfaction. It is going to give the summary of the findings of data, give conclusion and give some recommendations. This is going to be discussed below.

5.1 Summary of findings

The research focused on the impact of paperless service quality on customer satisfaction, so it included both customers and the bank. This study focused on Harare and Centenary, where the majority of tobacco farmers live, and used convenience non-probability technique to obtain a response rate of 90.43 percent for questionnaires and 80 percent for interviews. The study's main goal was to determine the impact of paperless banking on customers and to assess their degree of satisfaction. It also sought to determine the benefits of digitalised banking, the level of paperless banking adoption, and the impact of digitalised banking on FBC clients. These goals were met to a larger extent.

The researcher found out that the majority users of paperless banking are male compared to female. In terms of education, respondents with degree + are the most users of paperless banking followed by undergraduate. Therefore, the researcher concluded that as the level of education increase it also increase the adoption of e-banking. In addition, most users of paperless banking their age group are from 21 years to 30 years. Youths adapt to internet more quickly than old people.

The study found out that most FBC clients use their mobile data followed by work computers to access paperless banking services such as mobile banking and internet banking. More so, in terms of computer literacy most respondents confirmed that they are intermediate which means they are not yet experts in using computers but they know basic information in terms of e-banking.

From the results in chapter 4 above, the majority of clients have been FBC clients for more than 5 years. Most respondents strongly agree that paperless banking has improved their way of banking and also services are improving as time passes. In addition, 96% of respondents agree that paperless banking is useful compared to the traditional way of banking.

One of the study's objectives was to determine the level of customer's satisfaction with paperless banking among the customers of FBC bank. The study did manage to find the level of customer satisfaction and 77% of the respondent confirmed paperless banking is linked to their level of satisfaction. Also in terms of satisfaction, 55% of the respondents confirmed that they are contented with the facilities offered by the bank, 48% agreed that they are satisfied with the information they get about paperless banking, 48% strongly agreed with the securities associated with e-banking and 58% strongly agreed that they are willing to continue using e-banking.

Another objective was to find out the features affecting the acceptance of paperless banking system. The researcher managed to identify the factors. Most respondents strongly agreed that they adopt paperless banking because it is fast and accurate, convenient, secure, easy to use and it

removes queues at the bank. Also the researcher found out that customer are increasingly adopting to paperless banking from 51.55% in 2016 to 88.50% in 2021.

The research also sought to identify the advantages of paperless banking. The importance of paperless banking include fast and accurate, easy to use, cost efficient, more secure, accessibility and convenient. Most of the respondents agreed with the benefits. The researcher also identified FBC paperless banking services such as ATM, Zipit, internet banking and mobile banking. Most users agreed that these services are important but, most users use Zipit and internet banking.

However, the researcher also identified challenges of paperless banking such as failure to understand e-banking services, network problems, power shortages and risk of fraud. Most respondents agreed with these disadvantages.

5.2 Conclusion

According to the findings of the study, paperless banking has a positive impact on customer satisfaction. A large number of people have accepted the facilities and now use them on a regular basis, particularly Zipit, internet banking, and AMTs. According to the Customer Journey Model (fig 3), the Zimbabwean electronic banking scene is in the final stage, where customers routinely use paperless banking services.

The researcher also concluded that customers' adoption to paperless banking varies, as proposed by the diffusion and innovation theory. Most customers are early majority because people are increasingly adapting to paperless banking from 2016 to 2021 there is a great change.

The results also confirmed that young customers have a positive attitude towards paperless banking than old people who have a negative attitude towards paperless banking. Also most respondents were male than female. In addition to that, level of education has a positive relationship with paperless banking. This means as people advance with education the more clients adapt to paperless banking.

Finally, factors that benefit customers when using paperless banking include accuracy, fast, easy to use, cost efficient, more secure than carrying hard cash, accessibility and convenient. These all factors have a positive impact on the level of customer satisfaction.

5.3 Recommendations

5.3.1 Power backups

The bank has to provide dependable power backups so that customers will enjoy the benefits of paperless banking. I recommend the bank to use generator and Uninterruptible Power Supply (UPS). UPS works like a battery and it charge when electricity is available. The advantages of UPS are that it provides immediate backup power supply, it is cheaper than generator and it requires less maintenance. However, it does not last for a long time therefore, both UPS and generator

should be used. Customers will be in a position to perform e-banking services any time even when there is no power hence, an increase in the level of customer satisfaction.

5.3.2 Expand on network providers

One network provider is not enough for FBC customers therefore; the bank should have more network providers. Also, the bank should work hand in hand with other network providers such as netone, econet and telecel so that network will be available to customers. This will help customers to enjoy e-banking services without any disruption.

5.3.3 Educational campaigns

The bank should aim to have awareness campaigns after a certain period of time. The campaigns should aim to educate customers on how to use paperless banking services and how to ensure safety of accounts. The marketing department of FBC should continue educate customers through advertisement so as to attract more customers and also to increase the number of customers who use e-banking services. This will increase trust from SMEs and companies also level of customer satisfaction will increase as they will learn a self- service opportunity. Also the bank has to send some messages to customers about how to prevent fraud at least once a week so that they will become aware every time.

5.3.4 Provision of infrastructure

FBC Bank should strive to provide more efficient and effective POS machines. Customers will be encouraged to use e-banking because they will not be frustrated when ATMs fail and they must resort to traditional banking methods, such as using withdrawal slips. To combat paperless banking, the bank should also increase the number of ATMs available. This would also imply ensuring that the machines are serviced on a regular basis to avoid situations where a withdrawal occurs but the machine does not dispense cash.

5.4 Areas for further study

This study suggests conducting a study on the quality of paperless banking services and the perceiving gap between the quality perceived by customers and that provided by banks in Zimbabwe to determine whether banks are responsible for mistakes made when customers use online transfers carried out by banks. Also, research the security of using e-banking in Zimbabwe.

5.5 Chapter summary

In conclusion, this chapter highlighted areas such as summary of the findings, conclusion and give recommendations. This was the final chapter in the study of the impact of paperless banking on customer satisfaction.

References

Abor , J. (2004). Technological innovations and banking in Ghana : An evaluation of customers' perceptions. Legon: University of Ghana.

Adebayo, A. (2013). Definition of A Banker And A Bank Customer Confirmed. Cape Town: Academia Edu :African Perspective.

- Arunachalam, L., & Sivasubramanian, M. (2007). The future of internet banking in India . Academic Open Internet Journal, 20.
- Baadah, W. N. (2010). Customer adoption of internet banking in Gaza Strip. Gaza: The Islamic University of Gaza.
- Bryman , A., & Bell, E. (2003). Business Research Methods (2nd Ed ed.). New York: Oxford University Press .
- Burnham, J. B. (2008). The growing impact of global telecommunications on the location of work. ST Louis: Washington University.
- Burr, W. W. (2010). Bank organization . Bank and Mark.
- Cheng , C. H., Lam, J., & Yeung, M. (2006, 12). Adoption of internet banking: An empirical study in Hong Kong. Decision Support Systems, 42(3), 1558-1572. doi:10.1016/j.dss.2006.01.002
- Cooper , D. R., & Schindler, P. S. (2003). Business Research Methods (7th Ed ed.). Boston: McGraw Hill/Irwin.
- Daft, L., & Richard, L. (1982). Bureaucratic Versus Non-Bureaucratic Structure and The Process of Innovation and Changes. Research In The Sociology of Organisations, 129-166.
- Davidson , N., & MacCarthy, M. Y. (2011). Driving customer usage of mobile money for the unbanked. GSMA.
- Douglas . (2006). Research Methodology. Ruhengeri Scientific Journal, 86-92.
- Dube , T., Chitura, T., & Runyowa, L. (2008). Adoption and Use of Internet banking in Zimbabwe: An Exploratory study. Journal of Internet Banking and Commerce.
- Earl, M. (2000). Evolving the E-Business. Business Strategy Review, 11(2), 33-38.
- Fochamnyo, D. C. (2013). Customer's Perception of E-banking Adoption in Cameroon :An Empirical Assessment of an Extended TAM. International journal of economics and finance, 5(1), 166-175.
- Fonchamnyo, D. C. (2013). Customers' Perception of E-banking Adoption in Cameroon : An Empirical Assessment of an Extended TAM. International Journal of Economics and Finance, 5(1), 166-175.
- Gray , R. G., & Sutherland, S. (2013). The practice of nursing research. 8th Ed. New York: Burns and Grove. 58

- Kimery , K., & Maclord , M. (2002). Third-Party Assurance. The road to trust in Online Retailing. *Journal of Informaation Technology Theory and Application*, 4(2), 63-82.
- Kothari, C. R. (2004). *Rsearch Methodology: Methods and Techniques* (2nd Edition ed.). New Delhi, India: New Age International (Pvt) Limited.
- Kotler, P., & Armstrong, G. (2011). *Marketing* (9th Ed ed.). London: Pearson Education.
- Kumar, R. (2011). *RESEARCH METHODOLOGY: A Step by step guide for beginners* (3rd Ed ed.). London: SAGE Publications Ltd.
- Kwarteng, P. A. (2015). *Effect of Electronic Banking On Customer Service Delivery In Kumasi Metropolis*. Kumasi Metropolis: Kwame Nkrumah University of Science Technology.
- Leedy, P. D. (2010). *Practical research planning and design* . London: Pearson Education.
- Levin, P. (2013). Big amition meets effective execution: How Ecocash is altering Zimbabwe's financial landscape. *GSM-MOBILE MONEY FOR THE UNBANKED*.
- Lustick, O. (2013). *E-banking in Estonia : Reasons and benefits of rapid growth* . Estonia : University of Tarta Estonia.
- Mas, I., & Radcliffe, D. (2010). *Mobile Payments go viral :M-pesa in Kenya* . USA: Bill and Melinda Gates Foundation.
- Maseke , B. F. (2018). The Impact Of Mobile Banking On Customer Satisfaction : Commetrcial Banks Of Namibia. *Journal Of Internet Banking and Commerce*, 1-18.
- Mchomba, D. A. (2018). *Impact of electronic banking on customer satisfaction in Tanzanian banking industry*. University of Tnzania , Commercials. Dar es Salaam: University of Tanzania.
- Mugenda , M., & Mugenda, G. (2009). *Research Methods, Quantitative & Qualitative Approaches*.
- Kenya. Nyoni, T. (2018). Towards a cashless Zimbabwe : An emperical analysis. *International Journal of Marketing and Financial Management*, 6(1), 32-44.
- Nzaro, R., & Magidi, N. (2014). *Assessing The Role of Electonic Payment System in Financial Institutions. A Case of Savings Bank*. *Global Journal of Mangement and Business Research*, 45.
- OLiver , R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*,17(4), 460-469.

Polit, D. F., & Beck, C. T. (2006). *Essentials of nursing research : Methods, Appraisal and Utilization*. Philadelphia: Lippincott Williams and Wilkins.

Ragui, M. (2017). Mobile Banking: A strategy approach to promote financial inclusion for women entrepreneurs. *IOSR Journal of Business and Management*, 48-54. RBZ. (2016).

Monetary Policy Statement. Rosenberg, V. (2011). Self-service technologies: Understanding customer satisfaction with technology-based service encounters. *Journal of Marketing*, 64(3), 50-64. 59

Runde, D. (2015). M-pesa and The rise of Global Mobile Money Market. Kenya: Forbes.com.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Studies* (4th Ed ed.). Harlow: Pearson Education.

Simon, V. T., & Thomas, A. S. (2016). Effect of electronic banking on customer satisfaction in selected commercial banks, Kenya. *International Academic Journal of Human Resource and Business Administration*, 2(2), 41-63.

Surendran, P. (2012). TAM : A Survey of Literature. *International Journal of Business and Social Research*, 2(4), 175-178.

Taylor, R. (2011). *Management Concepts*. U.S.A: New point publications.

Timothy, A. (2012). Electronic Banking Service and Customer Satisfaction in the Nigerian Banking Industry. *International Journal of Business and Management*, 2(1), 1-8.

Tiwari, R., Buse, S., & Herstatt, C. (2006). Mobile banking as Business Strategy: Impact of Mobile Technologies on customer behaviour and its implications for banks. Instabul: PICMCET.

Toor, A., Hunain, M., Hussain, T., Ali, S., & Shahid, A. (2016). Impact Of E-banking On Customer Satisfaction: Evidence from Banking Sector of Pakistan. *Journal of Business Administration Research* Vol5, No 2, 1-15.

Uppal, R. K. (2010). Emerging issues and strategies to enhance M-banking services. *African Journal of Marketing Management*, 2(2), 29-36. Retrieved February 29/02/2020, 2020

Wafula, E. E. (2014). Effects of plastic money in the financial performance of commercial banks in Kenya. Nairobi: University of Nairobi.

Wambari, P. M. (2009). Mobile banking in developing countries. A case study on Kenya. Unpublished Matser's Thesis Vaasan Ammattikorkeakoulu.

Woldie , A., Hinson, R., Iddrisu, H., & Boateng, R. (2008). Internet banking : An Initial look at Ghananian bank consumer. . Banks and Bank Systems , 35-46.

Younghwa, L., Kozar, K., & Larsen, K. R. (2003). The Technology Acceptance Model: Past, Present & Future. Communications of the Association for Information Systems: Volume 12, Article 50, 752-780

APPENDICE A: QUESTIONNAIRE

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE



Dear respondent

I am a final year undergraduate at Bindura University of Science Education. I am conducting this research in partial fulfillment of the Bachelor of Commerce Honors Degree in Banking and Finance. My research is on the impact of paperless banking on customer satisfaction.

I am therefore asking for your assistance in carrying out this research by the way of completing the following questionnaire. Please note that your response will be used purely for academic purposes only and will be treated with the strictest of confidentiality. I would appreciate it very much if the questionnaire could be returned at your earliest convenience. Counting on you kind cooperation.

Thank you very much for taking your time to participate in the study.

Yours sincerely

Grace Madondo

QUESTIONNAIRE

Please do not write your name on the questionnaire. May you please answer the following questions ticking the correct response in respective boxes provided?

Section A

Demographic information

1. Please indicate your gender: male [☐] female [☐]
2. Which age group do you belong to? Below 20[☐] 21 to 30 [☐] 31 to 40 [☐] 41 to 50[☐]
51and above [☐]
3. Level of education attained: No formal education [☐] Secondary level [☐]
Advanced level [☐] Undergraduate [☐] Degree + [☐]
4. Computer literacy: expert [☐] advanced[☐] intermediate [☐]
beginner [☐] No computer knowledge [☐]
5. Internet access method: Internet cafe [☐] own mobile phone [☐] Hotspot [☐]
work computer[☐] No access [☐]

Section B: E-banking

6. How long have you been a FBC bank customer?
Less than 1year [☐] 1 year to 3 years[☐] 3years to 5 [☐] more that 5years [☐]
7. Is electronic banking helpful?
Strongly agree [☐] agree [☐] disagree [☐] strongly disagree [☐]
8. Comparing paperless banking and traditional banking , is there any improvement in the service delivery?
Strongly agree [☐] agree [☐] disagree [☐] strongly disagree [☐]
9. In your own opinion, do you think there is any connection between e-banking and customer satisfaction?
Yes [☐] No [☐]
10. Please indicate the level to which you agree or disagree with the following statements regarding to customer satisfaction on scale 1 (agree) to 4 (strongly disagree). Tick in the appropriate box

Statement	agree	Strongly agree	disagree	Strongly disagree
-----------	-------	----------------	----------	-------------------

Are you satisfied with the services offered by the bank?				
Are you satisfied with the information you are given by the bank about paperless banking?				
Are the customer needs and expectations being met?				
Are you satisfied with the security associated with e-banking?				
Are you able to access the services any time?				
From the services you are given by the bank are you willing to continue using the paperless banking services?				

SECTION C: Adoption of e-banking

11. What are the drives that made you adopt e-banking

Factors led to e-banking	Yes	No
It is convenient		
It is more secure than hard cash		
It is easy to use		
It is fast and more accurate than cash		
It removes long queues in banks		

Section D: Benefits of paperless banking

11. On the following statements, please rank the extent to which you agree with the following various types of e-banking services based on the level of importance to you. Please tick (✓) once to the most appropriate answer.

E-banking service	Important	Very important	Not important	Least important
ATM				
ZIPIT				
Internet banking				
Mobile banking				

12.

Benefit	agree	Strongly agree	disagree	Strongly disagree
Fast and accurate service				
Easy to use				
Cost efficient				
More secure				
Accessibility				
Convenient				

Section E: Disadvantages of paperless banking

13.Are there any disadvantages associated with using electronic banking services? If yes mention the challenges you are facing below.

.....

.....

.....

.....

14.

Disadvantage	agree	Strongly agree	disagree	Strongly disagree
Failure to understand how to transact using ebanking				
Network problems resulting in slow confirmation or transacting				
Power shortages				
High risk of fraud				