

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE



**THE IMPACT OF DIGITAL BANKING ON CUSTOMER SATISFACTION: A CASE
STUDY OF COMMERCIAL BANKS IN ZIMBABWE.**

BY
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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
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APPROVAL FORM

The undersigned affirms that they supervised the student on the dissertation entitled, 'THE IMPACT OF DIGITAL BANKING ON CUSTOMER SATISFACTION', CASE OF COMMERCIAL BANKS IN ZIMBABWE, submitted in partial fulfillment of the requirements of the Bachelor of Commerce in Banking and Finance (Honours) Degree.

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DEDICATION

I want to dedicate this dissertation to my Mother and Siblings, who have always been there for me with their unwavering support and prayers.

ABSTACT

This study presents the impacts of digital banking on customer satisfaction in Zimbabwean banking industry; the case study of CBZ Headquarters bank, Harare. The study investigated the impacts of digital banking on customers' satisfaction in banking industry, the effects of digital banking services on customer satisfaction, the benefits associated with digital banking usage as well as the challenges. The adoptability and acceptance of digital banking to bank customers, customer's satisfaction to ordinary CBZ bank customers and whether digital banking is secure enough for banking transaction of customers, the risks encountered by customers when using digital banking in Zimbabwe. The study involved a sample size of 350 and returned 300 response rate, (63.7%) female and (36.3%) male. Journals, articles, annual reports, and books were utilized to acquire secondary data. The comments of bank employees and clients were analyzed using descriptive statistics in form of SPSS data tables. The results indicated that more than 60% of the respondents reveal that they actually adopt and accept digital banking over traditional banking system. Also than 50% agreed that there are satisfied with digital banking services provided by their bank, the services offered by the banks were good to them. There were different challenges of digital banking revealed such as network failure, limited withdraw amount, no instant help in case of transaction failure, new enough cash on machines especially during the weekends. It was concluded that customers prefer going to banks for some specific transactions. It was recommended that information on e-banking services should be given to customers in order to encourage and attract more bank customers to using the services and products. Also it is recommended that the bank should invest more on robust reliable systems to reduce incidents of failed transactions and transactional errors in ATMs, Mobile banking and POS terminals.

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LIST OF ACRONYMS

TPB:	Theory of planned behaviour
ATM:	Automated Teller Machines
TAM:	Technology Acceptance Model.
SPSS:	Social Package for Social Sciences
DSQ:	Digital Service Quality.
DACS	Digital Adoptability and Customer Satisfaction.
CSBS	Customer Satisfaction in Banking Services.
CSDB	Customer Satisfaction in Digital Banking.

CHAPTER ONE

INTRODUCTION

1.0 Introduction.

This research was aimed at assessing the impact of digital banking on customer's satisfaction basing on a case study of commercial banks in Zimbabwe. This chapter was to cover, the background to the study, statement of the problem, research objectives, research questions, significance of the study, assumptions, delimitations, definitions of terms and chapter summary.

1.1 Background of the study.

Banks are considered as one of the main important pillars of the economy, and people depend on them in their financial and commercial dealings, which leads to a continuous increase in the demand for banking services by customers and the state of digital banking influx is like never before (Ogden, 2014). Technology is making a tremendous impact upon banks in general and the financial services sector is no exception. The application of information and communication technology concepts, techniques, policies and implementation strategies to banking services has become a subject of fundamentals importance and concerns to all banks and indeed a prerequisite for local and global competitiveness in banking industry (Mambi, 2010). As a result of this technological improvement business environment in financial sector is extremely dynamic and experience rapid changes and demands banks to serve their customer through the use of internet. Most developing countries are still facing challenges in adopting to the digital world due to financial crisis in the economy, hence most countries made certain researches to address the issues and have adopted to digital banking due to certain researches (George, 2011).

In the 21st century, electronic business is no longer an option for businesses; it is a necessity (George, 2011). Globally, digital banking has been developed in various commercial activities (Mambi, 2010), advancing services such as sell and purchase of items through the use of internet systems. There was a research in Republic of North Macedonia based on the impact of digital banking on customer satisfaction and due to the research, the researchers found out that

in recent years there is no full digitalization of banking services in the Republic of North Macedonia, also banks are facing challenges in the process of developing the digitalization of their services and it will take longer to achieve full digitalization.

With digital banking it is even easier for a holding bank to control its subsidiary bank allocated at a distant as a result of technological advancement (Ballali, 2011). Looking at the global world, the enormous increase of the internet is changing the way banks interact with consumers as most banks are now conducted using internet. There was a study in Tunisia, where the researcher was assessing the impact of digital banking on customer satisfaction, evidence from Islamic banks, where the purpose of the study was based upon an extended SERVQUAL model, the study proposed that the SERVQUAL dimensions would replicate in the Islamic banking industry but with certain modifications given the foundation philosophy underlying this banking sector. The researcher concluded that in this age of digital transformation, Islamic bank managers are facing problems of not understanding what criteria are being used by customers to evaluate their services. Most importantly, the research proposed that digitalization is an essential determinant of service quality and overall customer satisfaction for today's digital customers and Tunisia is still facing problems on ways to adopt digital banking. Tunisian citizens are facing problems of adopting to the digital life. Also Islamic banks are not paying attention to the way the services are delivered and customers are only focusing on compliance (Vasya and Patrick, 2006).

In Botswana there was also a study carried out on the impact of digital banking on customer satisfaction. The study focused on the impact of digital banking on customer satisfaction in the commercial banking sector of Botswana. The main objective of the study was to find the relationship between digital banking and customer satisfaction using the four dimensions of the e-squall model. The research concludes that customers were worried on privacy issues and commercial banks need to improve on security to enhance total customer satisfaction. In light with the above conclusions, the researchers recommend commercial banks to build confidence in the e-service privacy and however Botswana Banks are facing financial constraints to advance their privacy.

In Kenya there was a research of assessing the impact of digital banking on customer satisfaction, a case study of Bungoma Kenya County. The researcher studied that in Bungoma Kenya country Banks have been forced to deleverage and identify alternative sources of value as a result of increased regulations and competitive challenges and there are still facing

challenges on doing that. Also, customers are still waiting for this new banking experience, touted as a revolutionary transformation that will bring many new features, including anytime and anywhere banking, ultra-fast response times, and omnipresent advisor. The researcher also conclude that the country is still facing challenges of having slower processes in digital banking. (Stefan, Dighton, Eistert, Gordon, and Ulrich, 2019).

Customer satisfaction being the main objective, there is a need of banks to maintain close and stable relationship with their customers by providing the high quality of products and services. As the banking industry is the high involvement industry. Banks are being aware of the importance of this fact that the provision of high quality service to customers is necessary for their survival and the success in today's global and competitive environment (Wang, Han, & Wen, 2003). Zimbabwean Most researchers has carried out researches of digital banking on banks, economy and competitiveness. After studying the researches that were conducted from other countries, the researcher saw it fit to carry the research of the impact of digital banking on customer satisfaction based on a case study of commercial banks in Zimbabwe.

1.2 Research problem.

Due to the ever-changing world of technology and dynamic customer lifestyles, more people are switching to digital life for their finances and account management (Kumar, 2014). Today's bank customers seek more than price bargains. They want useful and dependable and reliable technologies hence leading to the implementation of digital banking and commercial banks in Zimbabwe have exponentially embraced the use of information and communication technologies in their service provision causing a huge competition in the banking industries. However, issues like machine out of order, lack of sufficient alternative system which substitutes ATM service when temporary problem happen in the machine, and innovation, resistance to changes in technology among customers and service providers as result of fear of risk creates doubts in the minds of customers thereby affecting their level of satisfaction. Because of these existing problems, this study intends to fill in the gaps by examining the impact of digital banking on customer's satisfaction in the commercial banks in Zimbabwe.

1.3 Research objectives.

The objectives of this study were:

- To determine the level of customer awareness of digital banking.
- To evaluate customer perceptions of digital banking technologies.

- To determine customer adaptability to digital banking.
- To examine the challenges and benefits associated with digital banking.

1.4 Research questions

- Are bank customers aware of digital banking technologies?
- What are the customer perceptions towards digital banking technologies?
- How does the adaptability of digital banking influence customer satisfaction?
- What are the challenges and benefits associated with digital banking?

1.5 Hypothesis of the study

H0: There is a positive relationship between digital banking and customer satisfaction. A case study of commercial banks in Zimbabwe.

H1: there is a negative relationship between digital banking and customer satisfaction. A case study of commercial banks.

1.6 significance of the study

The importance of this research came from identifying and clarifying the role that digital banking plays in improving the quality of the services provided to different stakeholders below:

1.6.1 to the Banks

This study was important to bank executives and policy makers who found the recommendations and results from the study useful in determining the best techniques to embrace digital banking. More so, this study was important to commercial banks and other financial organisations on how customer satisfaction is critical to the success of banking sector in terms of increasing market share and increasing profitability in the face of stiff competition.

More so emerging financial institutions benefited in terms of the challenges ahead of them thus taking corrective measures in the future and in the present. Interests of clerks overlap in many ways with those of customers. The fast and reliable availability of information and customer data is also important to him. By linking information across applications, it saves time and avoids error, no time consuming system changes within the machine process.

1.6.2 to the researcher

The study enhanced the researcher's knowledge in Banking as she was involved in the Study hence she gained first-hand information and more knowledge on the digital banking system.

1.6.3 to the university.

The research will provide a review of literature for other students and staff members, who in coming years could undertake research on the topic. The research will add to the institution's resource base and serve as the foundation for future research studies.

1.7 Assumption of the Study

The study assumed that customers had embraced technology and employed it in their day to day transactions with their Commercial Banks in Zimbabwe and that they had adopted to use of digital banking and are being satisfied with the use of digital banking. Also that customers have similar characteristics as pertained to use of digital banking channels.

1.8 Delimitation of the study

This study was only delimited to Commercial Banks in Zimbabwe, focusing most on CBZ Headquarters Bank Harare. Also the study was limited to digital banking and customer satisfaction. The choosing of digital banking for this study was because digital banking is an emerging banking activity which is being operated by majority of the banks in the country. Although the study is for the whole commercial banking sector only CBZ Bank limited Headquarters was used for the study which is in Harare. This is because Harare is believed to be one of the most populated places with customers who are doing their day to day transactions there. Furthermore, the delimitation being that it accommodates almost bigger number of public employees who receives their salary via commercial Banks, hence those employees will have some important knowledge about digital banking and customer satisfaction.

1.9 Limitations of the Study

A limitation is an aspect of study that the researcher knows may adversely affect the results but has no direct control over (Orodho, 2003). Some customers were not willing to give information or were sceptical about the information being sought. Customers did not have time to fill in the questionnaires, some saw it as a waste of time and some were busy with their schedules. Due to the busy work schedule within the banking industry, it was difficult for the researcher to meet the banking staff. Also some of the bank employees were not willing to give information since the researcher was not paying them.

The researcher mitigated the above limitations by educating customers on the use of the information being sought and re-assured them the information sought was only for academic purposes. Banking staff were persuaded to meet outside official working hours and responses

were encouraged via the email, and by talking to managers in order to convince them about the objectives of this study.

1.10 Definition of significant terms.

Digital banking: digital banking as banking done through the digital platform, doing away with all the paperwork like cheques, pay in slips and demand drafts (DeLaCastro, Krishnan, Kulkarni and Pande, 2014).

Customer satisfaction: is defines as what a consumer feels about a particular service or product after it has been used (Solomon, 1996).

Commercial Bank: defines commercial banks as the bank which deals with money and money's worth with a view to earn profit (Prof. Roger, 2020).

1.11 Chapter summary

This section featured the significance of directing this examination as well as the impact of impact of digitization. This section covered an understanding of the spotlight of the review, proclamation of the issue, research questions, and meaning of the review, assumptions, and delimitations of the study and meaning of a vital terms.

CHAPTER TWO

LETARATURE REVIEW

2.0 Introduction

This chapter discusses the concepts, models and theories which are relevant in the field of customer satisfaction in order to facilitate analysis and understanding of the research questions. This chapter was based on two types of literature that is theoretical literature which indicates relationship and variables relevant to the impact of digital banking on customer satisfaction. Empirical literature which refers to the past studies that are similar to the present study that is the impact of digital banking on customer satisfaction based on a case study of commercial banks in Zimbabwe. Also this chapter covered conceptual framework, gap analysis and chapter summary.

2.1 Theoretical framework.

The foundation of this study will be based on the theories of Planned Behaviour, Diffusion of innovation theory and the Technology Acceptance Model. Theoretical framework is referred to as the foundational review of existing theories that serves as a roadmap for developing the arguments to be used in own work. (Moreno, 2014).

2.1.1 Theory of Planned Behaviour

Theory of planned behaviour (TPB) has been successfully used to predict users' acceptance of IT (Amjad and Wood, 2009). It links the relationships between attitudes and behaviour of an individual. The concept was proposed by Ajzen, (1985) to improve on the predictive power of the theory of reasoned action by including perceived behavioural control (Koger and winter, 2010). It is one of the most predictive persuasion theories. The theory states that attitude toward behaviour, subjective norms, and perceived behavioural control, together shape an individual's behavioural intentions and behaviours (Sniehotta, 2009). This theory helps to understand how the behaviour of people can change. The TPB is a theory which predicts deliberate behaviour, because behaviour can be deliberative and planned. A review of existing evidence suggests that the residual impact of past behaviour is attenuated when measures of intention and behaviour are compatible and vanishes when intentions are strong and well formed, expectations are

realistic, and specific plans for intention implementation have been developed (Koger and Winter, 2010). Therefore this information will help in analysing the impact of digital banking on customer satisfaction through understanding the intentions of customers on digital banking.

This theory of planned behaviour was relevant to the study because, this theory helped to understand how the behaviour of people change. This theory also helped the researcher to predict deliberate behaviour of customers, because behaviour can be deliberative and planned. Also helped with understanding the attitude, general feeling of people about the desirability or undesirability of a specific behaviour towards the digitalization of banks in commercial banks of Zimbabwe (CBZ Bank limited Headquarters). The ability of TPB in providing a useful theoretical framework for understanding and predicting the acceptance of new information systems is demonstrated, helped the researcher to understand and predict the acceptance of digital banking in Zimbabwe.

2.1.2 Diffusion Innovation Theory

Diffusion of innovation theory attempts to explain and describe the mechanisms of how new inventions in this case digital banking, ATMs, POS terminals, mobile banking and digital wallets, are adopted and becomes successful (Clarke, 1995). Sevcik (2004) stated that not all innovations are adopted even if they are good it may take a long time for an innovation to be adopted. He further stated that resistance to change may be a hindrance to diffusion of innovation although it might not stop the innovation it will slow it down. Rogers (1995) identified five critical attributes that greatly influence the rate of adoption. These include relative advantage, compatibility, complexity, tradability and observability. According to Rogers, the rate of adoption of new innovations will depend on how an organization perceives its relative advantage, compatibility, tradability, observability and complexity. If a bank in Zimbabwe observes the benefits of digital banking they will adopt these innovations given other factors such as the availability of the required resources. These banks will do their best to ensure that their presence is felt in the industry and meet the gap that technology would easily address. Adoption of such innovations will be faster in organizations that have internet access and information technology departments than in organizations without (Clarke, 1995). Diffusion Innovation theory cause a pro-innovation bias in that it promotes innovations.

The Diffusion of Innovation theory was relevant to the study of digital banking on customer satisfaction because, it helped explain the rate at which consumers adopted the new service which is digital banking in Zimbabwe commercial banks (CBZ Bank Limited). Hence helped

the researcher understand how trends occurs among customers, thus giving the knowledge on the likelihood of success or failure of digital banking, whether customers has accepted or not accept the use of digital banking.

2.1.3 The Technology Acceptance Model (TAM)

The Technology Acceptance Model proposed by (Bagozzi, Davis and Warshaw, 1992) appears to be the most widely used innovation adoption model. This model has been used in a variety of studies to explore the factors affecting individual's use of new technology. The sequential relationship of belief–attitude–intention– behaviour in TAM helps predict the use of new technologies by users. In fact, TAM is an adaptation of Theory of Reasoned Action (TRA) in regard to information systems which notes that perceived usefulness and perceived ease of use determine an individual's attitudes towards their intention to use an innovation with the intention Behavioral Intention Actual Behaviour Behavioural Beliefs and Outcome Evaluations Behavioural Beliefs and Outcome Evaluations Behavioral Beliefs and Outcome Evaluations Attitude toward Behaviour Subjective Norm Perceived Behavioral Control serving as a mediator to the actual use of the system (Warshaw,1992). Perceived usefulness is also considered to be affected directly by perceived ease of use (Hanafizadeh, et al., 2014). This theory asserts that perceived usefulness and ease of use are fundamental determinants of system adoption and usage (Bankole, et al., 2011). Many digital banking adoption studies extend or supplement the original TAM by including additional constructs, such as relative advantage and personal innovativeness (Chitungo and Munongo, 2013), perceived risk, perceived cost of use, compatibility with lifestyle (Hanafizadeh, et al., 2014), and perceived security (Hsu, Wang and Lin, 2011).

In fact, TAM provides the provision to add external variables as the determinants of perceived usefulness and perceived ease of use (Davis, 1989). Additionally, TAM assumes that potential consumers are free to act and choose without limitation. In fact, consumers may come up with some constraints in practice that may prevent them to act freely such as the rationalization of traditional banking channels which is why many of them tend to adopt mobile banking over the past decade (Hanafizadeh, et al., 2014). Additionally, Yousafzai, et al., (2010), indicated that TAM is superior to the other models and highlighted the importance of it in understanding online banking behavior. Jongu (2014) agree that the digital banking services provides convenience and promptness to customers along with cost savings, banks are also interested in expanding their market through e-banking services. Kleijnen et al., (2004) found that the

advancement 16 of mobile technologies has provided an opportunity for financial providers in introducing new financial innovations.

The theory of technological acceptance was relevant to the study because it enables the researcher to measure new technology based on customers attitudes, in this case helps understanding perceived usefulness and perceived ease of use of digital banking, thus helped the researcher understand behavioural intentions to use internet and effectively attract customers. TAM helped understanding that potential consumers are free to act and choose without limitation. In fact, consumers may come up with some constraints in practice that may prevent them to act freely such as the rationalization of traditional banking channels which is why many of them tend to adopt mobile banking over the past decade hence helpful in understanding the impact of digital banking on customer satisfaction.

2.2 Conceptual framework.

Conceptual framework is an analytical tool with several variations and contexts, it can be applied in different categories of work where an overall picture is needed (Moreno, 2014). This section is about explaining the objectives and fundamentals of the study and conceptual definitions. The objectives identify the goals and purposes of the research project and that will turn help to achieve the goal of the study.

Conceptual Definition

2.2.1 Customer

A customer is a person who maintains an account with the bank. One view of this question is that a person does not become a bank customer unless and until he opens an account with a bank (Adebayo, 2013). Based on this study, customer is defined as any person who seeks for banking services or products from the commercial banks.

2.2.2 Customer Satisfaction

Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products or its services (ratings) exceeds specified satisfaction goals (Farris et al., 2010). Customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations (Musiime and Biyaki, 2010). Based on this study, customer satisfaction will be defined as the measure of how a product or service given to a customer

meets the expectations of that particular customer. Consumer satisfaction is a standout amongst the most essential ideas in the field of advertising ponders today (Jamal, 2004). Comprehensively, it joins forms finishing in acquiring with post buy wonders, for example, frame of mind change, rehash buy, and brand reliability (Churchill and Surprenant, 1982). Oliver 1980 clarifies that the sentiment of satisfaction emerges when customers look at their impression of real product service performance with desires. Various changing definitions have been proposed to clear up consumer satisfaction. However, the idea of contrasting post product service performance and pre framed desires is by all accounts normal to generally definitions. Oliver (1981) characterizes satisfaction as an enthusiastic post utilization evaluative judgment concerning a product or service. Thus, Tse and Wilton, 1988 characterized consumer satisfaction as a "customer reaction to the assessment of the apparent contrast among desires and last outcome after utilization. Satisfaction can likewise be depicted as the input of a post buy evaluation of certain service product's quality, and contrasted and the desire for the earlier obtaining stage (Kotler and Keller, 2011). Conversely, different analysts have seen that the effect rehearsed inside the buying and expending phase of the product service may likewise importantly affect the customer's decisions toward satisfaction (Homburg et al., 2006). Accordingly, consumer satisfaction is a customer's sentiment of delight or disappointment after the individual in question has recognized a performance of a product service as for his or her anticipation (Keller and Lehmann, 2006).

2.2.3 Digital Banking

According to Mansuri, S (2021) states that digital banking means the digitalization of all traditional activities of bank through ATM machines, debit cards, credit cards, mobile banking, electronic banking, virtual cards and others. With the help this instruments the consumer doing bill payments, with drawls, transfer of payments. The traditional banking process and events such as opening of account, transferring of money, printing of statements, waiting for bank advisers for assistance, restricted operating hours, can be a bit of a daunting experience. Every transaction was almost completely carried out manually and with or no technologically advanced software available at the time. Digital transformation, technology and new innovations in financial services have changed banking operations and moved from traditional operating models in order to develop hyperpersonalized financial products and services (Marous, 2019). This movement involves the leveraging of new technologies to create more frictionless ways of interacting and transacting, using digital technologies. Digitalisation is the use of digital technologies to modify a business model and provide novel revenue and value

producing opportunities; it is the process of moving to a digital business Accountability, Transparency and Nation-Building (Gartner, 2018). According to Padmaavathy, & Adalarasu, (2015) states that Digital is the new word in the banking sector, with banks all around the globe tilting towards digitalization. Banks of all sizes and across all regions are making huge investments in digital initiatives in order to maintain a competitive edge and deliver the maximum experience and satisfaction to its customers. Digitalization has led to robust data analytics and intelligence, helping banks to get closer to their customers. Whitsed, & Green, (2015) and Rachinger, Rauter, Müller, Vorraber, & Schirgi, (2018) argued that digitalization influences everything, and this influence is transformative. Digitalisation is taking full control of the customers experience and managing all the existing and new need in accomplishing their goal. However, the factors such as speed of transactions, adaptability, are to be considered and put in place optimally. Banks are competing against the increasing FinTech companies and start-ups that specialize in resolving some common banking issues and simplifying the customer journey with mobility and context. Customers want a seamless and simple transactional journey enabled by technology and various digital channels (Hsu, Wang and Lin, 2011).

2.2.4 An overview of Digital Banking and Customer Satisfaction

The importance of digital banking with regard to customer satisfaction is of greater importance and at the centre of modern banking systems. A number of scholars have carried out several studies on digital banking and customer satisfaction. Digital banking is a perspective of self-service banking wherein a customer has access to bank services online or on mobile devices without any intervention from bank employees. (Boon-itt, 2015). Digital banking comprises internet and mobile banking channels (Garzoro et al., 2020).

Kotler (2012) in defining Customer satisfaction he says it involves customer creation, customer maintenance and retention. According to Meuter, Ostrom, Roundtree and Bitner (2000) Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. Schlich (2014) notes that customers are satisfied with convenience of traditional banking but expectations are constantly rising as new technologies and consumer behaviours develop.

2.2.5 Customer adaptability to digital banking

Adaptability is about the capability to adjust to different conditions (Vijit. 2011; Hayden, 2018). It therefore follows that banks should focus on delivering what customers want rather than pushing what is convenient for banks. Presently, banks are more susceptible than ever to the crosscurrents of economic, demographic, regulatory and technological change. This digital era required banks to be more agile, adaptable to change, embrace the new meaning of trust and operate as flexible, technology enabled information businesses that are using digital to reinvent their relationship (Moreno, 2014). Adoption is the continuation and acceptance of product, ideas, and services. Yusuf-Dauda and Lee (2015) stated that customers go through, persuasion, knowledge, confirmation and decision before ready to adopt a service or product. The development of innovative technology in the banking provides superior services to the customers. Khan, (2010) stated that only the improvement in the banking services is the only cause of user's satisfaction. Banks must make every effort to meet their customer needs, resolve their problems, value their relationship and Accountability, Transparency and Nation-Building 1415 invest in it. All types of digital banking must have user friendly appearance, so this quality makes it easier to use for customer, that's why customer has positive feeling towards them (Lin, 2011). Michael (2015) adds that, online accounts must be easy to set up and require no more information than a traditional bank account.

2.2.6 Challenges of digital banking

digital banking is the wave of future; it provides enormous benefits to consumers in terms of easy and costs transactions but it also poses new challenges for country authorities in regulation and supervisions of the financial system and designing and implementing macroeconomic policy (Lin, 2011). One of the main trending challenges in digital banking is money frauds. Reports show frauds and forgeries in some of the Zimbabwean commercial banks and more on telephone banking are increasing daily. These issues basically defeat the key ingredients of information technology, which includes confidentiality, integrity and availability. Chronic unemployment among graduates and the widening gap between the few rich and the many poor is another challenge. One key issue here borders on how to handle the rising level of frauds and forgery prevalent in the entire banking system; and how to make digital banking fit well in the banking structure of a country so notoriously identifiable with criminals use Internet access. (Garzoro et al., 2020)

2.2.7 Benefits of digital Banking

The benefits of digital banking cannot be over emphasized. This is to say that it provides a lot of benefits both to the customer and the bank itself. To begin with a foremost benefit digital service is competitive branding and as well as better appreciation to the market demands. As indicated by perspectives communicated by Jen and Michael (2006), digital banking has made common open doors for banks and businesses around the world, and that is clear in the way they sort out financial transaction. Through digital banking, banks have the capacity to draw in versatile clients which give to a great degree huge profit by giving portable money related services. Wind (2001), demonstrated that numerous banks are roused to actualize digital banking by components identifying with augmenting their profit through expansion market scope. The increase use in credit card is attributable to digital banking. Customers are able to shop worldwide without the need of carrying paper money. Also customers are able to do banking tractions on the comfort of their homes. (Bouyon, 2018).

2.2.8 Customer perceptions of digital banking technologies

Most consumers are continually asking for more digital possibilities, convenience and speed when they interact with their financial providers (Bouyon, 2018). The time it takes to access a system after logging in the user's name and password and the transaction speed will encourage the use of digital banking (Teo, Tan, Ooi, Hew, and Yew, 2015). The more the transaction speed is, the better the customer satisfaction. This speed depends on the type of connection server. Sometimes, because of slow connection, some databases take so long that the system times out. It makes the user more frustrated trying to log in again and again. Varadharajan, (2016) and Morales-Solana, Esteban-Millat, and Cotas, (2018) discovered that there is a significant correlation between download speed and user satisfaction. Speed of download depends on the nature of the site downloaded content, the computing hardware and method of connection used to download information (Ahmad, and Al-Zu'bi, 2011; Allada, and Dubey, 2014). Very often, slow response time after any e-interaction leads to a delay of service delivery and makes consumers unsure about whether or not the transaction is completed (Jun and Cai, 2001). Gunaratnam, Kajenthiran, Ratnam,& Sivapalan, (2017) conclude that actions, such as increasing the speed of processing information have an important effect in terms of pleasing customers; however other activities, such as improving the reliability of equipment, will lessen dissatisfaction rather than delight customers and suggests that it is more important to ensure that the dissatisfies are dealt with before the satisfiers. Thus, it is hypothesized that speed has positive effect on customer satisfaction

2.2.9 Digital banking and customer experience

Cross (2014) cites several opinions of what digital banking means. He says, what digital essentially does is that it uses technology to design experiences, both seen and unseen. Digital is all about making what can be seen unseen – making services so smooth and seamless that it becomes invisible to the customer. It involves planning for digital initiatives which requires more than just the automation of services, but to also taking into account the emotional aspect of banking – how do customers feel about money and what do they do with it? Emotional needs must be at the centre of the entire customer experience. “Customer satisfaction is a measure of how happy customers feel when they do business with a company in this context a bank. (Cross, 2014).

2.2.10 Customer awareness and digital banking

Stauble (2011) notes that one of the most important benefits to online banking is that consumers have a greater handle on their money since they only need a mobile connection to access their accounts. This perhaps true to mobile banking in every sense since customers can check their balances and transactions anytime, customers can get alerted about various situations, such as if their account is low. Online banking can make this easier by offering convenient access to your account information and the ability to pay bills and move your money (Njiru, 2014). Ondiege (2010) indicates that mobile banking is staging a true “revolution” in access to finance, mobile phone can serve as a virtual bank card; a point of sale terminal; an ATM; and or as internet banking terminal. One of the biggest attractions of internet banks is the level of online accessibility. Many traditional banks underestimated the demand for online services before, but now almost every bank has some form of online banking. Digital banks, by their nature, have above average online services. You can check your balance daily, hourly, or every minute should you choose (Stauble, 2011). You can set up online bill payments, apply for loans, buy fixed-term investments and handle transfers between accounts. Simply put, you can do everything you'd normally do at a branch bank from the comfort of your own home. Beattie, A. (2015).

According to SunTrust bank (2015) in a study conducted by research firm Frost & Sullivan, nearly 40 percent of mobile users—upwards of 100 million people—are likely to use mobile banking by 2020. The appeal is clear: “With online and mobile banking, you have the convenience of being able to log in to your accounts anytime, anywhere,” says financial writer Kimberly Palmer, author of *The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life*. “You can also more easily keep track of your spending, since

you can review your accounts often. Yancy (2013) notes that banking mobile apps are designed in such a way as will enable even a non-technical customer to conduct financial operations anytime and from anywhere. Thus, one does not have to pay extra for conducting banking transactions while shopping, traveling, or even while out on a holiday, the mobile applications are easy to use and access. Rayhan, Sohel, Islam, and Mahjabin (2012) point out that mobile phone makes access to banking and advanced payment transactions at affordable cost.

Rayhan, Sohel, Islam, and Mahjabin (2012) states that a positive aspect of mobile phones is that mobile networks can reach remote areas at low cost both to the consumer and the bank and this meaning customer is more satisfied and more aware of digital banking. In Zimbabwe there has been rapid increase in access points to technological innovations, financial system and regulatory reforms, and increased competition in the market. The use of ATMs, POS terminals, Internet and mobile phone platforms have accelerated and moved closer to branchless banking. Also in Zimbabwe there are many access points which include bank agents, money transfer services, forex bureaus, and insurers.

2.3. Empirical literature

This chapter will discuss such manner that other investigators understand precisely what was done and what was found in a particular research study, in this case the ‘impact of digital banking on customer satisfaction.’

2.3.1 Sweeny and Morrison (2004): Internet-facilitated relationships in financial services.

Sweeny and Morrison (2004) noted that many innovations have recently modified the way banking activities are carried out owing to novel forms of distribution of financial services. Among such innovation is the use of online services in banking, usually referred to as internet banking. Online transaction according to Ho and Wu (1999) has five causal factors that affect customer satisfaction. Accordingly, these determinants are logistic support, technical characteristics, features of information, presentation of home page and product personality (Ho and Wu, 1999).

The use of digital banking has been rejected or ignored by most customers because of the perceived worried or problems associated with technology-based service delivery systems as most lack confidence that it can be used to addresses challenges that arises (Walker, 2002).

2.3.2 Wungwanitchakorn (2002): Electronic banking and Performance of Commercial Banks.

Taking the African continent as well as developing countries into consideration Wungwanitchakorn (2002) indicated that digital banking is still at its growth stage since fewer bank customers accustomed to the use of electronic channels to manage their financial affairs hence the low adoption digital banking. Additionally, Wungwanitchakorn (2002) indicated the dissatisfaction with the electronic or digital banking is because of the high failure rates of most of the innovative products and services introduced. more so, Boateng and Molla (2006) stated that the operational constraints of digital banking is associated with the customer location, the need to maintain customer satisfaction and the capabilities of the Bank's main software to act as an influential factors in motivating the decision to enter digital banking services and consequently influencing the usage experience and thus affecting the level of satisfaction (Boateng and Molla, 2006).

2.3.3 Qureshi et al. (2008): Adoption of Information technology.

Qureshi et al. (2008), stated that the perceived satisfaction associated with digital banking has made some customers shift from traditional banking. The main argument for such shift is the perceived usefulness, perceived ease of use, security and privacy provided by digital banking. Casaló et al. (2008) indicated that increasing levels of website usability might lead to increasing levels of consumer's affective and commitment to the website which would have a direct, positive and significant effect on it usage as well as on satisfaction. This will led to an increase in the use digital banking when it was introduced in the banking. In an exploratory study by Malhotra and Singh (2010) for the Indian economy on digital banking, it was found out that the private and foreign Internet banks have performed well in offering a wider range and more advanced services of digital banking in comparison with public sector banks. This led the private and foreign firms being able to satisfy their customers more than their local counterparts in the public sector.

2.3.4 Amaoko (2012) of Ghana: Effects of ICT on e-banking.

In his research found that, ICT has contributed positively to the provision of banking services and growth of the Ghanaian banking industry. It was also reported that, digital banking is not yet developed in Ghana. The study recommended that banks should develop user friendly systems and applications for general population. Government and banks should play a key in enhancing ICT infrastructure, put in place incentives like tax reduction, and make PC available and affordable for every Ghanaian. Financial institutions should offer programs to reassure customer's safety with regards to ICT through sensitization. Lastly the banking institutions

should also come out with more electronic products and services to reduce the turnaround time of customers, such products will give them the opportunity to sit at the comfort of their homes, workplaces and transact business with the banks. Additionally, Bank of Tanzania (2013) pointed out that e-banking is revolution by changing the way Tanzanians are spending what they earn by providing them with secure banking. It is also profitable for the companies, known as microfinance institutions, which run the banking systems. The most popular vehicle through which customers can utilize banking services electronically is via mobile phone. The technology allows customers to check and manage their accounts, pay utility and service bills and transfer money between accounts either their own or someone else all on their phone. The value proposition however, is a significant increase in the intangible item "customer satisfaction". The increase translates into improved customer loyalty that in result in higher customer retention and growing organization value. Digital banking is a lower-cost delivery channel and a way to increase sales. Today, internet banking services has become one of the most important factors in the business economy of Tanzanians.

2.3.5 Analysis by Santouridis et al., (2009): Mediation effect of satisfaction on service quality and customer loyalty.

Empirically investigate the digital banking in Greece by examining the customer satisfaction and the quality of electronic banking services. The researchers have used SERVQUAL model to measure the digital banking services. From the results, they observed that the dimensions of assurance, responsiveness and reliability have a significant and positive impact on customer satisfaction level. In their study, reliability is found to have the most strong and highest impact on customer satisfaction and recommended that the dimensions which do not have association with level of customer satisfaction needs to be improved by the banking sector.

2.3.6 Nupur (2010): E-Banking and customers' satisfaction.

Nupur 2010 performed an analysis on the electronic banking and the satisfaction level of customers in Bangladesh. The researcher selected a sample size of 250 respondents to collect the data. The researcher used SERVQUAL model to measure the association among the level of customer satisfaction and electronic banking. The observation showed that a relationship exists between the electronic banking services and customer satisfaction level. The main dimensions examined are reliability, empathy, responsiveness and assurance which results in adequately satisfying the customers, whereas, the tangibles dimension does not have any link to customer satisfaction. Sadeghi and Hanzae (2010) have investigated the factors of customer

satisfaction in the usage of internet banking services in Iran. The study has been conducted to determine the factors which examine the customer satisfaction with the services of digital banking. The researcher reveals that reliability, design of the website, image, accuracy and impression of the management of bank are found to have the most significant impact on the satisfaction level of customers. The variables of privacy and security also have an impact on customer satisfaction, but its impact is very least.

2.4 Gap analysis

Although, there are many studies on customer satisfaction and digital banking worldwide, the focus of those studies was both on customer satisfaction and on service quality offered by the banks as well as on the organizational. For instance of these studies are Sonja (2010) conducted a study on the impacts of computerization in banking industry in Uganda, Ishengoma (2011) in Tanzania), Shamsuddoha and Alamgir (2010) investigated customer loyalty and customer satisfaction in India. Santorini's (2009) of Greece investigated factors leading to customer loyalty and Amaoko (2012) of Ghana conducted a study on the effects of ICT on digital banking. However, this study was mainly addressed to the impact of digital banking on customer satisfaction in Zimbabwean commercial banking industries (CBZ Headquarters Bank in Harare).

2.5 Chapter summary.

This chapter highlighted the definitions of the key concepts, followed by the details regarding Theory of Reasoned Action. Additionally, this chapter also presented the works of previous related literatures on customer satisfaction and digital banking.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter covers research methodology discussing the following themes; research design, target population, sample size and sample procedure, research instruments, piloting of study instruments, data collection and techniques, that was considered during the study.

3.1 Research Design

A research design is a plan or strategy used to get the expected study results (Kothari, 2004). Kinnear and Gray (1992) states that research design describes the survey design as a method that involves collecting information from members of a target population by considering the current status of that population with respect to one or more variables. Research design constitutes the strategy for data collection and analysis, (Wilkinson, 2012). The researcher used an explanatory because it is a design that clearly focus on something that is being researched, explaining the aspects of the study. Explanatory research is research method developed to investigate a phenomenon that had not been studied before or had not been well explained previously in a proper way (Kinnear and Gray, 1992). Explanatory research aims at proving details about where to find small amount of information from different people in order to come up with more important information about something (impact of digital banking on customer satisfaction). Hence this research was explanatory because it involved collection of information through interviewing bank staff and administering survey questionnaires to customers considering respondents' current status without any manipulation. Through explanatory research design the researcher was able to distinguish the causes why phenomena arising during the research process and it helped the searcher to anticipate changes.

3.2 Target population

Cooper and Emory (1995) states that a target population is the total collection of all elements about which the researcher wishes to make some inferences. The researcher targeted customers of the CBZ Bank headquarters limited in Harare. In terms of the population size the researcher targeting was 400customers because, from a large population the researcher is able to get more important information since every person has her or his own perspectives. The researcher divided the entire population into smaller bits and drawing inferences from them in order to

obtain the most scientific way of researching a large population. The more representative the sample, the more confident the researcher was at the results that was generalized from the target population.

3.3 Sample size and techniques

Saunders *et al* (2009), suggests that a sample is appropriate where it would be impractical to carry out a census because of time or budget constraints and its done where the population understudy have similarities, it may be appropriate to sample in order to establish the characteristics of the population. (Wagner, 2009) defines Sampling as the process of selecting a representative subset of observations from the target population to determine the characteristics of the variables under study. Below is the statistical formula on how the researcher is going to determine the sample size

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where n_0 = representative sample

Z^2 = confidence level

p = estimated ration of an attribute in the population

$q = (1-p)$

e = sampling error

The researcher assumed that the population had a normal distribution and will use the central limit theory's 95 percent confidence level. A 5% sampling error will be utilized, and the approximated ration of attribute values in the population will be 35% financial institution personnel and 65% bank clients. Therefore, in this context, p stands for bank employees and q stands for bank customers. As a result, a sample that will be used is shown below

$$\begin{aligned} n_0 &= \frac{1.96^2 \times 0.35 \times 0.65}{0.05^2} \\ &= 349.5856 \\ &= 350 \end{aligned}$$

3.4 Sources of data

The researcher used both primary and secondary data on gathering relevant information for the study. Secondary sources that include annual financial reports, commercial banks publications and journals as well as business periodicals and pamphlets were used. Primary data was gained through questionnaires. The reason why the researcher used primary data was that information was collected for the specific purpose of the research and collected directly from the source that is customers of the CBZ Bank Headquarters in Harare. The reason for using secondary data was that it is economic, it saves expenses (Wickens CM, 2020). Also secondary data helps to make primary data collection more specific since with the help of secondary data, the researcher was able to make out what the gaps and deficiencies and what additional information needs to be collected (Juneja P, 2015).

3.5 Research instruments.

Data collection involves the acquiring of useful information relating to the research topic (Tromp, 2006). The researcher used questionnaires to collect data. A triangulation of research instruments was used in collecting data. These include questionnaire and interview schedule. According to Mugenda and Mugenda (2003) questionnaires give a detailed answer to complex problems. Questionnaires give a relatively objective data and therefore, are most effective. In this study, Questionnaire were used as the main instrument of data collection from the Customers. The researcher had also use an Interview schedule. Kombo and Tromp (2006) asserts that Interview schedules generally yields highest cooperation and lowest refusal rates, offers high response quality and takes advantage of interviewer presence and it is multi-method data collection and it combines questioning, cross-examination, probing techniques. Through the use of Questionnaires detailed answers to the complex problems was obtained, relatively objective data and therefore, were most effective. Through questionnaires the researcher obtained information about the respondents' attitudes, experience and opinions about digital banking. Questionnaires helped in gathering both qualitative and quantitative information through asking respondents a list of questions or items.

3.6 Data analysis and presentation.

The researcher did a cross checking of the survey questionnaires and responses from the interview to ensure that the questions were well conducted and well answered and if not she repeated the procedures. Quantitative data was used collect information and was coded and fed into a computer statistical software SPSS (Statistical Package for Social sciences) to run the analyses so as to come up with good results. Descriptive data analysis was used to entail counts, percentages, cross tabulations and measures of central tendencies. Correlation analysis were used to check on the relationship between dependent and independent variables which are

digital banking and customer satisfaction. Qualitative data also came from the interview schedule entailed use of thematic analysis techniques. The results were interpreted and data was presented in a tables for uniformity and ease of interpretation. Conclusions and recommendations were made basing on the interpreted data.

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them (Amaoko 2012). The researcher used column, line histograms, scatter charts and many more types of data presentation.

3.7 Ethical Consideration

Ethical Consideration is defined as Set of principles that guide the research designs and practises, including voluntary participation, informed consent, anonymity, confidentiality, potential for harm, and results communication. (Bhandari P, 2005). By Ethical consideration the researcher refers to moral standing that she practiced during the research process. When conducting the research, the researcher was fully aware that the banking environment is very competitive and therefore some respondents withheld some crucial information. The respondents were assured that strict confidentiality would be maintained in dealing with their identities by not writing their names. The researcher also obtained consent from the prospective respondents. Confidentiality was observed and the researcher respected the culture and practices of the various respondents and only engaged on the activities that are relevant to the study.

3.8 chapter summary

This chapter discussed the research design for this study. It further highlighted the sampling design, sample size and data collection methods. Additionally, this chapter clarified the data analysis methods that were used in study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION.

4.0 Introduction

The aim of this chapter was to provide the data gathered and analyse it in order to arrive at research conclusions. This chapter presents a detailed discussion of the study and interpretation of the findings in line with the specific objectives which is to analyse the impacts of digital banking on customer's satisfaction in Zimbabwean banking industry. Qualitative and quantitative analysis was performed. Social Package for Social Sciences (SPSS) Version 20 program was utilized to present, interpret and deduce outcomes from data collected during the research study. Tables were used to present data in this chapter.

4.1 Response Rate

The data analysis was based on responses from CBZ Bank Headquarters Customers in Harare. The sample size for the study was 400, out of this 50 questionnaires were piloted and those Involved in the pilot study did not form part of the final study. This reduced the number of Questionnaires issued to 350 thus out of the 350 questionnaires issued, 300 were filled and returned back bringing the response rate to 86% and this was adequate enough for the study. The findings are presented in Table 4.1 below.

Table 4.1: Questionnaire Return Rate

Number of questionnaires Distributed	Number of questionnaires returned	returned Return Rate
350	300	86%

Source primary data 2022

4.1.1 Reliability and Validity Test

To improve the reliability of the study, a pilot study was conducted. The purpose of reliability test is to assure if the software product is reliable enough for its expected purpose. Also helps in providing information about the relationship between variables items in the scale. In order to test the reliability of the instruments in this study, internal consistency techniques were applied using Cronbach's Alpha and the results were as below:

4.2: Cronbach's Alpha Test Results

Variables	Construct	Cronbach's Alpha	Number of Items
Independent Variable	Digital adaptability and customer satisfaction	0.942	4
Dependent Variable	Customer satisfaction in digital banking	0.967	4
Independent Variable	e-banking security	0.984	3
Independent Variable	Service quality	0.971	3

Source: SPSS 2022

When Cronbach's alpha is greater than 0.7, it means that the instrument is reliable and in this case all variable were greater than 0.7 meaning the instrument is reliable as highlighted by Table 4.2, hence it can be concluded that the construct has good reliability.

4.1.2: Interview response rate

The researcher targeted to perform a total number of 5 interviews on the banks employee and all of them were successful. The results are shown in table 4.3 below.

Table 4.3: interview response rate

Target Group	Scheduled Interviews	Interviews Conducted	Response Rate
CBZ employees	5	5	100%
Total	5	5	100%

Source: primary Data (2022)

Table 4.3 shows the summary of interviews held on CBZ Bank employees clearly highlights that the aggregate number of interviews scheduled initially was 5 and therefore 5 out of 5 were successfully held, which can be translated to a 100% response rate. Through those interviews the researcher concluded that bank employees have adopted the use of digital banking and there are fully aware of how digital banking operates.

4.2 Socio Demographic Characteristics of the Respondents

4.2.1 Gender

Table 4.4: Gender Distribution.

What is your sex					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	109	36.3	36.3	36.3
	female	191	63.7	63.7	100.0
	Total	300	100.0	100.0	100.0

Source: primary Data (2022)

Respondents were asked to indicate their gender. The Research collected information on gender issue in order to know gender balance. Results were presented in Table 4.4. Out of 350 distributed questionnaires, a total of 300 were returned which is equivalent to 86% of the total response rate. The strategy used to collect the data was questionnaire which was filled by the customers using e-banking services. The study interviewed these respondents physically and some online, the questionnaires were immediately filled by the respondent. The results were 63.7% female and 36.3% male as shown in Table 4.4 above. The findings discovered that, female customers are more likely to use e-banking services than male customer.

4.2.2: Age

Table 4.5: Age Distribution

What is your age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	23	7.7	7.7	7.7
	20 -35	165	55.0	55.0	62.7
	36 -45	72	24.0	24.0	86.7
	46 -55	30	10.0	10.0	96.7
	Above 55	10	3.3	3.3	100.0
	Total	300	100.0	100.0	

Source: primary data 2022

Respondent's age in using digital banking services is an important factor in this study. Therefore, respondents were required to state their ages from the given options of; below 20 years, 20 – 35 years, 36– 45 years , 46 -55 and above 55years. The results were presented in Table 4.1.2. The results indicated that age of respondents differs. It was revealed that out of 300 respondents, (7.7%) were below 20years, (55.0%) were between the ages of 20 – 33 years, (24.0%) were between the ages of 36 – 45 years, (10%) were between the ages of 46- 55 and (3.3%) were above the age of 55 years. the funding shows that most people that are at the ages of 20-35 are using digital banking techniques compared to other age groups and those above the age of 55 are not that used to digital banking.

4.2.3: CBZ Bank accounts

Table 4.6 Bank accounts

Do you have CBZ Bank Account					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	285	95.0	95.0	95.0
	No	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

Source: primary data2022

Table 4.6 above shows whether the bank clients have a bank account or not. Therefore respondents were required to state either they have a bank account or not. Through banking accounts clients' money will be protected from theft and having a bank account is an important factor to the use of digital banking. The researcher was interested in researching if respondents have bank accounts because, this information can lead to conclusions whether digital banking is fully adopted in Zimbabwe. The results showed that out of the 300 respondents 95% of bank clients have CBZ accounts and the remaining 5% does not have bank accounts.

4.3. Descriptive statistics

The Likert scale questions formed four variables which are, digital adaptability and customer satisfaction, customer satisfaction in digital banking, e-banking security and service quality. The results of these variables are shown below.

4.3.1 Digital adaptability and customer satisfaction.

Table 4.7: digital adaptability and customer satisfaction.

	Strongly agree % (n)	Agree (n)	Neutral (n)l	Disagree (N)	Strongly disagree (n)
I understand the meaning of digital banking services.	49.3% (148)	17.0% (51)	7.0% (21)	23.3% (70)	3.3% (10)
I am fully aware of how digital banking techniques operate.	23.3% (70)	16.7% (50)	33.3% (100)	16.7% (50)	10.0% (30)
I have accepted digital banking over traditional banking.	33.3% (99)	16.7% (50)	27.0% (81)	13.3% (40)	10.0% (30)
Since digital banking was adopted in Zimbabwe, there is no need to visit the bank for transactions.	3.3% (10)	3.3% (10)	20.0% (60)	7.7% (23)	65.7% (197)
<i>Source: SPSS2022</i>					

The outcomes were presented in Table 4.7 as follows; out of 300 respondents 51 (17.0%) respondents agreed that they understand the meaning of digital banking services, 148 (49.3%) respondents strongly agreed that they understand the meaning of digital banking services, 21 (7.0%) were neutral meaning there were not that sure if they understand the meaning of digital banking services or not. More so 70 (23.3%) disagree that they understand the meaning of digital banking services and 10 (3.3%) strongly disagreed that there understand the meaning of digital banking services, meaning they have no idea at all what digital banking is all about. Regarding the understanding of digital banking, the response were as follows; 66.3% understand the meaning of digital banking, 7.0% neutral and 26.6% has no idea of that digital banking is all about. The fact that clients can check their balance daily, hourly, or every minute indicates that many customers understand the meaning of digital banking (Stauble, 2011). He further on stating that most customers can set up online bill payments, apply for loans, buy fixed-term investments and handle transfers between accounts, shows customers understand digital banking, (Stauble, 2011).

Furthermore, the customers expressed their feelings on whether they are fully aware of how digital techniques operates. the results are as follows; out of 300 respondents 50 (16.7%) respondents agreed that they are fully aware of how digital techniques operates, 70 (23.3%) respondents strongly agreed that they are fully aware of how digital banking operates, 100 (33.3%) were neutral meaning there were not that sure if they are fully aware of how digital techniques operates, 50 (16.7%) disagree that they are fully aware of how digital techniques operates and 30 (10.0%) strongly disagreed that there are fully aware of how digital techniques operates. Regarding the awareness of how digital techniques operates, the response were as follows; 40% are fully aware of how digital techniques operates, 33.3% neutral and 26.7% has no idea of how digital techniques operates. Beattie, A. (2015) argues that Digital banks, by their nature, have above average online services and return more transactions online, meaning more customers are aware of digital banking.

Furthermore, the customers expressed their sincere feeling whether they have accepted digital banking over traditional banking or not and their responses were, 50(16.7%) agreed and 99 (33.3%) strongly agreed that they have accepted digital banking over traditional banking. this concluded that out of 300 respondents 50% of them have accepted digital banking over traditional banking, 81(27.0%) were neutral meaning there were not that sure if they have accepted digital banking over traditional banking, while 40(13.3%) disagreed and 30(10.0%)strongly disagreed that they have accepted digital banking over traditional banking and this resulted in 23.3% of respondents not accepting digital banking over traditional banking. Schlich (2014) notes that customers are satisfied with convenience of traditional banking but expectations are constantly rising as new technologies and consumer behaviours levels, therefore customers are still on their way of accepting digital banking.

Furthermore, the customers expressed their options on whether it is necessary to visit the bank for transactions ever since digital banking was adopted and their responses were, 10(3.3%) agreed and 10(3.3%) strongly agreed that, since digital banking was adopted in Zimbabwe, there is no need to visit the bank for transitions, this concluded that out of 300 respondents 3.3% of them agreed that there is no need to visit the bank for transactions rather transactions should be done digitally, 60(20.0%) were neutral, while 23(7.7%) disagreed and 197(65.7%) strongly disagreed that they is no need to visit the bank for transactions since the adoption of digital banking and this resulted in 73.4% of respondents disagreeing. this can conclude that ever since digital banking was adopted in Zimbabwe there is still need to visit the bank for transactions. Yusuf-Dauda and Lee (2015) stated that customers go through, persuasion,

knowledge, confirmation and decision before ready to adopt a service or product, hence it is still necessary for customers to visit the bank for transaction. The development of innovative technology in the banking provides superior services to the customers, however not all transactions are accessible online, (Yusuf-Dauda and Lee, 2015).

4.3.2: CUSTOMER SATISFACTION IN DIGITAL BANKING

Table 4.8: customer satisfaction in digital banking.

	Strongly agree % (n)	Agree% (n)	Neutral% (n)	Disagree% (n)	Strongly disagree% (n)
I am satisfied with the digital banking service provided by the CBZ bank	34.7% (104)	20.3% (61)	23.0% (69)	16.7% (50)	5.3% (16)
Digital techniques are easy to use e.g. transactions using technological gadgets.	66.7% (200)	10.0% (30)	13.3% (40)	7.0% (21)	3.0% (9)
Banking online is better than traditional banking service.	33.7% (101)	10.0% (30)	29.7% (89)	20.0% (60)	6.7% (20)
The bank performs electronic banking services exactly as promised	23.3% (70)	16.3% (49)	37.0% (111)	16.7% (50)	6.7% (20)

Source: SPSS 2022

The outcomes of customer satisfaction in digital banking were presented in Table 4.8. The response on being satisfied with digital banking services provided by the CBZ Bank were as follows; 61(20.3%) agreed and 104(34.7%) strongly agreed that there are satisfied with digital banking services provided by their bank, the services offered by the banks were easy to them and 55% of the respondents are satisfied by the digital services provided by their bank which is CBZ Bank, 69 (23.0%) were neutral meaning there were not that satisfied with digital services offered by their bank. however 50 (16.7%) disagree that they are being satisfied and 16 (5.3%) strongly disagreed , meaning they are not satisfied with digital services provided by the CBZ Bank. Regarding the satisfaction of customers with digital services provided by their bank, and this resulted in 22% of respondents not being satisfied with banking services provided by the CBZ Bank. Rayhan, Sohel, Islam, and Mahjabin (2012)states that a positive aspect of mobile phones is that mobile networks can reach remote areas at low cost both to the consumer and the bank and this meaning customer is more satisfied and more aware of digital banking thus customers are being satisfied by digital banking services. Boateng and Molla (2006) stated that the operational constraints of digital banking is associated with the customer location, the need to maintain customer satisfaction and the capabilities of the Bank's main software to act as an influential factors in motivating the decision to enter digital banking services and consequently influencing the usage experience and thus affecting the level of satisfaction (Boateng and Molla, 2006).

The response on user friendliness of technological gadgets was very high as 30 (10.0%) Agreed and 200 (66.7%) strongly agreed that digital techniques are easy to use given an example of transactions using technological gadgets, this concluded that out of 300 respondents 76.7% of them agreed that digital techniques are easy to use. while 40(13.3%) were neutral, meaning it is not difficult for them to use digital gadgets for transactions also it is not easy either, 21(7.0%) disagreed and 9(3.0%)strongly disagreed that it is easy to use digital techniques when making transactions, resulting in 10% of respondents finding it difficult to use digital gadgets to make transaction. Qureshi et al. (2008), stated that the perceived satisfaction associated with digital banking has made some customers shift from traditional banking and this is because of shift is the perceived usefulness, perceived ease of use, security and privacy provided by digital banking, also almost everyone knows how to use a mobile cell phone hence proving that digital techniques are easy to use. In a study conducted by Karjaluoto et al., (2002) reported that ease of use of innovative product or service as one of the three important characteristics for adoption from the customer's perspective.

The response on banking online being better than traditional banking services was also high as 30 (10.0%) Agreed and 101(33.7%) strongly agreed that banking online is better than traditional banking services which lead to that out of 300 respondents 43.7% of them agreed that banking online is better than traditional banking services. while 89(29.7%) were neutral, meaning they prefer both online banking and traditional banking services, 60 (20.0%) disagreed and 20 (6.7%)strongly disagreed that banking online is better than traditional banking services, resulting in 26.7% of respondents finding traditional banking being better than online banking services. Qureshi et al. (2008), stated that the perceived satisfaction associated with digital banking has made some customers shift from traditional banking. Stauble (2011) notes that one of the most important benefits to online banking is that consumers have a greater handle on their money since they only need a mobile connection to access their accounts, than traditional banking. This perhaps true to mobile banking in every sense since customers can check their balances and transactions anytime, customers can get alerted about various situations, such as if their account is low hence many customers are now preferring online banking than traditional banking, (Ondiege, 2010).

The response on the bank performing electronic banking services exactly as promised was as follows 49 (16.3%) Agreed and 70(23.3%) strongly agreed that bank performing electronic banking services exactly as promised leading to that out of 300 respondents 39.6% of them agreed that the bank performing electronic banking services exactly as promised, while 111(37.0%) were neutral, meaning most of the bank clients are not sure if the bank is really acting according to its promises, 50 (16.7%) disagreed and 20 (6.7%) strongly disagreed that the bank performing electronic banking services exactly as promised, resulting in 23.4% of respondents believing that the bank is not performing electronic banking services exactly as promised. Ankit (2011), conducted a research showing that the banking needs which include convenience, privacy, risk, and problem resolution are found to be the most important determinants which have a positive impact on customer satisfaction, and most banks are failing to provide those services in Tanzania.

4.3.3 EBANKING SECURITY

Table 4.9: e-banking security

	Strongly agree %	Agree% (n)	Neutral% (n)	Disagree% (n)	Strongly disagree%
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	(n)				(n)
Only User name and PIN is secure enough to protect my information online from being hacked by third parties.	15.7% (47)	20.0% (60)	5.0% (15)	31.0% (93)	28.3% (85)
The Bank ensures that appropriate measures are in place to protect the data integrity of digital transactions, records and information.	10.0% (30)	20.0% (60)	13.3% (40)	26.7% (80)	30.0% (90)

Source: SPSS 2022

Customers were also asked their options on the e-banking services security. The first question was, whether customers agree that only pins and usernames being secure enough to protect their information online from being hacked by third parties, these were their responses; 60(20.0%) agreed and 47(15.7%) strongly agreed leading to 35.7% of the respondents agreeing that PIN and username are secure enough to protect their information, 15(5.0%) were neutral, meaning they had a doubt that PIN and username being secure enough to protect their information online from being hacked by third parties, 93 (31.0%) disagreed and 85

(28.3%)strongly disagreed that PIN and username are secure enough to protect their information online from being hacked by third parties, resulting in 59.3% of respondents believing that the bank is not performing electronic banking services exactly as promised. Kimberly and McCord (2015), explained that Assurance about security relates to the extent to which the web site guarantees the safety of customers` financial and personal information, an area which has witnessed a proliferation of research interest, therefore to some extend username and pins does not guarantee security.

Customers were also asked their options on the e-banking services security. The second question was, whether the bank ensures that appropriate measures are in place to protect the data integrity of digital transactions, records and information. these were their responses; 60(20.0%) agreed and 30(10.0%) strongly agreed leading to 30% of the respondents agreeing that the bank ensures that appropriate measures are in place to protect the data integrity of digital transactions, records and information, 40(13.3%) were neutral, meaning they were not so sure the bank ensures that appropriate measures are in place to protect the data integrity of digital transactions, records and information, 80 (26.7%) disagreed and 90 (30%)strongly disagreed with the question, resulting in 56.7% of respondents believing that the bank is not ensures that appropriate measures are in place to protect the data integrity of digital transactions, records and information. Gerrard and Cunningham (2003) revealed that there are some service quality determinants that are provided by the bank and some by the customers themselves exercising, responsiveness, care and friendliness.

Customers were asked their options on the e-banking services security with the third question which was, whether the bank offers help on how to use digital techniques so as to protect customers transactions and their responses were; 21(7.0%) agreed and 75(25.0%) strongly agreed leading to 32% of the respondents agreeing that the bank offers help on how to use digital techniques so as to protect customers transactions, 39(13.0%) were neutral, meaning they were not so sure if the bank offers help on how to use digital techniques so as to protect customers transactions, 105 (35.0%) disagreed and 60 (20%)strongly disagreed with the question, resulting in 55% of respondents believing that the bank does not offers help on how to use digital techniques so as to protect customers transactions. Kimberly and McCord, 2015 stated that Security can be assured by providing a privacy statement and information about the security of the shopping mechanisms and by displaying the logos of trusted third parties, thus customers should be more aware of those they trust.

. 4.3.4: SERVICE QUALITY

Table 4.10: service quality.

Code	N	Range	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
DSQ1	300	4.00	1.00	5.00	2.3033	1.12941
DSQ2	300	4.00	1.00	5.00	1.7733	.86668
DSQ3	300	4.00	1.00	5.00	2.2667	1.11040

Source: SPSS 2022

In trying to find whether service quality has an impact on customer satisfaction, (DSQ1) respondents to this question agreed with a mean of 2.3033 that e-banking sites are always available online and a standard deviation of 1.12941 showing a variance in responses, since the mean is positive its showed that most banking sites are online and customers are making use of them to do their transactions. Whitsed, & Green, (2015) stated that Digitalization has led to robust data analytics and intelligence, helping banks to get closer to their customers and has helped banks to expand online. Whitsed, & Green, (2015) and Rachinger, Rauter, Müller, Vorraber, & Schirgi, (2018) argued that digitalization influences everything, and this influence is transformative and thus e-banking sites are increasing widely.

The results obtained from the survey showed that the CBZ Bank has improved on their communication skills and that they are always keen to inform their clients based on their transactions by letting customers receive electronic messages for their e-banking transaction (DSQ2), and this is shown by a mean of 1.7733 and a standard deviation of 0.86668.this helps alert customers on any transactions made and also helps on the amount they are left with in their accounts. Casaló et al. (2008) indicated that increasing levels of website is improving the communication skills of banks and usability might lead to increasing levels of consumer's affective and commitment to the website which would have a direct, positive and significant effect on it usage as well as on satisfaction

With the mean (2.2667) and standard deviation of 1.11040 it was revealed that digital banking e-platforms has convenient working hours of operations (DSQ3). Further, it was indicated that the bank is trying hard to meet their clients' needs at any time anywhere, however factors like poor internet has a negative impact on the delivery of the service. Customers has indicated that the bank is trying to operate conveniently online but however there are still challenges. There was a study by Wungwanitchakorn (2002) who indicated that digital banking is still at its

growth stage since fewer bank customers accustomed to the use of electronic channels to manage their financial affairs hence the low adoption digital banking. Additionally, Wungwanitchakorn (2002) indicated the dissatisfaction with the electronic or digital banking is because of the high failure rates of most of the innovative products and services introduced.

4.4: Pearson's Correlation Analysis

It was of great impact to check on the association between the dependent and the independent variables. According to Hair et al., (2006) among explanatory variables in the Pearson's correlation should not exceed -1 and +1 and this is because if the data exceeds those values, it will be suspected to have aligned problem. Correlation analysis was done and the results were presented in Table 4.11 as follows

Table 4.11: CORRELATIONS

Coding		DACS Digital adaptability	CSDB Customer Satisfaction	CSBS Baking securities	DSQ Service quality
DACs Digital adaptability	Pearson Correlation	1	.976**	.966**	.951**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
CSDB Customer Satisfaction	Pearson Correlation	.976**	1	.918**	.968**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
CSBS Baking securities	Pearson Correlation	.966**	.918**	1	.893**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300
DSQ Service quality	Pearson Correlation	.951**	.968**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 2022

Table 4.11 shows the correlation values between the dependent and independent variables. This study presents variables as follows: digital adaptability and customer satisfaction ($r=0.976$ $p<0.01$) thus there is a positive strong correlation between digital adaptability and customer satisfaction, as digital adaptability increases customer satisfaction also increases. The study additionally established that a strong positive correlation existed between banking securities and digital banking adaption ($r=0.966$, $p<0.01$) thus security on the digital banking transaction, data integrity and records and information is of greater importance to the adoptability of digital banking, if all measures are put to protect digital techniques customers become satisfied and will wholeheartedly accept digital banking. Banking securities and digital adoptability ($r=0.951$ $p<0.01$), it was established that a positive strong correlation existed between banking services and digital adaptability, meaning that as the bank improves its services on digital banking, more customers are accepting the use of digital banking as they are being satisfied. It was therefore deduced that for bank to increase customer satisfaction the above conditions should be met. Creswell (2012) states that a correlation statistical test determine the tendency for two or more variables or two sets of data to vary. Also Francis Galton (2015) discovered that variables in the Pearson's correlation should not exceed -1 and +1 and this is because if the data exceeds those values, it will be suspected to have aligned problem.

4.5: Chapter summary

This chapter concentrated on data analysis and presentation and discussed the research results. It further interprets the findings of each research questions and objectives as shown in the tables above. Social Package for Social Sciences (SPSS) Version 20 program was used to present, interpret and deduce outcomes from data collected during the research study. Tables were used to present data in this chapter.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

The purpose of the study was to investigate the impact of digital banking on customer satisfaction in Zimbabwean commercial banking industry. The case study was CBZ Headquarters Bank. This chapter summarizes the research findings in relation to the research objectives, demonstrating how well the research objectives were met and assesses how well research findings corroborate data before making recommendations based on the findings. This chapter concludes with contributions, recommendations, constraints, and suggestions for future research.

5.1 Summary of the study.

This research examined the impact of digital banking on customer satisfaction on, case of Commercial Banks in Zimbabwe. The research objectives were to determine the level of customer awareness of digital banking, to evaluate customer perceptions of digital banking technologies, to determine customer adaptability to digital banking and to examine the challenges and benefits associated with digital banking. The target population is comprised of 350 bank customers in Harare. Depending on the statistics, the findings of this study returned 300 respondents of which (36.3%) were males and (63.7%) were females. It was revealed that out of 300 respondents, (7.7%) were below 20years, (55.0%) were between the ages of 20 – 33 years, (24.0%) were between the ages of 36 – 45 years, (10%) were between the ages of 46- 55 and (3.3%) were above the age of 55 years and funding shows that most people that are at the ages of 20-35 are using digital banking techniques. out of the 300 respondents 95% of bank clients have CBZ accounts and the remaining 5% does not have bank accounts. Also out of the 300 respondents 95% of bank clients have CBZ accounts and the remaining 5% does not have bank accounts. Questionnaires and interviews were utilized to obtain data from respondents. Journals, articles, annual reports, and books were utilized to acquire secondary data. A total of 5 participants were interviewed, resulting in a 100% response rate.

5.1.2 Digital banking adaptability and customer satisfaction.

Adaptability is not apparent hence, Khan (2010) argues that banks must increase self-service capabilities with virtual assistance to guide customers in order for them to adapt to technology. While looking at adoption of digital banking in Zimbabwe, the study was based on finding out

if customers understand the meaning of digital banking and the study found out that most customers understand the meaning of digital banking and a few does not, hence the bank needs to educate customers on digital banking. Also finding out if clients are fully aware of how digital techniques operates and the results returned that most CBZ clients are aware of digital techniques methods and a few has no idea at all and this is because some people lives in remote areas where technology is an option and a stranger. the study findings on if it is still necessary to visit the bank ever since digital banking adoption concluded that, yes digital banking is proved to be more used than traditional bank but however there are some transactions that one has to visit the bank for them, thus it is still necessary to visit the bank for some transactions. On adoption of digital banking, the findings of acceptance of digital banking by customers concluded that most customers has accepted digital banking. Okiro and Ndungu (2018) concluded that to avoid long queues, payment of utilities such as electricity, water and other bills has been made possible with the use of pay bills hence this explains why they are easily adapted and accepted. The most reason why clients has adopted digital banking is that, many organizations adapted the pay bill system which implies that customers are given no choice but to adapt.

5.1.3 Customer Satisfaction and digital banking.

Since digital banking has proved that, to avoid long queues, payment of utilities such as electricity, water and some other transaction there is need for digital banking, and those qualities satisfy many customers thus more customers are satisfied by the use of digital banking and this is according to the finding of the study. Also many customers agreed that digital techniques are easy to use because they have internet enabled phones hence bank customers will be able to do their transactions at comforts of their home anytime anywhere, thus customer satisfaction. Also customers agreed that online banking is better than traditional banking services because online banking is viewed as reliable and easily accessible thus could be attributed to the speed of transactions compared to traditional banking. Gikandi and Bloor (2010) View that ATM as a technology is fast however the long queues customers make reduces its intended purposes for speedy transactions. The research found out that some digital transactions are not that advantageous, POS terminals can be fast however the processes that a customer needs to pass through before the transaction is completed can be a little bit lengthy. However, Rouse (2011) looks at POS terminals as having the ability to record and track customer orders, process credit and debit cards, connect to other systems in a network and

manage inventory thus benefits given by POS terminals are advantageous compared to the traditional banking systems.

5.1.4 E-banking security

The findings proved that any clients are not that satisfied with the security of digital banking. The finding on whether usernames and pins only are secure enough to protect information returned a few clients agreeing. Also the findings on whether the bank ensures appropriate measures are placed to protect data integrity of digital transactions returned negative results since many clients disagree with that. Villers (2012) noted that Technology is changing rapidly and without necessary skills individuals might be willing to use digital banking they may at times be unable. Safety and security issues remain paramount and unsolved when it comes to digital banking. Security is considered to be Expense incurred in digital banking as efficiency is given priority and customers might be willing to incur a cost as long as access to technology is enabled.

5.1.5 Service quality

The research findings concluded that many customers agree that the e-banking sites are always available online, these is due to that most accessible digital banking platform was mobile banking and digital banking is all over the internet. Also many clients proved that they always get electronic message for their e-banking transactions, thus improving that digital banking is providing service quality and much more improved communication with clients. Also bank's e-platform has convenient hours of operation as proved by clients but however, the customers felt they could only access banking services to a moderate extent hence they implied that there is a need to improve on banking services in order for the customers to be able to access the services and improve on their banking experience thus improved satisfaction. Njiru (2014), argue that there has been a rapid increase in access points to technological innovations and his study has shown that there is need for improvement in order for the bank customers to access banking services to a large extent.

5.2 conclusions

The study concludes that there was a strong positive relationship between digital banking services and customer satisfaction. Customers support greatly the use of e-banking services for their daily transactions. According to the objectives: to determine the level of customer awareness of digital banking, we can conclude that most customers are aware of digital

banking. To evaluate customer perceptions of digital banking technologies, the study concludes that they are user friendly since most of time transactions are done with mobile phones. To determine customer adaptability to digital banking, most customers has fully adopted and accepted digital banking. To examine the challenges and benefits associated with digital banking, derive certain benefits from the use of these services mostly saves time, easy to access and convenient. However, customers prefer ATM among the E-banking services because of its efficiency, user friendliness and time saving. Despite the benefits of E-banking, it is associated with some challenges. The study shows that network failure from internet connection, higher transaction charges and limited withdraw amount are the major challenges facing customers using digital banking services and products.

5.3 recommendations

In the light of the above conclusion, it is recommended that the bank should invest more on robust reliable systems to reduce incidents of failed transactions and transactional errors in ATMs, Mobile banking and POS terminals. There is need for commercial banks to heavily invest in technology as this will highly encourage the use of electronic banking technologies and this will influence the financial performance of commercial banks hence customer satisfaction. Banks need to come up with an application that can be used to enhance digital banking which will be considered safe and private in order to boost the operations, availability and accessibility of digital banking. Banks should further automate most services like loan recovery, loan disbursement and introduce queue management systems thus totally accept digital banking. The bank should teach individuals and cooperates on the changing world of banking technologies and this will help to improve digital banking security.

5.4 Suggestions for Further Research

The study sought to determine the impact of digital banking on customer satisfactions of CBZ Headquarters Bank in Zimbabwe. From the presented findings, it is clear that digital security is undertaken while considering only persons that are deemed physically fit in the society. A study needs to be undertaken to determine the influences of digital security on customers. Because of financial limitations and time limits the focus of this study was on addressing the impact of digital banking on customer satisfaction in CBZ Branch in Harare Zimbabwe. Other study could be done examining the same variables comparing the effects among multiple commercial banks in Zimbabwe.

Moreover, currently transition period is going on due to the change of the system from electronic banking system. At least every year if the level of satisfaction is measured then it will be better to identify whether any structural breakthrough happened among customers of the banks in case of using the electronic banking in the country.

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APPENDIX I: Questionnaire

Manwa Lorraine is my name and I am an undergraduate student at BINDURA UNIVERSITY doing BANKING and FINANCE degree. I am undertaking a research project on the ‘impact of digital banking on customer satisfaction’ in partial fulfilment of the requirements for the bachelor’s degree program. Digital banking is defined as banking services delivered over the internet. With your help, I kindly request your precious time to complete this questionnaire form below which will help me with information on my research project. Your confidentiality will be strictly observed. The questionnaire is comprised of closed-ended questions that you are expected to tick (☐) , or answer with a yes or no. I take this opportunity to thank you in advance for your time and help.

SECTION A: DEMOGRAPHICS

Please tick [☐] appropriate answer

1) What is your sex?

1. Male ☐

2. Female ☐

2) What is your age?

1. Below 20 ☐

2. 20-35 ☐

3. 36-45 ☐

4. 45-55 ☐

5. above 55 ☐

3) Do you have a CBZ bank account?

1. Yes ☐

2. No ☐

SECTION B: DIGITAL BANKING ADAPTABILITY AND CUSTOMER SATISFACTION.

FOR SECTION B, PLEASE TICK [√] IN THE SMALL BOXES IF YOU:

Likert Scale: 1 = Strongly Agree (SA), 2 = Agree (A), 3 = Neutral (N), 4 = Disagree (D), 5 = Strongly Disagree (SD)

Variable	Coding	Questions	SA	A	N	D	SD
DIGITAL ADAPTABILITY AND CUSTOMER SATISFACTION	DACS 1	I understand the meaning of digital banking services.					
	DACS 2	I am fully aware of how digital techniques operate.					
	DACS 3	I have accepted digital banking over traditional banking.					
	DACS 4	Since digital banking was adopted in Zimbabwe, there is no need to visit the bank for transactions.					
CUSTOMER SATISFACTION IN DIGITAL BANKING	CSDB 1	I am satisfied with the digital banking service provided by the CBZ bank					
	CSDB 2	Digital techniques are easy to use E.g. transactions using technological gadgets					

	CSDB 3	Banking online is better than traditional banking service.					
	CSDB 4	The bank performs electronic Banking service exactly as promised.					
EBANKING SECURITY	CSBS 1	Only User name and PIN is secure enough to protect my information online from being hacked by third parties.					
	CSBS 2	The Bank ensures that appropriate measures are in place to protect the data integrity of digital transactions, records and information.					
	CSBS 3	The bank offers help on how to use digital techniques so as to protect my transactions.					
SERVICE QUALITY	DSQ 1	The e-banking sites are always available online					

	DSQ 2	I always get electronic message for my e-banking account transaction					
	DSQ 3	My bank's e-platform has convenient Hours of operations.					

APPENDIX II: Letter of request for assistance

P Bag 2010

Bindura

To whom it may concern

DATE.....

RE: Request for research assistance.

My name is Lorraine Manwa, a final year student at Bindura University of Science Education, currently studying a Bachelor of Commerce (Honors) Degree in Banking and Finance. I am conducting a research study entitled “The impact of Digital Banking on Customer Satisfaction, case of Commercial Banks in Zimbabwe.”

In this regard, I am kindly asking for your precious time, and effort to answer all the questions in this questionnaire that are important and helpful for the completion of the study. Information generated from this survey will be treated with utmost confidentiality.

Your positive response in this request will be valuable contribution for the success of the study and will be highly appreciated.

Thank you

Lorraine Manwa.

APPENDIX III: An Interview Guide

1. What is your understanding of the terms digital banking and customer satisfaction.
2. What are the benefits and barriers of digital banking?
3. What are the factors hindering access to online banking?
4. What do you understand by the banking securities?
5. Is Zimbabwe banking industry fully aware of the digital techniques
6. What do you recommend to the central bank and financial institutions to increase access and adoptability of digital banking?