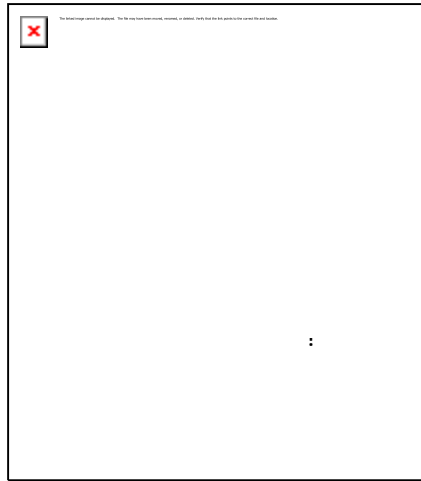


BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE



DEPARTMENT OF BANKING AND FINANCE

RESEARCH PROJECT

**IMPACTS OF ELECTRONIC BANKING TO CUSTOMER SATISFACTION IN
COMMERCIAL BANKS: CASE OF ZB BANK BINDURA**

SUBMITTED BY

KUDZAI MOTSI

**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS OF THE BACHELOR OF COMMERCE (HONOURS) DEGREE IN
BANKING AND FINANCE AT BINDURA UNIVERSITY OF SCIENCE EDUCATION**

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RELEASE FORM

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Author signature.....

Date

Permanent address

381 Ventursburg, Sunway City
Harare

APPROVAL FORM

The undersigned certify that they have read and recommended to the Bindura University of Science Education (BUSE) for acceptance; a project entitled “**An investigation of the impact of e-banking to customer satisfaction. The case of ZB bank Bindura.** Submitted by (B191581) in partial fulfillment of the requirement of the Bachelor of Business Studies (Honors) Degree in Banking and Finance.

...../.....::...../.....

Student

Signature

Date

...../...../.....

Supervisor

Signature

Date

...../...../.....

Chairperson

Signature

Date

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External examiner

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Date

DEDICATION

This thesis is dedicated, to my late mother Albertina Motsi, loving sister, and brothers, the Motsi and Marange families. Thank you for making my tertiary education a success, the inspiration and support; you are what family means.

God bless you

:

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First and foremost, would like to thank the almighty for the guidance through my lifetime journey of studies, also expressing much gratitude to my academic supervisor, for his expert knowledge and guidance in carrying out this project. I also pay much respect to the ZB Bindura bank staff members for their cooperation without their permission this project wouldn't be a success. Finally my heartfelt appreciation goes to my family, loving sister Mercia Motsi, siblings and friends.

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ABSTRACT

The research focused on analyzing the impact of e-banking on customer satisfaction in ZB bank Bindura. The objectives of the study were to examine the impacts of efficiency of e-banking services on customer satisfaction, to describe the relationship between reliability of e-banking services and customer satisfaction and to explore the impact of security and privacy of e-banking services on customer satisfaction. The researcher used a descriptive research design where quantitative data was gathered to gain in depth understanding of the topic in question. A sample of 90 respondents was drawn from the Bindura branch, questionnaires were used as the primary data. Results were presented in the form of tables, charts, graphs using Ms Excel 2013. The results of the study implied that majority of users of e-banking are the young, the educated, salaried and students, business men and women are not actively using the service of e-banking and there is also a relationship between e-banking and demographic characteristics, e-banking has improved customer satisfaction, reduced frequency of bank hall for banking service, reduced waiting time for customers, there are customers who don't know the fee charged for being e-banking users, the bank customers' satisfaction increased after being e-banking users, enabled customers to control their account movements and there is high. Furthermore a large number of respondents using e-banking identified the benefits of e-banking as ease of use, convenience, accessibility, speed and accuracy. However some identified the challenges of e-banking as system and network problems, power shortages and risk of fraud. It was also revealed that perceived reliability, trust, security, and accessibility have significant impact on the perceived usefulness of e-banking adoption. Practically, the results show the need to increase e-banking security, accessibility, trustworthiness and to reduce the cost of e-banking services so to encourage customer's attitudes towards the adoption of e-banking. In conclusion the researcher then recommend the Banking sector to find a permanent solution to the system and network challenges also an improvement in the technological infrastructure, as e-banking is playing a major role that is improving service quality and strengthening the banking sector through e-payments hence an increase in the customer satisfaction, increase in productivity, reduced cost of banking operations. Moreover due to these

developments in banking industry the world is becoming one global village and the full trends on e-banking and customer satisfaction are discussed throughout the dissertation.

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Chapter one

1.1 INTRODUCTION

With the development of information, communication, and technology (ICT), along with the development of electronic items, people's presence in banking halls is phasing out in the current period (Acquah, 2006). Over the past few decades, all banks, particularly the big banks and mutual banks, have steadily extended the amount of internet banking services that are offered to consumers (Momeni, 2013). It is becoming increasingly important to favour quicker, more practical technology, a cutting-edge banking experience, and exceptional customer service delivery.

This research intends to review the impacts of electronic banking services on customer satisfaction since the attitude and perception of customers toward the use of electronic banking are a challenge. This chapter examines the industry background, which includes a brief account of the organization's history, the research problem, and objectives.

1.2 Background of the Study

According to Ovia (2005), e-banking refers to the provision of services to customers over the internet or through mobile devices including computers, mobile phones, and automated teller machines (ATMs). Moreover Daniel et al. (2004), argued that electronic banking refers to clients using secure intermediaries to obtain banking services without a physical location. Online banking, internet banking, and virtual banking are some additional names for e-banking. According to Dunby (2003), First Direct Bank was the first to offer electronic banking services in the United Kingdom. In the late 1980s, e-banking began to grow (Nami, 2009). Internet banking services available at that time were very different from those available today. Three aspects of the contemporary era—cutting rivalry among businesses, time constraints brought on by various tasks, and utilizing the most recent technology to meet both personal and professional needs—cannot be overlooked. Businesses in the current economy that can manage the aforementioned elements are more likely to thrive, whereas others are doomed to failure (Polasik & Wisniewski, 2009). Chikoko

and Mangwendeza (2012) claim that the introduction of the internet and the growth of telecommunications in Zimbabwe have led to a new type of banking known as electronic banking. Due to growing competition in the banking sector and the development of the internet, banks and their customers now have chances to provide and access financial services online. Additionally, clients now desire less expensive, efficient, and effective products and services. In addition, customers think that they can get speedy services due to the numerous commitments and engagements. The banking business was less developed in the past, thus clients had to wait in line to withdraw cash, pay bills, and deposit money. In the future, banks adopted technology methods to shorten lengthy lines (Gerrard, Cunningham, and Delvin, 2006). In this regard, e-banking has been proven to be very effective for banks in enabling clients to transact directly online, making it simpler to provide services to customers, and also enhancing the fierce rivalry in the market (Alsajja & Dennis, 2010). Financial institutions were the first industry to use the internet to communicate with customers. Today, a number of well-known banks have established online banking services using passwords, avoiding the costs associated with opening, staffing, and maintaining branch locations. The success of mobile payments in Kenya, Nigeria, and South Africa is a prime illustration of how the banking industry in Africa has benefited from the rapid uptake of mobile technology across the continent in recent years. In addition to changing how individuals communicate with one another, these technological improvements are also altering the behavior and expectations of bank clients, who are growing accustomed to the immediacy provided by technology.

E-banking has caused a remarkable increase, particularly in developing nations, and has transformed traditional banking operations in countries with large economies like Nigeria and South Africa. Through these services, clients of financial institutions, individuals, or organizations can access accounts, conduct commercial transactions, or obtain information on financial products. (2008) Prakash and Malik). Today's rise in digitalization forces service providers like banks to offer e-banking services in order to gain a competitive edge and take up a sizable portion of the market, as it is essential for boosting organizational profitability and customer satisfaction and loyalty.

Since the majority of earlier studies on internet banking concentrated on e-banking adoption, it is crucial to increase our understanding of how e-banking affects customer satisfaction. This is

because consumer behavior is always evolving. It is crucial for banks to assess and comprehend what customers think about the internet banking service because ongoing changes in the external environment have caused customers' preferences for the banking industry to change. It is crucial for banks to assess and comprehend what customers think about the internet banking service because ongoing changes in the external environment have caused customers' preferences for the banking industry to change. In conventional banking, customers have face-to-face interactions with bank workers. Customers are more likely to express their opinions and concerns about e-banking in this way, making it important to conduct studies to measure customer satisfaction with internet banking. As a result, this study will contribute to the body of knowledge already existing on the effects of internet banking on customer satisfaction.

The main challenge for businesses providing technology-based services and related services is customer happiness. The major aspect that will determine whether the company survives or fails in the future is good customer service quality (Thompson & Bokma 2000). Service quality is becoming a more pressing concern as a result of the rapid advancement of technology and market competitiveness. In order to please the consumer, it is crucial to comprehend a service quality issue (Broderick & Vachirapornpuk 2002). In today's corporate environment, information and communication applications are of the utmost importance to banks. The internet has developed into a significant platform for all financial, banking, and commercial services to their consumers with cutting-edge software technology, but they are struggling with security challenges.

E-banking is the process of a bank customer activating an unattended electronic machine in a public space that is linked to a data system and associated equipment to acquire cash withdrawal and other banking services.

A bank customer can perform their financial transactions from practically any other e-banking in the world using an automated teller machine. Technology advancements have made it possible for businesses to satisfy clients with better services (Surjadaja et al., 2003). Researchers have said that customers' satisfaction is a crucial factor of the success of the technology-based delivery channels, despite the fact that the availability of numerous e-banking options throughout the world has substantially enhanced the quality and simplicity of service delivery (Tong, 2009; Wu & Wang, 2007).

1.3 Problem Statement

Despite a global pandemic that claimed many lives, the banking industry has recently experienced some respectable growth. However, technology is not static, it is constantly changing and developing, and at the same time, internet banking is not static either; it has not yet reached its full potential and has undergone a number of modifications. These technologies are imparting on business practices, consumer satisfaction, and perceptions of organizations and businesses. As a result, it is crucial to continuously gauge customer satisfaction levels, as this factor is a highly sought-after occurrence in today's fiercely competitive and globally integrated industry. Therefore, it is crucial to comprehend how the changing landscape of internet banking affects consumer satisfaction. Banking is now connected to computer networks, as opposed to the past when ledger cards were used, making it easier to conduct transactions between banks and branches (CBK, 2011). Electronic banking has become more popular in the nation as a result of advancements like the launch of the mobile phone in 2001 and greater access to personal computers and Internet service facilities.

1.4 Research Objectives

1.4.1 Main Research Objective

The aim of this study is to explore the impact of E-Banking services on customer satisfaction

1.4.2 Sub-Research Objectives

Arising from the main objective of the study, the following are the sub-objectives that the study intends to address;

- To examine the impact of efficiency of E-Banking services on customer satisfaction.
- To describe the nexus between reliability of E-Banking services and customer satisfaction.
- To explore the impact of security and privacy of E-Banking services on customer satisfaction.

1.5 Hypotheses of the Study

H₁ The efficiency of E-Banking services positively affects customer satisfaction

H₂ There is a positive nexus between reliability of E-Banking services and customer satisfaction

H₃ The security and privacy of E-Banking services positively affects customer satisfaction.

1.6 Significance of the Study

This topic is extremely important, and it involves a variety of people who might be interested in the subject, including businesses, academic institutions, and financial institutions.

1.6.1. To ZB Bank

The study aids in the development of recommendations that can enable participants in the commercial banking industry come up with tactics to fend off competition and stay viable. It serves as a primary source for upcoming study on issues of a similar nature.

1.6.2. To the Academia

The study is advantageous to the university since the successful student report will be used by other students and lecturers for further research and citation, along with a literature evaluation on the connection between customer happiness and mobile banking.

1.7 Limitations of the Study

Due to the need of confidentiality for security purposes in the financial industry, the bank classified certain of the researcher's essential material as confidential, primarily the information pertaining to financial numbers. Due to the incompleteness of the data, this had an impact on sample size and data presentation.

Additionally, since this dissertation is due in just six months, time and financial resources will be the most pressing restrictions on this investigation. To get over the limitations imposed by the time constraints, the researcher will enlist the aid of colleagues from branches in Bindura and Harare. This will be done in order to prevent the restrictions from invalidating the study's findings.

1.8 Definition of terms

1.8 Summary

The reader was successfully introduced to the most important and fundamental components of the study in the aforementioned chapter. Both the research problems and objectives have been recognized. The objectives have been made smart and researchable, and the alternative and null hypotheses have been provided. Also accessed was a brief history of e-banking in Zimbabwe. The literature review will be discussed in the following chapter, putting this research in its larger context.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

A review of pertinent literature is presented in this chapter along with an overview of the study background, e-banking, and customer satisfaction. According to Taylor (2011), a literature review is a summary of previous research on a subject that has been published by reputable academics and researchers.

2.2 Theoretical literature review

2.2.1 Theory of Reasoned Action

To comprehend the connections between attitudes, intents, and behaviours better, the Theory of Reasoned Action (TRA) was established (Ovia, 2001). One of the most significant ideas used to describe human behaviour is this one. People's views regarding that activity and subjective norms help to explain behavioural intention to utilize technology. Delivering good service quality has been linked to success in these sectors, which has driven many services and retail organizations to search for profitable ways to differentiate themselves (James, 2012). As a result, due to rising revenues, increased cross-sell ratios, higher customer retention, purchasing patterns, and extended market share during the past 10 years, service quality has become an important research topic. The importance of customer service in the banking industry forced businesses to compete in a setting that is driven by the market. The service industry as a whole is quite diverse, and what is diverse for one service sector may not be true for another.

Due to this differentiation, services in this field are not standardized and are also intangible, making it impossible to compare or physically observe them. Customer satisfaction and service quality are connected concepts, and as electronic banking becomes more common, so does the quality of customer service provided, changing both the technological environment and the level of consumer happiness (Juma, 2013). E-banking is one way that information technology contributes to provide better services for less money.

The mutual understanding, client retention, and trust between the customer and the bank all rise with higher satisfaction. Customers have a higher opinion of banks that offer these services to them in huge quantities. E-banking is crucial in providing consumers with satisfaction because it bridges the gap between expected and perceived service quality. This is because customer satisfaction is a function of customer expectation level and service quality level given by the firm.

2.2.2 Innovation Diffusion Theory

This idea, proposed by Rogers in 1984, explains why people choose a technological modality over a traditional one when doing a task. Relative advantage, compatibility, complexity, and observability are crucial elements that affect an innovation's acceptance on a broad scale. ICT adoption has been beneficial for many banks as they look to increase productivity. This is accomplished by creating websites and mobile applications that are tailored to the demands of the user. As long as they are online, customers can therefore access their accounts from anywhere.

This theory focuses on how a new technical concept, artefact, or technique, or a new application of an existing one, migrates from conception to use. According to IDT, social system participants gradually become aware of technology advancement through certain channels. According to Elisha (2010), a technological innovation goes through the following stages: knowledge (exposure to it and understanding of its functions); persuasion (the development of a positive attitude toward it); decision (commitment to adopting it); implementation (using it); and confirmation (reinforcement based on successful outcomes from it). Similar to how internet banking has improved as a result of fraud and cyber risks. Early adopters tend to be better educated, more affluent, and more open to interpersonal and mass media channels of communication. They also interact with change agents more frequently. At the knowledge stage, mass media channels are substantially more significant, whereas at the persuasion level, interpersonal channels are considerably more significant. Decisions regarding innovation can be optional (where the person or organization has a genuine chance to adopt or reject the idea), collective (where a decision is reached by consensus among the members of a system), or authority-based (where a decision is imposed by another person or organization that has the necessary power, status, or technical expertise). Barnes and Corbitt (2013) encourage managers to grasp the capabilities of any specific technology and the advantages that result from its use, as well as associated expenses and limits of operating that technology, when deciding what technology to utilize with their operations.

He suggests that general considerations include the technology's level of maturity, compatibility with existing technology utilized by the company, and the amount and variety of output it is capable of producing. Given that it is done online, internet banking primarily relies on ICT. Customers no longer need to go to the bank in person to access their accounts.

2.2.3 Contrast Theory

Hovland et al. (1987) were the first to present the contrast hypothesis. According to Caruana (2013), contrast theory is the propensity to emphasize the differences between one's own attitudes and those reflected in opinion statements. Contrast theory offers a different perspective on the customer post-usage evaluation process than assimilation theory did because post-usage evaluations result in predictions that are in direct opposition to those made about how expectations will affect satisfaction.

Compared to the previous system, when cash could only be withdrawn from the counter, the advent of automated teller machines has made it easier for consumers to access funds in their accounts at any time. A bank that wants to boost client satisfaction must make significant investments in ATM networks or sign up with pre-existing local or global networks like Visa or MasterCard. Contrast theory contends that a surprise effect occurs, causing the gap to be enlarged or exaggerated, whereas assimilation theory maintains that customers would attempt to reduce the difference between anticipation and performance. The contrast theory claimed that any deviation from expectations was amplified in the direction of the deviation. The goods or service would be rejected as wholly unsatisfactory if the company increases expectations in his advertising and then a customer's experience is only marginally less than that promised. Conversely, exaggerating positive disconfirmation will result from under-promising in advertising and over-delivering (Steven, 2002). According to this view, commercial banks must continually introduce fresh products that raise client happiness while also remaining competitive.

2.2.4 Assimilation-Contrast Theory

Anderson (1973) developed the assimilation-contrast theory based on Sheriff and Hovland's (1961) examination of the assimilation and contrast effect in the context of post-exposure product performance. According to the assimilation contrast hypothesis, if a customer's latitude (range) of acceptable performance is met, even if it falls short of expectation, assimilation will take effect and the performance will be accepted. If a performance is regarded unacceptable, contrast will win out, the difference was accentuated, and the product or service is deemed unacceptable. Another explanation to explain the connections between the variables in the disconfirmation model is the assimilation-contrast theory. The assimilation theory and the contrast theory are both combined in this theory. According to this paradigm, the size of the gap between expected and actual performance determines how satisfied people are. Consumers will typically integrate or adjust disparities in perceptions regarding product performance to put it in line with prior expectations, similar to the assimilation theory, but only if the disagreement is very modest (Frame & White, 2009).

Commercial banks must make sure that money is transferred from one account to another as quickly as possible. This could be done electronically, either by the bank or the client through online banking. Assimilation-contrast theory attempts show how the paradigms of assimilation and contrast theory may both be used to study customer satisfaction. Other factors besides the size

of the discrepancy may also affect whether the assimilation effect or contrast effect would be seen; for example, when it is difficult to judge a product's performance, expectations may predominate, and assimilation effects were seen, contrast effects would lead to high involvement situations. Assimilation or contrast effects may be seen depending on how strong the expectations are (Frame & White, 2009). If commercial banks are to reach the necessary level of customer satisfaction, they must also live up to the expectations of the clients.

Customers will be unhappy and develop a bad opinion of them if they don't do this for them, which could result in low customer loyalty. According to the Assimilation-Contrast theory, if performance falls within a customer's latitude (range) of acceptance, even though it may not meet expectations, assimilation will take effect and the performance will be viewed as acceptable. No matter how closely a performance matches expectations, contrast will still dominate and the difference will be seen as excessive, leading to the product being regarded unsatisfactory (Ho&Lin, 2010).

2.2.5 Disconfirmation Theory

According to the disconfirmation theory, the size and direction of the disconfirmation experience that results from comparing service delivery to expectations affects satisfaction. The meta-analysis conducted by Loonam and Loughlin (2008) revealed that the disconfirmation paradigm is the most accurate predictor of customer satisfaction. Oliver's revised explanation of the disconfirmation theory, which claims that satisfaction is the guest's fulfilling response, is cited by Yang & Fang (2004). A product or service feature, or the product or service itself, is judged to have supplied (or is continuing to offer) a pleasurable level of consumption-related fulfilment, including levels of under or overfulfillment. The disconfirmation theory, which contends that satisfaction is correlated with the size and direction of the disconfirmation experience that results from comparing service performance to expectations, is one of the most well-known theories of satisfaction, according to Singhal & Padhmanabhan (2008). In essence, satisfaction is the outcome of first-hand interactions with goods or services, and it happens when perceptions are measured against a norm, like expectations. Additionally, according to research, the manner in which a service was provided matters more than the results of the service process, and customer discontent frequently arises merely because the service does not live up to expectations. If commercial banks want to receive favourable feedback from their consumers, they must constantly make sure that they have satisfied them. Through recommendations, customers may also be a significant source of new business.

Therefore, banks should make investments in modern technology and use new business practices like internet banking, mobile banking, and electronic cash transfers. Automated teller machines ought to be user-friendly and multipurpose so that a user can deposit and withdraw money from one machine.

2.2.6 The Theory of Planned Behavior (TPB)

According to the theory, planned conduct (TPB), the most common goal for the conduct, declares actual behaviour. Salient beliefs affect intention and acceptance of e-banking attitude because intentions are influenced by models in explaining and forecasting individual behavioural attitude. The TPB attitude-intention-behaviour paradigm, which places more emphasis on context, asserts that a person's conduct is influenced by their perception of their own behavioural control and intention. The TAM, or Technology Acceptance Model But researchers' attitudes are genuinely influenced by their views, and practitioners have made extensive use of the technology. The idea holds that the most typical conduct aim, planned conduct (TPB), declares actual action. Because intents are influenced by models for analysing and predicting individual behavioural attitudes, salient ideas have an impact on intention and acceptance of e-banking attitudes. The TPB attitude-intention-behaviour paradigm says that a person's behaviour is impacted by their perception of their own behavioural control and intention. This paradigm puts more focus on context. Technology Acceptance Model (TAM) However, practitioners have extensively used the technology, and researchers' perspectives are really influenced by their views. In other words, the perceived level of user acceptance of information technology, effects of social pressure on an individual to execute TAM, are all examples of subjective norms. Subjective norms are views about what others will Acceptance Model (TAM) to help forecast and make think about the behaviour.

2.3 Empirical literature review

This study examines earlier research on the effect of online banking on customer satisfaction that was conducted by different academics and authors.

2.3.1 Dube, Chitura, and Runyowa, 2008. An exploratory research on adoption and use of online banking in Zimbabwe:

Dube et al. (2008) conducted a study to look at the adoption and usage of internet banking in Zimbabwe. The study's main goal was to find out how widely commercial banks there have adopted and used this technology, as well as what obstacles they have to overcome.

A structured questionnaire that was modified and adopted from earlier research (Chitura, Chuma, Dube, and Runyowa, 2007) on the adoption of e-commerce by small to medium enterprises served as the primary data gathering tool in an exploratory research design that was used to achieve the study's intended goals. With a sample of three commercial banks in Bindura, the instrument was pre-tested. Four components made up the questionnaire. Basic demographic data about the banks, including their age, capital structure, and number of branches nationwide, were gathered in Section A. The acceptance and use of internet banking services were covered in Section B. While section D collected data on the nature of the problems encountered in the adoption and use of online banking, section C tried to ascertain the perceived advantages of internet banking.

The study sample included all of Zimbabwe's commercial banks. Only 12 banks out of the sample of 16 banks that were used in this exploratory study responded to the questionnaires. In their attempt to adapt and use online banking, 50% of the respondents said they did not see a difficulty in their lack of competence. The study's findings supported those of Singh (2004) and Sukkar and Hassan (2005), who found that security concerns, system compatibility issues, implementation costs, and a lack of technical experience were the main deterrents to the use of online banking. The results also demonstrated that Zimbabwean commercial banks are only minimally utilizing internet banking. However, even if there seems to be a decent acceptance rate, the level of usage has remained relatively low because there aren't many users of the facility. The implication is that banks should step up their marketing initiatives by launching programs to raise awareness of and interest in internet banking. In order to encourage banks and individuals to adopt the innovation, Zimbabwean banks should actively encourage customers to use internet banking, and policymakers like the government and the Reserve Bank of Zimbabwe (RBZ) should increase investments targeted at infrastructure development (Dube et al., 2008).

2.3.2 Fonchamnyo (2013). Customers' Perception of E-Banking in Cameroon: An Empirical Assessment of an Extended TAM :

By examining an extension of the Technological Adoption Model (TAM), Fonchamnyo (2013) conducted a study to determine the factors that customers in Cameroon believe are responsible for the adoption of e-banking. The primary goal of the study was to broaden the scope of the Technology Adoption Model (TAM) to include the impact of demographic and infrastructure factors on consumers' perceptions of e-banking adoption.

210 customers of commercial banks received self-administered questionnaires that were used to gather the data. The primary goal of employing questionnaires was to record respondents' experiences with and opinions on the available e-banking services. A two-stage validation process was carried out to assess the questionnaire's validity and reliability. A pre-test of the questionnaire was given to a group of 20 randomly selected bank customers in order to catch any language or response option errors.

Both descriptive and quantitative methods were used to analyse the data. The study's findings demonstrated that customers' attitudes regarding the adoption of e-banking are significantly influenced by their perceptions of security, trust, and cost of service, utility, and accessibility. Additionally, e-banking adoption is significantly influenced by factors including age, education, monthly income, and marital status. According to the findings (Fonchamnyo, 2013), younger people adapt to e-banking more quickly than older people do. Customers with higher incomes are also more likely to adapt to e-banking than those with lower incomes.

2.3.3 Nyoni (2018). A Research Analysis toward a Cashless Zimbabwe,

In order to investigate the advantages and practicality of a cashless economy in Zimbabwe, Nyoni (2018) did research. The primary goal of the study was to examine the advantages of a cashless economy in Zimbabwe; however, it also tried to identify the factors that may prevent Zimbabweans from completely embracing the idea.

In Harare, the study was carried out utilizing the accidental sampling method, and a closed-ended questionnaire was employed as the data collection tool. Additionally, structured interviews were conducted in addition to questionnaires. Three different kinds of respondents—traders, students, and civil servants—received a combined 700 questionnaires. Only 567 surveys were filled out and analysed, but 83% of the respondents expressed the opinion that the cashless economy is

advantageous because it speeds up transactions. A cashless economy, in the opinion of 77% of the respondents, is advantageous since it lessens corruption associated to currency. The findings established the following advantages: quicker transactions, a decrease in corruption related to cash, simple cash collection, saving clients' banking time, and a decrease in lines and crowding in banking halls (Nyoni, 2018).

2.3.4 Mohammed (2010). The Electronic Banking in Bangladesh Banking Sector:

Mohammed (2010) conducted a study that was intended to shed light on the growth of electronic banking in the banking industry of Bangladesh. Through the delivery of interviews and a standardized questionnaire, data have been gathered. The results showed that cross-border trade has grown, especially as a result of information technology's ability to produce, gather, and interpret data. In its most effective form, electronic banking has grown market share, protected existing market share, decreased operating costs by displacing labour with physical capital and technology, and produced new revenue. Mohammed conducted interviews and discovered that out of 160 respondents, 30 do balance checks and 130 conduct automatic cash withdrawal machines. Additionally, the poll revealed that the age group of 18 to 25 years old uses electronic banking more frequently. The second most common age range was between 23 and 35. And the last two age groups—35 to 50—had the lowest overwhelming percentages. Mohammed (2010) came to the conclusion that the system had made it highly effective for multinational banks to promote their marketing efforts for specialized electronic items to the intended consumers.

2.3.5 Mapesa (2018). Technology in the banking sector.

The banking business is undergoing a complete transformation thanks to technology. Banks are transitioning from traditional face-to-face administration to computer and electronic device modes for service delivery. Customers of banks are increasingly using ATMs, the internet, and mobile phones (SIM). Customers can get bank services online without ever having to enter the bank's lobby. The key query, however, is "Does e-banking increase or decrease customer transaction costs?" As businesses and household's transition into the very deep and wide e-banking era, the impact of e-banking on customer satisfaction and transaction costs remains a topic of academic interest. This essay describes the findings of a study that was carried out in Tanzania's Morogoro

municipality. ... The survey sought opinions on how much clients' use of electronic banking would cost them. Because it gathered views and opinions from bank clients and bank personnel, the study was qualitative in nature. The study included 70 responders in total. The study was able to learn via in-depth interviews how consumers feel about the differences in transaction costs between e-banking systems and services and non-e-banking systems and services. According to the findings, the majority of bank clients who use electronic banking agree that this has reduced the cost of banking transactions. E-banking's lower transaction costs are integrated into its easy, time-saving, efficient, and adaptable financial services. However, e-banking financial fees are linked to its efficiency, flexibility, and convenience.

2.3.6 Tafa (2016). Customer satisfaction and electronic banking

This study shows how electronic banking affects customer satisfaction when compared to traditional brick and mortar banking services, as well as how it relates to factors like age, occupation, and education, how it affects branch visits, how well customers understand e-banking, and its advantages and disadvantages. In 402 correctly completed and returned questionnaires from e-banking customers and interviews with four branches of the two commercial banks that launched e-banking services in Gondar city when this study was done, the paper attempted to see all of the aforementioned... The study used tables, percentages, the independent chi-square test to determine whether there is a relationship between demographic factors and e-banking, the independent t test to determine whether customer branch visits before and after e-banking are significant, and a regression analysis test to identify the factors that affect customer satisfaction with e-banking.

The study's findings suggested that the majority of e-banking users are young, educated, employed people, and students, while business people and women are less likely to actively use the service. E-banking is currently only available to holders of savings and current accounts, but it has increased customer satisfaction, decreased the number of times people visit banks for banking services, and decreased the amount of time people wait in line.

2.4 Conceptual framework

Internet banking, also known as e-banking, is the use of telecommunications and internet networks to provide a variety of value-added goods and services to bank customers (Ovia, 2012). It involves

the use of a system that enables people to conduct banking operations at home, in their offices, or online. While some online banks are completely virtual and have no physical presence, others are traditional banks that also offer internet banking. Consumers of traditional banks can execute all common operations online, including account transfers, balance enquiries, bill payments, stop-payment requests, and some even let consumers apply for loans online. Customers have 24/7 access to their account information from any location, at any time.

A conceptual model, or logically formed, described, and elaborated network of association among variables, serves as the foundation for a complete research project. These variables are determined by approaches including surveys, observation, and literature study. The conceptual framework established and outlined the factors influencing how e-banking and customer satisfaction are related. A property or attribute of a person or organization that can be measured or seen that differs between the individuals or organization being researched is referred to as a variable (Creswell, 2009).). It consists of a dependent variable, also known as an outcome, response, criteria, or explanatory variable, which is one being measured as an outcome (Associates, 2013). In this instance, the research's dependent variable was customer happiness. An independent variable, also known as an explanatory, predictor, or manipulated variable, is one that the researcher chooses or manipulates to establish its relationship to the research's observed outcome (ETR Associates, 2013). The reliability, efficiency, security, and privacy were the independent variables chosen for this study. Figure 1 below depicts the connection

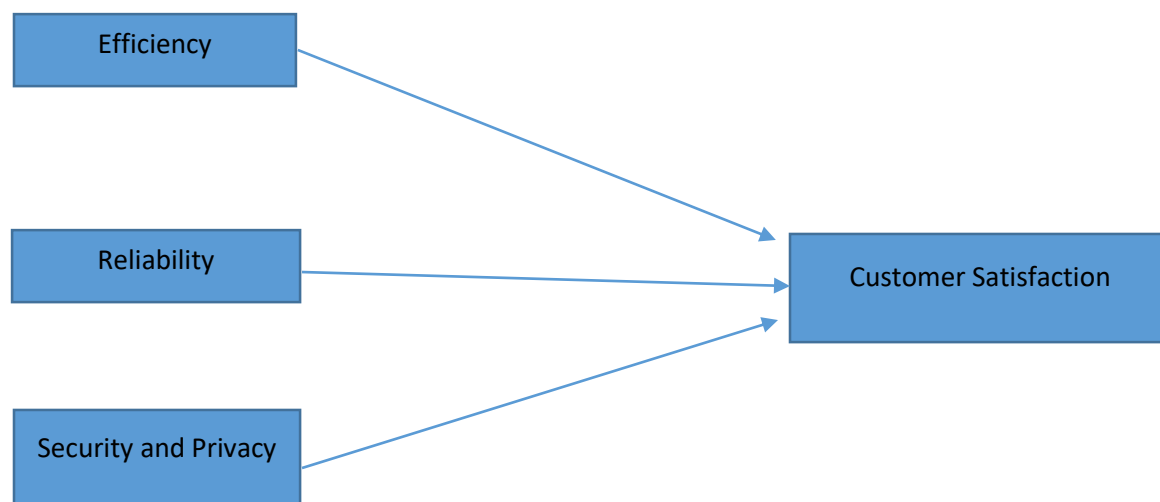


Figure 2.1: Conceptual framework

2.4.1 E-banking services and customer satisfaction

Overall, the theory contends that factors like network troubles and power shortages are less likely to increase client happiness than reliable, efficient, and secure electronic banking services. Due to the lack of physical branches and the ability for banks to automate many regular processes, e-banking has shown to be more effective than traditional banking techniques in terms of operational costs. Neely (2013) confirmed that the quality of e-service is the first stage of customer satisfaction, while Asihambi and Ishola (2018) showed that adopting E-banking services boosts customer satisfaction in the banking sector. Customers can use it too easily and conveniently access banking services and conduct financial transactions from any location. And not understanding electronic banking could harm customer satisfaction.

2.4.2 Reliability of E-banking and customer satisfaction

Customer satisfaction is significantly influenced by reliability, so banks should deliver the promised services on time to allay the anxieties of e-banking users. In order to keep the services promising to the customer, reliability includes accurate order of fulfilment, accurate record, quote, invoicing, and accurate commissions. The bank also makes sure the data it provides is correct and current. Electronic banking services, according to Bocij et al. (2003), have made it possible for banks to carry out tasks such money transfers, bill payments, access to the most recent balances, statement viewing, and account information viewing.

2.4.3 Security and privacy of E-banking services on customer satisfaction

When using online banking, customers are very concerned about the security of their financial transactions and the privacy of their personal information. Therefore, banks should make sure that any third parties cannot access the personal information that clients share via e-banking. Banks should always send login and transaction alerts to registered contacts numbers and email addresses in order to increase the security of financial transactions. They should also give safe and unique personal identification numbers. Although privacy and security are top concerns for all e-banking users, high involvement users have a greater need for them than low involvement users. As a result, it is advised that e-banking providers make extra efforts to communicate their security and privacy policy to high involved users.

2.5 Research gap

The goal of electronic banking is to minimize waiting times and service prices while maintaining a healthy economic balance between expenses. In the research study, the researcher examines internet banking, advances in banking systems, and offers the right approaches to provide quality services in banking for banking competitiveness in an effort to close the e-banking, service quality, and customer satisfaction gap. This is so that consumers won't leave ZB Bank in search of better service elsewhere, which would be costly in terms of lost future business even after the launch of e-banking. Additionally, there was a global pandemic that had an impact on standard banking operations; as a result, e-banking is the solution, and studies have shown that it is well-addressed, but that the innovations and improvements in the products offered are not timely compensated.

2.6 Summary

The theoretical explanation of electronic banking and consumer satisfaction was provided in this chapter. Additionally, it reviewed the customer satisfaction and e-banking conceptual frameworks. The impact on customer satisfaction has been identified and supported by previous scholars' empirical studies. The definition of e-banking, what it entails, and how it affects both developed and developing countries were also covered in detail, according to the knowledge of many authors. The literature review has been considered pertinent to the goals of the study. The research methodology, data sources, and data collection will then be examined in the following chapter.

CHAPTER THREE

Research Methodology

3.1 Introduction

According to Salkind (2010), methodology is the alignment of the theoretical framework, technique of data collection, and manner of analysis that serves as the foundation for the technical research of subjectivity. The research design, data sources, sampling strategies, and data collection methods that were employed to acquire information are all examined in this chapter along with their validity and reliability. This chapter also discussed the methodology's steps and restrictions.

3.2 Research philosophy

The basis of knowledge upon which significant presumptions and biases of a study are built is referred to as research philosophy. It can be characterized as the growth and nature of knowledge (Saunders et al., 2009). Positivism (scientific) and phenomenology (interpretivism) are the two main research paradigms in the social sciences, and they can also be regarded from the perspectives of quantitative and qualitative techniques (Coopers & Schindler, 2011). Additionally, researchers might use a variety of research paradigms or philosophies depending on their discipline background, research questions, and theoretical framework. Among the most popular research philosophies are:

- Positivism is a research ideology that places a focus on the application of scientific techniques to test hypotheses and obtain factual facts. Positivists contend that reality exists independently of the observer and that knowledge may be gained through empirical observation.
- Interpretivism: The relevance of subjective experience and meaning-making in the research process is emphasized by this research philosophy. According to interpretivists, research should concentrate on comprehending how people's subjective viewpoints shape reality through their experiences and interpretations.
- Critical theory: A research philosophy that places a focus on the social and political environment of research and aims to question prevailing power structures and social injustices is known as critical theory. According to critical theorists, research should be concentrated on comprehending and resolving problems with power, oppression, and social justice.

- **Constructivism:** The relevance of context and the co-construction of knowledge between the researcher and the researched are stressed in the constructivist research philosophy. Constructivists contend that people construct reality via their interactions with it, and that study should be geared toward unravelling these arbitrary constructs.
- **Pragmatism:** This research philosophy aims to close the gap between theory and practice by focusing on the practical and applied aspect of research. Pragmatists hold that research should concentrate on resolving practical issues and delivering useful results.

The researcher adopted an interpretivism approach, which holds that people construct reality through their experiences and interpretations. Accordingly, the research should be focused on comprehending these subjective viewpoints; specifically, it must interpret how customers are converting to e-banking, including its effectiveness, level of dependability, security, and privacy.

3.3 Research Approach

Quantitative research and qualitative research are the two main research methodologies. The relevance of examining variables in their natural environments is emphasized by qualitative research. It's critical that variables interact. Direct quotations and open-ended questions are used to elicit detailed information, and the interviewer plays a crucial role in the investigation. It includes testing of hypotheses, organized replies for data collecting, large samples to create generalized results, and results that are goal-oriented.

3.3.1 Justification of using the research approach

However, the researcher will employ a quantitative strategy in this study with the aim of establishing the relationship between an independent variable and a second dependent variable. This method can be described as either descriptive (subjects are typically measured just once) or experimental (subjects are measured both before and after a treatment). A quantitative technique can also be utilized in exploratory research using general research objects to find new ideas. Because it is unstructured and the researcher is personally involved, the outcomes are subjective. Small samples, frequently in natural settings, are appropriate for qualitative approaches.

3.4 Research Design

The identification and framing of challenges are related to research design (Mooi, 2011). The focus of descriptive research, according to Johnson and Larry (2010), is on describing the variables that

occur under specific conditions and, occasionally, on defining the relationships that exist between different variables. Descriptive research is also used in studies where both quantitative and qualitative data are used to fully understand how e-banking affects consumer satisfaction. The association between budgetary control and performance was established using a descriptive research approach. In order to clearly explore the issue and make sure that the project's primary goal is realized, the research also used explorative research techniques that make use of previously discovered information. According to Bless and Hingson-smith's (2010) definition, exploratory research is social research that focuses on a specific topic with the main objective of better understanding it.

3.5 Data Sources

Data can be described as unprocessed information, according to Levy and Lemeshow (2013). It is further described as correct knowledge used to compute, evaluate, or plan something in the Oxford Dictionary. According to Baker et al. (2012), it may be divided into primary and secondary data, with primary data including questionnaires and interviews and secondary data include material from the internet, reports, and companies. The researcher exclusively used primary data in this study.

3.5.1 Primary data

In order to be original and suit the intended purpose, primary data must be obtained for the first time (Saunders et al., 2009). In this instance, the main data sources for the research were questionnaires and general observations of ZB bank internet banking users. Primary data is gathered specifically for the purpose of measuring some kind of descriptive or outcome information at the moment of collection (Salvia and Terhoar, 2014).

Since the researcher took steps to ensure the reliability and validity of the data acquired, using primary data was a dependable method of data collection. Utilizing primary sources ensured that the researcher had complete control over the information collection process.

3.5.2 Secondary data

It can be characterized as data that is archived within an organization and used as a source of data for a research project. These include financial statements from companies and information from newspapers. Cresswell (2014) asserts that using secondary data is more affordable because it is

widely accessible and can be evaluated. However, secondary data can be misleading because it was originally intended for other uses. As a result, the researcher might abuse it and incorrectly identify what differs from the original author's argument.

3.5.3 Justification for use of Primary data

Why because the research has control over the entire survey, it may modify or update the questionnaire to make it more insightful.

Why the data is more accurate since it was gathered and prepared by people who paid close attention to each of the survey questions they intended to ask.

- The confidentiality of the data is maintained by the expert who is overseeing the survey activity, protecting it from leaks.

3.6 Research instruments

These types of instruments are used for the systematic gathering of data, and they often involve interviews, questionnaires, and Likert scales. However, for the sake of this study, the researcher will employ questionnaires and Likert scale.

3.6.1 Questionnaires

A questionnaire, according to Kumar (2011), is a list of questions created with the intention of gathering information about the research issue from a variety of respondents. The researcher employed both structured and unstructured questions. Structured questionnaires involved closed questions, in which a subject is posed and the respondent provides predetermined answers; as a result, the researcher obtained precise information and permitted prompt responses. Open-ended questions on unstructured surveys gave respondents complete freedom to express their opinions as they saw fit.

The benefits of questionnaires include flexibility, the ability for respondents to openly express their opinions—often on touchy subjects—and the speedy collection of data from a broad pool of respondents.

To overcome the limitations of the use of a questionnaire, the researcher afterwards interviewed select respondents who were better able to communicate their opinions verbally. The process was delayed because some responders took their time to complete the questionnaire.

3.6.2 Likert scale

A Likert scale is a form of rating scale that asks respondents to express their level of agreement or disagreement with a series of statements or questions used to analyse the behaviour of a group of people who are subjected to a similar set of questions. Additionally, according to Bertram (2015), the estimation is accomplished by the way in which one agrees or disagrees. The amount of response possibilities varies based on the particular Likert scale being used, and responses are often scored on a five- or seven-point scale. Usually, the response choices include gradations of agreement, including strongly disagree, disagree, neutral, agree, and agree strongly. The five-point scale will be used for the research's benefit as shown by the table below:

Table 3.1: Likert Scale

Attitude	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Point	1	2	3	4	5

Source: Creswell (2016)

3.6.3 Interviews

Respondents are interacted with in person while being questioned about a certain topic. According to Leedy (2010), interviews are a type of data collection in which researchers ask subjects essentially open-ended questions on the subject at hand. According to (Cresswell, 2014), a meeting can be used to draw conclusions about a member's experience and can also be used to gather more information about a particular theme. Meetings can be either unstructured, which has no boundaries, or structured, which is regulated. Both a planned meeting with closed-ended questions and an unstructured meeting with open-ended questions were used by the researcher. Personal interviews with a few randomly chosen sample clients were used by the researcher. The semi-structured interview allowed for additional questions to be asked in order to elicit more information. The respondents had the opportunity to clarify any points in need of clarification during this style of questioning.

Interviews have the benefit over questionnaires in that the researcher can persuade respondents to provide information. Interviews made it possible to gather in-depth information and examine

respondents' spontaneous comments and facial expressions. Some interviewees, however, did not clearly articulate their responses, and some did not want to give up any of their time.

3.6.4 Justification for use of questionnaire

There were benefits and drawbacks to using an online questionnaire, but overall, it was worthwhile to do so. Some of the benefits are as follows:

- The researcher was able to immediately communicate with a sizable audience thanks to the availability of a variety of communication channels, including emailing and texting.
- Because respondents can react at their own convenience, they place less pressure on them to respond right away than interviews do, which call for a specific fixed time and circumstance.

Why Respondents are more at ease and free to voice their opinions when they feel more certain that their answers to questionnaires won't be used against them.

3.7 Population

Quinn and Keough (2009) define population as the totality of all likely surveillances of interest. A group of individuals, components, or events that are interesting to the researcher and the subject of the investigation can also be referred to as a study population (Kotler & Armstrong, 2011). According to the Branch Manager at ZB Bank, the research study is based on a single branch, the ZB Bandura branch, which has an estimated population of 300 consumers who have opened their accounts.

3.7.1 Exclusion/inclusion criteria

Only consumers who established accounts at the branch in Bindura were included in the study. The researcher worked with the public relations manager to obtain emails and other contact information from those customers. All emails were sent with a link to a website where surveys could be filled out, making it simple for clients to access.

3.8 Sample size

According to Kumar (2011), a sample is a chosen subset of the population in which the researcher is interested. According to Moule and Goodman (2009), a sample is a portion of the population that has been selected using sampling technique. A Rao-soft Web-science sample size calculator was used to determining the sample, according to the software, using a population of 300 customers and a minimum response distribution rate of 50%, the researcher estimated the

minimum sample size for the study to be 169 and the sampling frame included ZB Bindura bank customers.

3.9 Validity and Reliability of the data

A scale's validity is how well it fulfils the purpose for which it was created. This speaks to the appropriateness and value of a particular conclusion drawn from a test result. According to Leedy (2010), validity is a measurement of how accurately the research instruments are supposed to capture the outcome. Prior to beginning the full-scale study, a pilot study was conducted to identify the questionnaire's weaknesses before it was distributed to the respondents. The purpose of designing a questionnaire is to address data validity concerns and ensure that it is in tandem with the research. According to Lukka and Modell (2010), a pilot study is the first evaluation conducted before the surveys are actually distributed. It was also suggested that the study supervisor and experts with research experience review the questionnaire to see if any questions need to be clarified or amended.

This was done in order to establish the questionnaire's clarity, validity, and uncompromising quality. It also helped to improve the questionnaire's legibility, fix errors, and reduce the possibility of misinterpretation. A small group of 10 people, largely friends of the researcher, were excluded from answering the questionnaire. After the pilot study, the questionnaire underwent a number of adjustments.

The reliability test was conducted using an SPSS v.16 system, and the study's goal was to determine the alpha coefficient for testing dependability using cronbarch's model.

3.10 Data presentation and analysis

Utilizing quantitative data analysis techniques, the gathered data was examined. Quantitative data was presented as tables and graphs using descriptive analysis, such as frequencies and percentages. The Statistical Package for Social Science (SPSS Version 21) was used to code and enter the data from the questionnaire into the computer for analysis. Each independent and dependent variable's means, standard deviations, correlations, and frequency distribution were provided. Using the regression model, customer satisfaction was regressed against the four independent variables. The most popular descriptive statistics are mean, median, percentage, mode, and standard deviation. In this investigation, the data were described using measures of central tendency. For additional depiction, tables, graphs, bars, and pie charts were employed.

3.11 Summary

The exploration process that the specialist in the investigation obtained is described in chapter three of the current study. The section has identified the study design that was used, the target audience, the examination framework, and the specialist's information gathering techniques. In order to carry out the examination and information introduction processes alongside the examination, research instruments, primarily questionnaires, were used.

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Chapter Four

PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

The impacts of e-banking services on customer satisfaction in Zimbabwe are the main focus of this chapter, which includes a thorough presentation, discussion, and analysis of the study. In accordance with the aims, the researcher used questionnaires to collect data, and the findings are presented in tables, pie charts, and bar graphs.

4.2 Questionnaire Response Rate

90 people responded to the 169 questionnaires the researcher distributed. Some of the respondents failed to provide the researcher their completed questionnaires; either they were unable to do so or were uninterested, as seen by the percentage response rate of 53%.

4.3 Reliability Test

According to Malhotra (2005), a Cronbach's alpha is used to evaluate the dependability of a summated scale, which is a scale in which multiple items are added together to generate a final score. The reliability measurement was tested using SPSS version 16, and the researcher found that the overall data's Cronbach's alpha co-efficient for assessing reliability was 0.703. According to Cronbach (1951), a dependability construct should be above 0.7 to be considered satisfactory. Therefore, it is safe to infer from the remark that the measuring scales utilized were accurate.

Table 4.1: Reliability Test

Cronbach's Alpha	N of Items
.703	33

Source: primary data (2023)

4.4 Demographic Information of the Respondents

The following presents, interprets, and analyses the research findings that were discovered during the data collecting in a manner that is consistent with the primary research study.

4.4.1 Gender

In order to determine gender balance, the researcher was concerned about gathering information on gender issues. Figure 2 below shows the results, which show that only customers of the ZB bank's Bindura branch answered to the questionnaire. The researcher concludes that men are the most frequent users of e-banking services because there is a higher percentage of men working in formal and informal industries in Zimbabwe than there are women. Of the 89 respondents to the questionnaire, 57% were men and 43% were women. The findings are comparable to those of a study by Cheng et al. (2006), which found that men had a higher response rate for internet banking users (72% compared to 28% for women). Figure 4.1 below presents the conclusions:

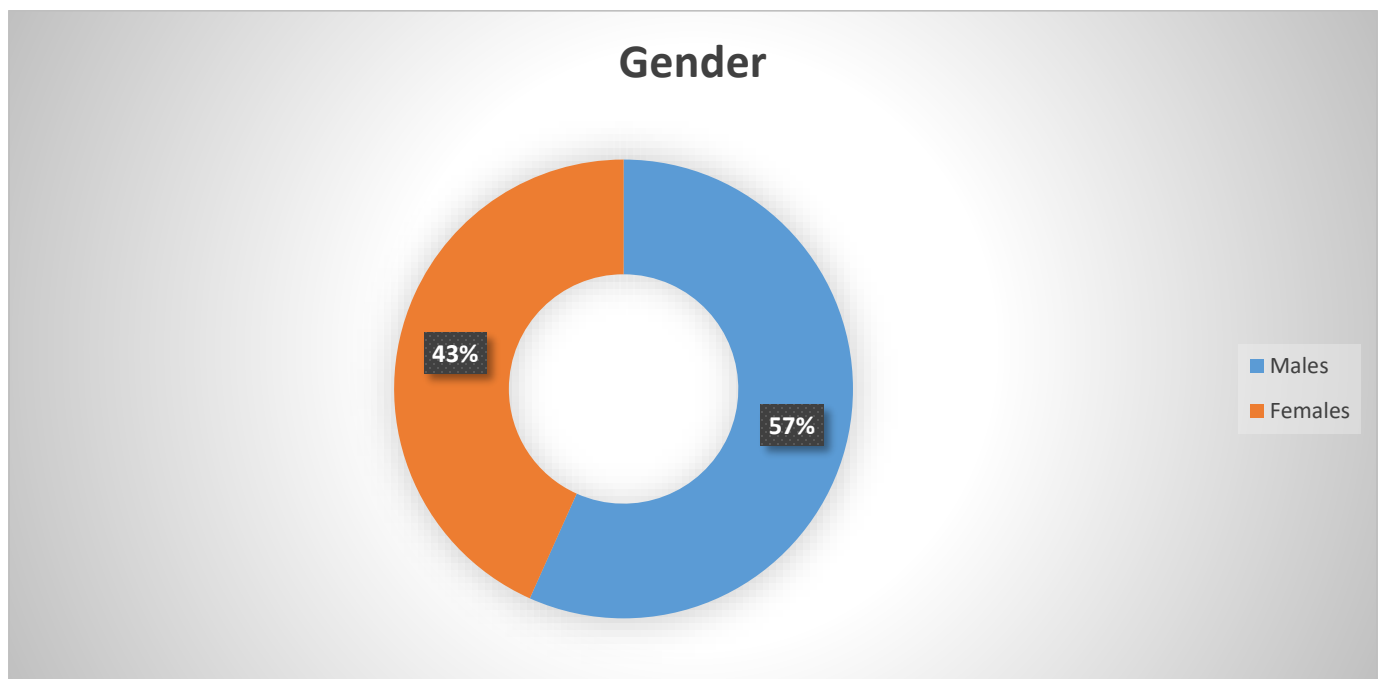


Figure 4.1: Respondents distribution by gender

Source: primary data

4.4.2 Respondent's by Marital Status

Figure 4.2 below shows that 33% of the population is married, 40.0% is single, 20.0% is divorced, and 7.0% is widowed. Results seem to suggest that since most respondents are single, active, or young people (mostly between 21 and 30 years old), who have not yet married and are ignorant,

they are more likely to use e-banking. As a result, they have a better understanding of technological advancements and can freely transact without the need for hard currency.

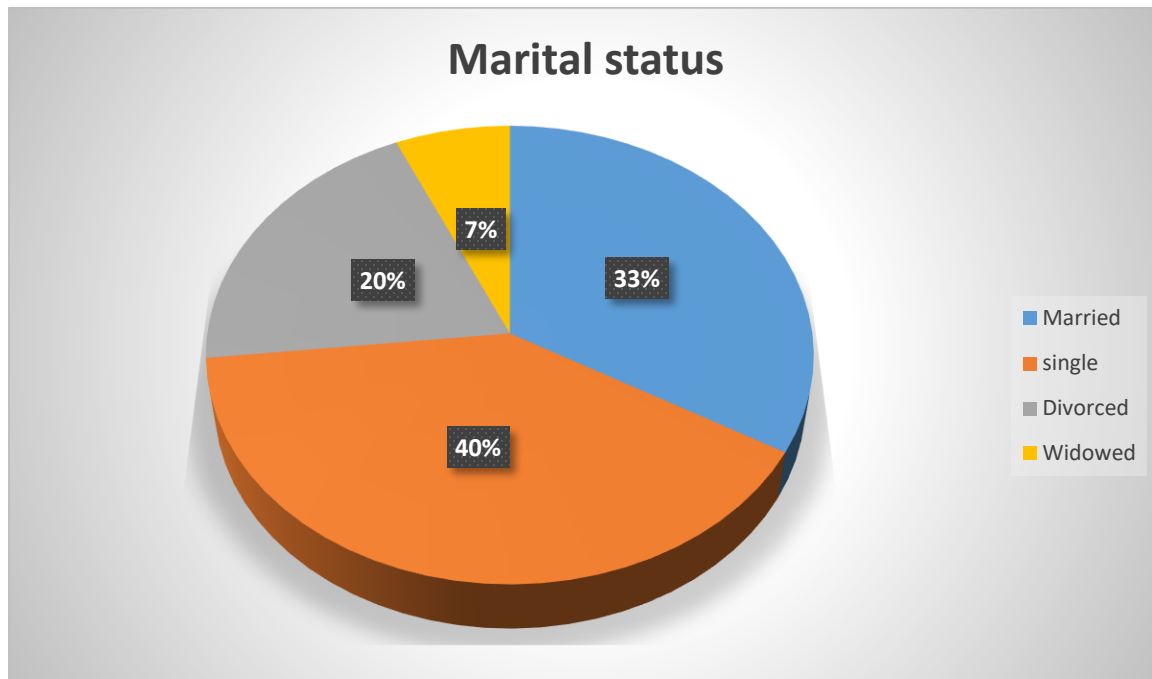


Figure 4.2: Respondents distribution by marital status

Source: primary data (2023)

4.4.3 Respondent's Ages

A significant aspect of this study is the respondents' age who use bank services. As a result, respondents were required to choose their age from the options given, which were 20 and under, 21 to 30, 31 to 40, and above 41. The respondents age ranges results were shown in figure 4.4 and they indicate that out of the 89 respondents, 14.0% were under the age of 20, 37.0% were between the ages of 21 and 30, 37.0% were between the ages of 31 and 44, and 12.0% were beyond the age of 40. These results suggest that the most frequent e-banking users are still employed, primarily students, and IT literate. The results are similar to the study by (Tafa, 2016) which indicate that majority of e-banking users are young, educated and employed personnel. Mohammed (2010) also indicated in his findings that age groups 18-25years and 26- 36years use e-banking frequently compared to ages above 40 years.

Source: primary data (2023)

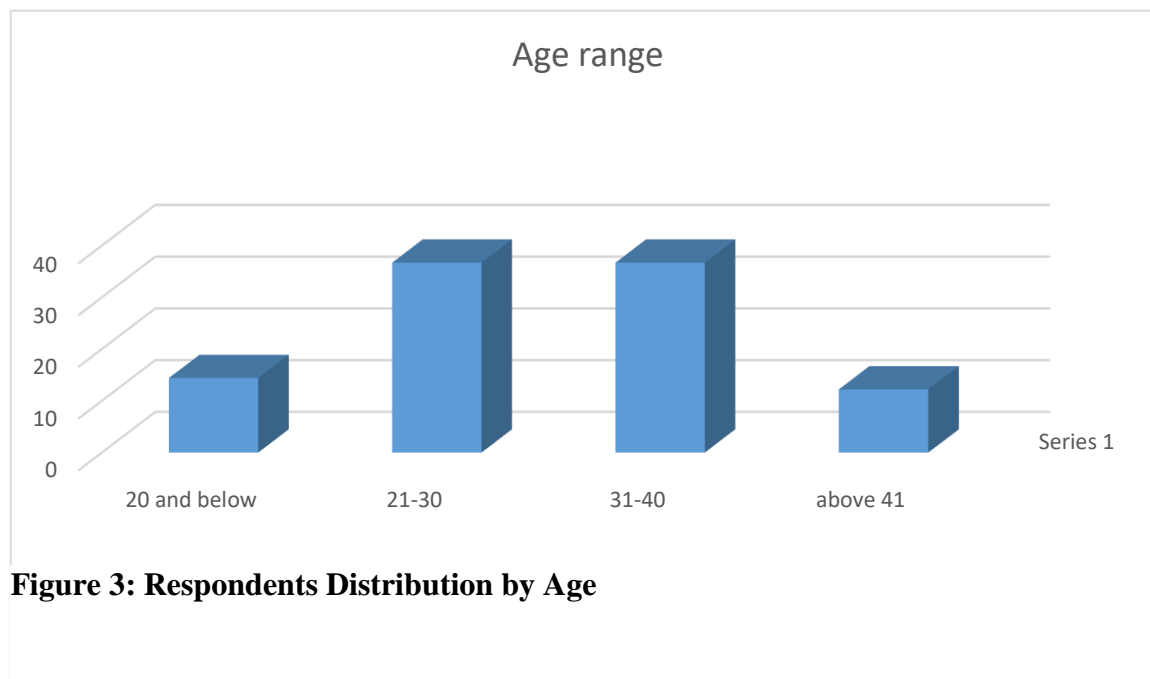


Figure 3: Respondents Distribution by Age

4.4.4 Respondent by Level of Education

The respondents were additionally grouped according to their educational attainment since, according to Meehan (2010), this factor may have an impact on how well they manage their day-to-day activities, their homes and businesses, and their daily life in general. The highest degree of education that each respondent had attained was requested. An examiner was curious to discover the educational background of each bank customer and presented the results in graph below:

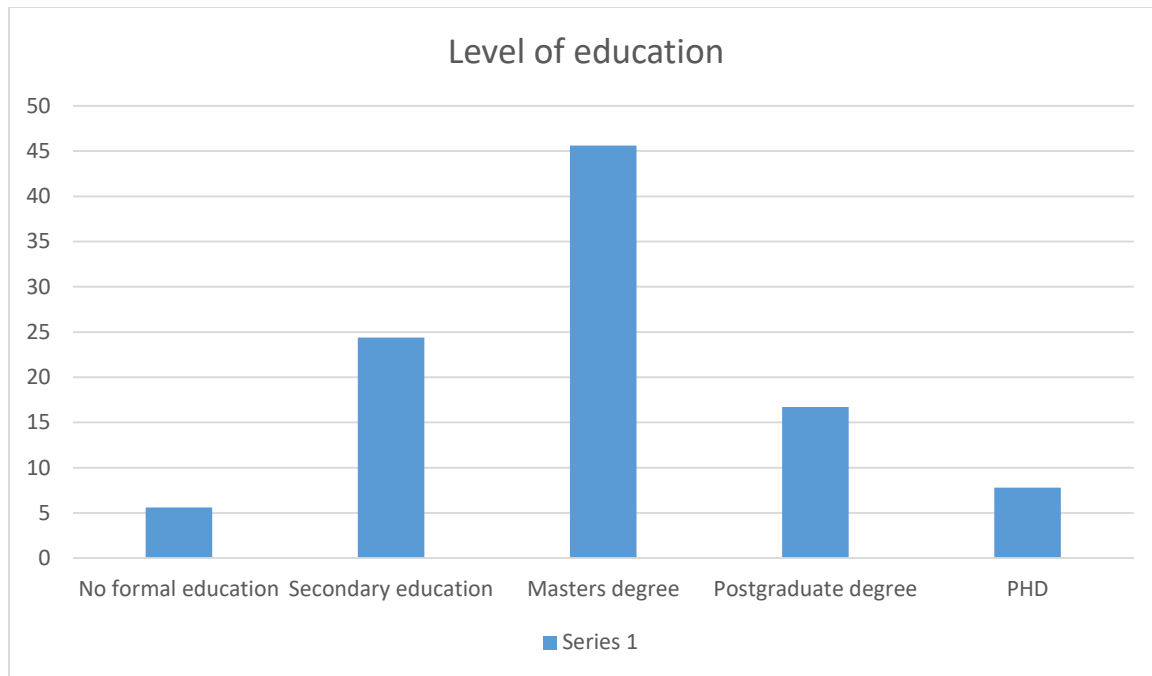


Figure 4.4: Respondents distribution by level of education

Source: primary data (2023)

The findings are shown in figure 5. The researcher found that respondents' levels of education varied, with 6.0% having no formal education, 24.0% having completed secondary school, 46.0% having earned an undergraduate degree, 17.0% having completed postgraduate studies, and 7.0% holding a PhD. The highest levels were seen among those with undergraduate degrees; this is because the majority of Zimbabwe's population is educated to at least the undergraduate level, and as a result, educated people use e-banking at the highest rates. The least number of people used e-banking services were those without a formal education. This is because they are more likely to be illiterate and lack the necessary technological knowledge. The study by Chi, Yeh, and Jang (2008) on the influences of exceptional service, buyer perceived worth, and customer pleasure on behavioral intentions provided support for these findings. Their study's conclusions showed that Zimbabwe's e-banking users have varying levels of education.

4.4.5 Respondent Distribution by Income Level

Figure 6 below shows the response rate from SPSS software on how customer's monthly income impacts their satisfaction level as e-banking users.

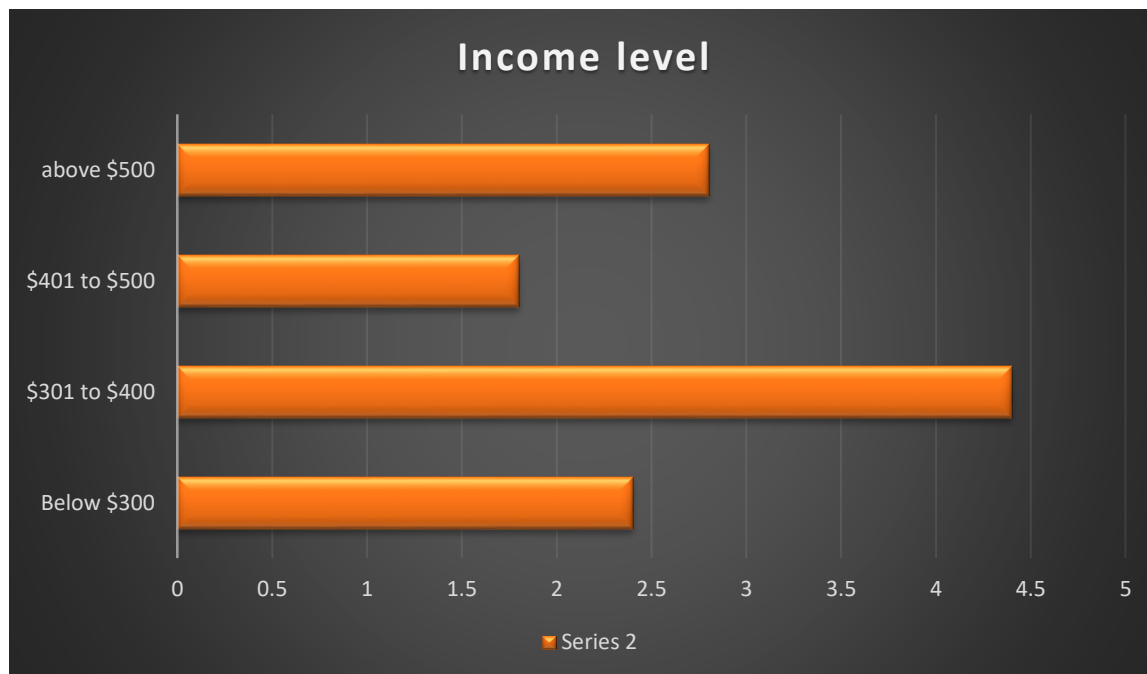


Figure 5: Respondents distribution by income level

Source: primary data

According to the statistics from the above graph, a large number of respondents make between \$301 and \$400 per month, followed by those who earn between 401 and \$500 per month. This data demonstrates that the majority of e-banking users are in the middle-income group. Zimbabwe is a lower-middle income economy, according to the World Bank's 2023 fiscal year classification, so the majority of the active population earns a middle income, and these individuals are the active users of e-banking services. These people tend to be well educated and deal in large sums of money; as a result, they require e-banking, which provides greater privacy and security than traditional cash. However, the researcher found that customers' monthly income has no bearing on their levels of satisfaction because some low-income earners have a positive attitude toward e-banking and score higher on satisfaction than high-income earners who might have a pessimistic outlook.

4.5 Efficiency of Electronic Banking

This question looked into the advantages of using e-banking services for clients. These advantages include speed and accuracy, usability, security, better account management, lower transaction costs, accessibility, and convenience. The research utilized a measure of central tendency, mean,

and measure of dispersion standard deviation. The customers were asked to rank these on a Likert scale. Results are shown in Table 4.2 below:

Table 4.2: Distribution of respondents table

	N	Mean	Std. Deviation
fast and accurate	90	3.73	.731
Security	90	3.98	.807
ease to use	90	4.78	.650
improved account management	90	3.08	1.041
reduced transaction cost	90	4.24	.987
Accessibility	90	4.76	.825
Convenient	90	4.51	.768
Valid N (listwise)	90		

Source: primary data

A mean of 3.73 and a tiny standard deviation of 0,731 indicating uniformity in the respondent's results reveal that quite a few customers are satisfied with e-banking's speed and accuracy. This was demonstrated by the results on the above table. The approach was quickly adopted since big sums are rapidly and accurately transferred from one account to another within a short period of time. The researcher discovered that speed and precision have a substantial impact on customer satisfaction. This has demonstrated that ZB Bank offers ease of use in order to draw in a sizable customer base and so maximize overall customer happiness. According to Sullivan and Wang (2005), since online banking is available via a smartphone or personal computer, banks essentially never close because customers may conduct transactions, pay bills, and check balances whenever they want, seven days a week. According to Uppal (2010), this idea is reinforced by the fact that e-channels are enabling a strong network of banks and their clients, enhancing customer loyalty and greatest satisfaction as the service is tailored to be precise and practical.

With a mean of 3.98 and a negligible standard deviation of 0.807, it can be seen that respondents were mostly in agreement and some were neutral about security-related problems. Customers'

behavior is influenced by security of services, which is similar to a study by Cheng et al. (2006) that found that customers tend to increase use of e-services only if they feel that their transactions are safe. . The study's findings supported those of Singh (2004) and Sukkar and Hassan (2005), who found that security concerns, system compatibility issues, implementation costs, and a lack of technical experience were the main deterrents to the use of online banking.

Because most respondents agreed that e-banking is easy to use, this benefit likewise had a mean of 4.78 and a standard deviation of 0.650. This is because most respondents agreed that e-banking is easy to use. Customer satisfaction and the propensity to employ paperless technology are both influenced by ease of use. This is the case because if a system is difficult to use, customers will avoid it, making it useless in their perspective. According to Rosenberg (2011), perceived ease of use determines how much customers anticipate it will cost them to use a technology system. In relation to e-banking, intention to use can be characterized as acceptance and continuing use, thus it's important to give consumers enough information to make them aware of the service.

The study's results also revealed that accessibility had a mean of 4.76 and a standard deviation of 0.825, and the majority of respondents strongly agreed that being able to access services whenever and wherever would make their life considerably easier. As a result, the researcher came to the conclusion that the accessibility of electronic banking is a factor that influences customer satisfaction. A large percentage of respondents agreed that electronic banking is an anytime and anywhere banking facility, meaning that customers can access electronic banking services at any time and from any location by using ATMs that are strategically placed and the internet. This finding is comparable to that of the study by Chombo (2018), which came to the same conclusion that accessibility helps service providers, society at large, and consumers individually, increasing users' happiness with the services.

Section B

4.6 Reliability and Adoption of Electronic Banking

The reliability of the system has improved e-banking adoption, according to the study's findings, which also attempted to determine customers' reactions to e-banking reliability and adoption.

Table 4.1: Reliability and adoption of e-banking services

	N	Mean	Std. Deviation
restrained access to cash increases e-banking	90	3.14	1.012
increase in use of internet increases electronic banking	90	4.80	.722
poor banking services led to adoption of electronic banking	90	3.86	.868
there is improved accessibility with electronic banking	90	4.72	.654
there is greater responsiveness when using electronic banking	90	3.69	.788
Valid N (listwise)	90		

Source: primary data

According to the results in table 3, the majority of respondents firmly agreed that restricted access to cash promotes e-banking. A mean of 3.14 and a significant standard deviation of 1.01 back this up. The results were comparable, with the respondents likewise agreeing that increased internet use boosts internet banking, as indicated by a mean of 4.80 and a standard deviation of 0.722. Furthermore, as indicated by a mean of 3.86, the respondents also concurred that poor banking services contributed to a rise in the use of e-banking. The respondents also concurred that electronic banking improves accessibility, as evidenced by a mean of 4.72 and a standard deviation of 0.654, which shows that there was only a minor amount of diversity in the replies given.

4.6.1 Challenges Faced by Respondents when using Electronic Banking

Table 2.4: Descriptive statistics

	N	Mean	Std. Deviation
failure to understand how to transact using electronic banking	90	2.00	.835
network problems resulting in slow confirmation or transaction	89	4.81	.838

power shortages	90	4.74	.881
ignorance on the part of customer	90	3.76	.769
high risk of fraud	90	3.59	1.340
registration process is too complex leading to time wastages	90	2.33	1.122
Valid N (listwise)	89		

Source: primary data

The data above reveal that most respondents thought failure to understanding how to transact using e-banking is a significant issue, as evidenced by a mean of 2.00 and a standard deviation of 0.835. The researcher came to the conclusion that most customers avoid utilizing e-banking because of a small misunderstanding since they suffer from the syndrome of fear of the unknown.

Additionally, a sizable majority of respondents (81% overall) concurred that network and system problem results in slow transaction making it difficult to use financial services, leading to a mean of 4.81 and a standard deviation of 0.838.

Every time there is a system or network issue, all transactions cannot be completed and those that would have been approved by the system prior to the issue would take longer to confirm.

Power shortages had a mean of 4.74 and a standard deviation of 0.881, indicating that many customers strongly agreed with this statement. Taking the current situation in Zimbabwe as an example, this has a significant impact on networks and devices such as computers and cellphone networks, making electronic banking nearly impossible.

Once more, the customers' ignorance is a major obstacle. The respondents agreed 54% of the time, disagreed 46% of the time, as indicated by a mean of 3.76 and standard deviation of 0.769, indicating similarity in views. Despite the fact that the majority of respondents were educated, the researcher came to the conclusion that they were unaware of how to use e-banking services. Due to the substantial danger of fraud posed by internet hackers and fraudsters while using e-banking, 19% of respondents very disagreed, 27% disagreed, 29% strongly agreed, and 25% agreed that it was a difficulty.

. There is a considerable risk of fraud because there is no guarantee of security as long as there are internet hackers who are knowledgeable enough to access other people's accounts. Additionally, the registration process for paperless banking is overly complicated and wastes time.

The results above are consistent with Earl (2000), who recognized the difficulties electronic banking users have, including network and system problems, fraud risk, and other unforeseen events. Additionally, the results are consistent with those of Dube et al. (2008), who cited obstacles to banks embracing internet banking including implementation costs and security worries.

4.7 Section C: Security and Privacy

Table 4.3: Importance of Security and Privacy^c

Type of e-banking	Mean	Standard deviation
Automated Teller machines	2.43	1.264
Internet banking	4.04	0.947
Mobile banking	4.53	0.690
ZIPIT	2.13	1.163

Source: primary data

The kinds of electronic banking that ZB Bank Bindura uses are shown in Table 5 above. To determine which form is preferred by most consumers, the responder utilized mean and standard deviation.

According to the table above, mobile banking has a higher mean and standard deviation than all other types, which suggests that the majority of respondents thought it was the best. A low standard deviation also indicated that there was some variance in responses. Due to customers' perceptions of the security and privacy of electronic banking transactions, internet banking is the next best with a higher mean and standard deviation compared to the other two. As a result, customers feel much more secure when using mobile and internet banking because they have full control over their transaction, passwords. Customers avoid ZIPIT and ATMs because of the considerable risk involved in withdrawing cash from an ATM and the vulnerability of credit cards to theft.

4.8 Section D: Customer Satisfaction

Table 4.4: Distribution of respondents by satisfaction levels of the customers

	N	Mean	Std. Deviation
are you satisfied with services offered by the bank	90	4.66	.603
are you satisfied with the information about electronic banking	90	3.82	.680
are the customer needs and expectations being met	90	3.83	.738
are you satisfied with the security from e-banking	90	3.89	.867
are the services accessible anytime	90	3.76	.783
are you willing to continue using the e-banking services	90	4.59	.886
Valid N (listwise)	90		

Source: primary data

Table 6's findings indicate that respondents, who are clients, were happy with the electronic banking services provided by ZB bank Bindura. This was demonstrated by the variation in customer replies with a mean of 4.66 and a standard deviation of 0.603. The answer rate for the question of information availability was as follows: a mean of 3.82 and a standard deviation of 0.603, indicating that the bank does supply information, primarily through social media and other marketing channels. In addition to the foregoing, the customer needs and expectations response rate shows that they are being satisfied with a mean of 3.83 and a standard deviation of 0.738. The response rate for paperless banking security was high, demonstrating that ZB Bank Bindura's electronic banking is secure as the majority of respondents were in agreement on this point. The

results revealed that customers may access the platform simply and without many difficulties; a mean of 3.76 and standard deviation of 0.783 verified this assumption. The respondents also concurred that e-banking is available at any time. According to the study's findings, many customers wish to keep utilizing electronic banking. Of those who responded, 88.9% agreed or strongly agreed, while the remaining 2.1% disapproved. There was variation in response, with a mean of 4.56 and a standard deviation of 0.886. This agrees with Tooral (2016) and Maseke (2018)'s findings, which showed that respondents were quite satisfied with electronic banking. In a nutshell, Simon & Thomas and other researchers have found a high correlation between consumer happiness and paperless banking services.

4.9 Regression Analysis

The study's multiple regression was coded, entered, and determined using the Statistical Package for Social Services (SPSS) V21. Multiple regression analysis was also performed to look for a relationship between the variables and the organization's performance.

Coefficient of determination shows how the dependent variables changes can be explained by changes in the dependent variables.

Where Y = Customer satisfaction

β_0 = Constant Term; β_1 , β_2 , β_3 and β_4 = Beta coefficients which measure the change in customer satisfaction as a result of a one unit change in efficiency of e-banking, reliability of e-banking, security and privacy of e-banking and accessibility of e-banking respectively.

X_1 = efficiency of e-banking as measured by the natural log of efficiency of e-banking

X_2 = reliability of e-banking as measured by natural log of reliability of e-banking.

X_3 = Security and privacy as measured by natural log of Security and privacy.

X_4 = Accessibility as measured by natural log of accessibility

Regression model is used here to describe how the mean of the dependent variable changes with changing conditions. Regression Analysis was carried out and the focus was on efficiency, reliability, accessibility, security and privacy. To test for the relationship that the independent variables have on financial inclusion, the study used the multiple regression analysis.

Table 4.5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937	.878	0.789	.5273

a. **Predictors:** (Constant), efficiency, reliability, accessibility, security and privacy

Source: primary data (2023)

The four independent variables that were studied explain 87.8% of the customer satisfaction as represented by the R². This therefore means that other factors not studied in this research contribute 12.2% of the financial conclusion. This implies that these variables are very significant therefore need to be considered in any effort to improve customer satisfaction in Zimbabwe banks. The study therefore identifies variables as critical determinants of customer satisfaction.

Table 4.6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.534	4	1.267	9.475	.0179 ^b
	Residual	9.307	85	2.327		
	Total	3.465	89			

a. **Dependent Variable:** customer satisfaction with services offered by the bank

b. Predictors: (Constant), efficiency, reliability, accessibility , security and privacy

Source: primary data (2023)

The significant level of 0.0179 as shown in the table above, which is below the 0.05, indicates that the model is statistically significant in predicting the effect of efficiency, reliability, accessibility, security and privacy of e-banking services on customer satisfaction. The F basic at 5% level of significance was 3.23. The F calculated is greater than the F critical (value = 9.475), and this therefore demonstrates that the model was significant.

The researcher further ran the procedure of obtaining the coefficients, and the results were as shown on the table below.

Table 4.7: Coefficient Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.147	1.2235		
	efficiency	.752	.1032	.152	4.223
	reliability	.487	.3425	.054	3.724
	accessibility	.545	.2178	.116	3.936
	security and privacy	.439	.1937	.263	3.247

a. Dependent Variable: customer satisfaction with services offered by the bank

Source: primary data (2023)

Multiple regression analysis was conducted to determine the relationship between customer satisfaction and the four variables. As per the SPSS generated table above, the equation:

$$(Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon) \text{ becomes: } Y = 1.147 + 0.752X_1 + 0.487X_2 + 0.545X_3 + 0.439X_4$$

From the regression equation developed, taking all factors into account, (efficiency, reliability, accessibility, security and privacy) the constant at zero was 1.147. The analysis further shows that taking all the other independent variables to be constant, a unit increase in efficiency will lead to a 0.752 increase in customer satisfaction, while a unit increase in reliability, accessibility, security and privacy will lead to a 0.487, 0.545 and 0.439 in customer satisfaction respectively. This therefore means that contribution of the independent variables to customer satisfaction can be ranked whereby efficiency of e-banking has the most impact, followed by reliability, at 5% significance level and 95% confidence level, efficiency had 0.0192, reliability had 0.0269 and accessibility had 0.0251 while security and privacy had 0.0454.

This therefore corroborates the fact that efficiency is the most significant factor in customer satisfaction.

4.10 Correlation Analysis

In order to measure the degree of association between independent and dependent variables, Pearson correlation was used. The correlation coefficients ranges from -1 to +1, where negative values indicate negative correlation while positive values indicate positive correlation. In addition values <0.3 indicates a weak correlation, values >0.3<0.5 indicates a moderate correlation while values >0.5 indicates a strong correlation.

Table 4.8: Correlation Coefficients

	Customer Satisfaction	Efficiency	Reliability	Security and Privacy	Accessibility
Customer Satisfaction	1				
Efficiency	0.672	1			
Reliability	0.579	0.551	1		
Security and privacy	0.713	0.691	0.711	1	
Accessibility	0.611	0.324	0.614	0.713	1

The analysis above show that security and privacy has the strongest correlation (Pearson correlation coefficient =0.713; pvalue0.000) influence on customer satisfaction.in addition, efficiency, reliability and accessibility are positively correlated to customer satisfaction (Pearson correlation coefficient = .672, .579, .611). The correlation matrix implies that the dependent variables are very crucial determinants of customer satisfaction as shown by their strong and positive correlation relationship with the dependent variable.

4.11 Summary

The research findings and the effects of e-banking on customer satisfaction levels, adoption, and difficulties encountered have been described in this chapter. Additionally, there is a quantitative examination of the research objective using tables, graphs, and pie charts.

Chapter Five

Summary, Conclusions and Recommendations

5.1 Introduction

This chapter aims to provide a thorough analysis of the research on the effect of electronic banking on customer satisfaction, using ZB Bank Bindura as a case study. This chapter will summarize the

study's results before coming to conclusions and formulating recommendations based on them. Appropriate proposals for more research will also be provided.

5.2 Summary of major findings

The goal of the study was to evaluate how the electronic banking system affected consumer satisfaction. The main goals of this study, which focused on the small Zimbabwean town of Bindura, were to examine the effects of e-banking efficiency on customer satisfaction, to describe the relationship between e-banking reliability and customer satisfaction, and to investigate the effects of e-banking services' security and privacy on customer satisfaction. Greater success was made in achieving these goals. The study discovered that demographic factors like gender, age, education level, income, and marital status reveal variances in customers' opinions regarding e-banking. The study's percentage of male participants was larger than that of female participants, the researcher stated. The study also found that clients between the ages of 21 and 40 utilize electronic banking more frequently than those older than 41. The findings also showed that most respondents are undergraduate students, while some respondents have degrees.

The majority of people earn between \$301 and \$400 a month, which puts them in the middle-income range, while a small number make more than \$500. The researcher also found that, in contrast to married, divorced, and bereaved people, most single people utilize electronic banking frequently. The majority of respondents thought that electronic banking is advantageous since it offers users convenience.

The results of this study demonstrated that reliability is the aspect of service quality that has the most impact on customer satisfaction with E-Banking services, in addition to the fact that service quality is a component that significantly influences that connection. Previous studies (Bedi, 2010; Kumar, Mani, Mahalingam, & Vanjikovan, 2010; Tan & Teo, 2000) that suggested that service quality is a prerequisite of customer satisfaction and has a considerable and positive influence on it provide support for this. The results also demonstrated that consumer satisfaction in the Lebanese banking industry is significantly influenced by the four independent variables efficiency and ease of use, reliability, security and privacy, and responsiveness and communication as they relate to the quality of e-banking services. These findings are corroborated by earlier study (Asseffa Tafa, 2016), which emphatically demonstrates that there is a direct correlation between the parameters of Internet banking service quality, demographic traits, and customer satisfaction with banks.

Efficiency and simplicity of use are key components of a high-quality service. According to Lustsik (2004), using a bank's electronic services gives customers the opportunity to complete transactions more affordably by saving time as well as money (Ho & Ko, 2008). Our findings are in line with research from other industries (Wirtz & Bateson, 1995), which claimed that greater levels of efficiency boost customer satisfaction with online banking.

This study revealed that reliability, a crucial component of service quality (Parasuraman et al., 1988), had the biggest impact on customers' happiness with E-Banking. This supports the findings of earlier studies on the subject, which revealed that users needed to be able to rely on the E-Banking service's consistent delivery (Kettinger & Lee, 2005; Tan & Teo, 2000). The dimension of security and privacy, on the other hand, appears to have less of an influence than the other components of service quality, even if it had a good and significant impact on customer satisfaction, supporting prior study (Jun, Yang, & Kim, 2004). Last but not least, inconsistent with earlier studies, the variable responsiveness and communication was demonstrated to have a significant and favorable influence on customer satisfaction.

Additionally, it was discovered that many of the respondents that use e-banking agree that there is a link between e-banking and customer satisfaction. They were satisfied with the system because of its availability of information, capacity to meet their needs and expectations, and security, among other things. It was also found that e-banking's acceptance was influenced by a number of other criteria, including accessibility, ease of use, speed, and accuracy. E-banking is also more convenient and secure than carrying cash. The respondents concurred that the use of paperless banking was also influenced by better access to banking services, limited access to real currency, and a rise in internet usage.

The researcher also discovered that a significant portion of the respondents use electronic banking services.

The majority of respondents concurred that the system is quick and accurate, less security-threatened, simple to use, enhanced account management at their preferred times and locations, less transaction prices, and convenient to use. The three most popular types of electronic banking

services are ZIPIT, mobile banking, and the internet. The study's findings indicate that ATMs are getting antiquated and have issues including long lines, a significant risk of theft during processing, and a privacy problem. However, issues with systems and networks, power shortages, ignorance, and the possibility of fraud were discovered to be obstacles for the consumers; as a result, the bankers must be aware of and address these issues in order to maintain their customers' satisfaction.

5.3 Conclusion

According to the study's findings, e-banking has a favorable effect on customer satisfaction. Customers are happy with e-banking and strongly support its use, particularly with regard to internet, mobile banking, and ZIPIT.

According to the study's findings, e-banking has a favorable effect on customer satisfaction. Customers are happy with online banking and Speed and accuracy, security, usability, enhanced account management, lower transaction costs, accessibility, time savings, and convenience are all reasons why users should utilize e-banking. These elements all have a favorable effect on customer satisfaction levels since they all have an impact on how frequently most customers use e-banking. They strongly encourage using it, particularly with the internet, mobile banking, and ZIPIT.

5.4 Recommendations

The banking industry has been advised to improve e-banking services in order to increase consumer satisfaction levels based on the data shown above. Males are more likely than females to use e-banking to conduct transactions. In order to increase their overall position, banks should discover the best approach to empower women and hire female staff in order to encourage them to use their services. Because women have greater purchasing power than men, general transaction is higher when women have more income.

The banks must control their network and enhance their systems, which are prone to failure. Even while banks use cutting-edge equipment and perform regular system upgrades and maintenance, clients continue to experience network and system issues that prevent them from transacting. Banks must therefore identify a long-term solution to the system and network problems.

Along with the aforementioned, Zimbabwean banks need to actively encourage their customers to use internet banking, and decision-makers like the government and Reserve Bank of Zimbabwe (RBZ) should increase their investments in infrastructure development to encourage banks and people to adopt the innovation.

In order to keep hackers out of the system, website security needs to be taken into consideration as a crucial element. Electronic banking usage is influenced by security, which increases consumer happiness. Additionally, in order to expand the client base, it is necessary to invest more in paperless financial services and upgrade the technological infrastructure of the banking sectors.

5.5 Suggestions for further research

Because technology is dynamic and serves as the backbone of e-banking, there is a need for ongoing system updates. More research should be done on the effect of electronic banking on customer satisfaction levels in rural areas and some urban towns. This is done so that the unbanked population may be taken into consideration, as well as to determine how many people have already accepted it and whether or not they are happy with its services. The effects of e-banking on bank employees can also be studied. This is so they can determine whether the impact of electronic banking will result in employment loss or retention as clients can now access their accounts without having to physically visit the banking facility.

The same variable can be examined in different research, and the results can be compared to those of other commercial banks in the Zimbabwean economy. In order to easily determine whether any structural breakthrough has occurred among bank clients in the case of adopting paperless banking in the nation, the satisfaction levels should be measured at least once a year.

5.6 Chapter Summary

This chapter served as the study's conclusion regarding the effect of electronic banking on overall customer satisfaction. It highlighted the most important conclusions, suggestions, and discoveries.

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QUESTIONNAIRE

Dear respondent

My name is Kudzai Motsi, I am a fourth year student at Bindura University of Science Education pursuing a Bachelor of Commerce (Honors) in Banking and Finance. I am currently involved in a research in partial fulfillment of the requirement for the award of an Undergraduate degree program me. The focus of the research is concerned with the impact of electronic banking on customer satisfaction.

I am kindly requesting for your assistance in completing the questionnaire below to the best of your knowledge. Please note that your response will be purely used for academic purposes and will be treated with confidentiality. Please ensure that you respond to every question and I would appreciate it if the questionnaire could be returned at your earliest convenience.

Thank you for your assistance.

Yours sincerely,

Kudzai Motsi

APPENDICES

QUESTIONNAIRE

NB:

Please do not write your name on the questionnaire

May you please answer the following questions ticking the correct response in respective boxes provided?

Section A-Demographic information

1. Please indicate your gender

male	Female

2. Marital status

Married	Single	Divorced	Widowed

3. Which age group do you belong to?

Below 20	
21-30	
31-40	

Above 41	
-----------------	--

4. Level of education attained

No formal education	
Secondary level	
Undergraduate	
Postgraduate	
Master's degree	

5. How much do you earn per month? (USD \$)

< 300	
301 to 400	
401 to 500	
> 500	

Section B: E-banking efficiency

6. On the following statements, please rank the extent to which you agree with the following advantages of e-banking services based on the level of importance to you on a 5-point Likert scale 1 (strongly disagree) to 4 (strongly agree). Please tick (|) once to your most appropriate answer.

Advantage	Strongly agree	Agree	Indifferent	Disagree	Strongly disagree
Fast and accurate services					
Security					
Easy to use					

Improved account management					
Reduced transaction costs					
Accessibility					
Convenient					

–

Section C: Reliability of E-banking

7. How do you feel about the following statements relating to the reliability and adoption of E-banking and Please tick (|) once to your appropriate box

Statement	Strongly agree	Agree	indifferent	Disagree	Strongly disagree
Restrained access to hard cash has increased the adoption of e-banking					
The increasing use of the internet has increased the adoption of e-banking					

Poor banking services led to the adoption of e-banking					
There is improved accessibility with e-banking					
There is greater responsiveness when using e-banking					

8. Challenges you face when using e-banking. Please tick () on the most appropriate answer 1 (Agree), 2 (Strongly agree), 3 (Indifferent), 4 (disagree), 5 (Strongly disagree)

Challenges associated with e-banking	Strongly Agree	Agree	Indifferent	Disagree	Strongly disagree
Failure to understand how to transact using e-banking					
Network problems resulting in slow confirmation or transacting					
Power shortages					
Ignorance on the part of the customer					
High risk of fraud					
Registration process is too complex, leading to time wastages					

Section D: Security and Privacy of E-bankingg

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

Types of e-banking	Least important	Unimportant	Very important	Important
ATMs				
Internet banking				
Mobile banking				
ZIPIT				

Section E: Customer satisfaction

10. Please indicate the level to which you agree or disagree with the following statements regarding to customer satisfaction on a Likert scale 1 (Strongly disagree) to 4 (strongly agree). Tick (|) to the appropriate box

	Strongly disagree	Agree	Indifferent	Disagree	Strongly disagree
Are you satisfied with the services offered by the bank?					

Are you satisfied with the information about e-banking and is it available?					
Are the customer needs and expectations being met					
Are you satisfied with the security associated with e-banking?					
Are you able to access the services any time?					
Due to the services offered, are you willing to continue using the e-banking services?					

What type of problems are you facing which are associated with the use of e-banking services?

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In your opinion what can be done to improve the usage of e-banking services?

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Thank you for your participation!!!!

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Kudzai

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