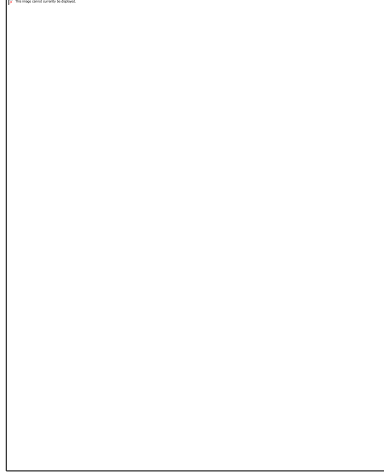


**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BANKING AND FINANCE**



**THE IMPACT OF ELECTRONIC BANKING ON CUSTOMER SATISFACTION. A SURVEY  
OF THE CBZ BANK KWEKWE BRANCH**

**BY**

**B1953076**

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

**APPROVAL FORM**

The undersigned certify that they have supervised the student B1953076 dissertation entitled; The Impact of Electronic Banking on Customer Satisfaction . A Case of CBZ Bank Kwekwe Branch submitted in partial fulfillment of The Bachelor of Commerce (Honors) Degree in Banking and Finance.

.....

**STUDENT**

.....

**DATE**

.....

**SUPERVISOR**

.....

**DATE**

.....

**CHAIRPERSON**

.....

**DATE**

## DECLARATION FORM

I, B1953076 declare that this research project is my own work and has not been copied or lifted from any source without the acknowledgement of the source.

.....

**(Signed)**

.....

**(Date)**

## RELEASE FORM

**Name of the author:** B1953076

**Project title:** The Impact of Electronic Banking on Customer Satisfaction: A case of CBZ Bank Kwekwe Branch

**Degree program:** Bachelor of Commerce (Honours') in Banking and Finance

**Year granted:** 2023

Bindura University of Science Education Library is hereby granted the permission to produce copies of this project for scholarly and scientific purposes only.

The author reserves publication rights of the project, extensive extract from it may neither be printed nor otherwise be reproduced without the author's written permission.

**Signed:** \_\_\_\_\_

**Address:** House number16841

Mbizo 10 Ext

kwekwe

## **DEDICATION**

My family and friends deserve all the credit for my success in school, so this project report is dedicated to them. I also cannot forget to thank my parents for their inspirational and wise remarks, which have served as a rock for me while I pursue knowledge.

## **ACKNOWLEDGEMENTS**

I am grateful to God Almighty for his mercy and guidance during the research period. I would also like to express my gratitude to, my supervisor, for his unwavering leadership, support, dedication, commitment, and patience. You have been a mentor to me, and I am grateful for your guidance, My close friends and family, for their encouragement and support throughout my academic life, The staff and customers of the bank that I investigated. Without their cooperation, this research project would not have been possible. Thank you all for your help and support. I could not have done this without you.

## ABSTRACT

A study was conducted to investigate the impact of electronic banking on customer satisfaction at the CBZ bank Kwekwe branch. The study found that electronic banking has a number of positive effects on customer satisfaction, including convenience, time savings, flexibility, and security. However, the study also found that there are some challenges associated with electronic banking, including technical problems, security risks, and lack of knowledge. In Overall, the study found that electronic banking has a positive impact on customer satisfaction. However, it is important to be aware of the challenges associated with electronic banking and to take steps to mitigate these risks. The study was conducted using a survey of 85 customers of the CBZ bank Kwekwe branch. The study also found that customers who were more educated were more likely to be satisfied with electronic banking. The study's findings suggest that banks should continue to invest in electronic banking services. By doing so, banks can improve customer satisfaction and attract new customers. It is important to note that the study was conducted at a single bank branch in Zimbabwe. The findings of the study may not be generalizable to other banks or other countries.

## Table of Contents

APPROVAL FORM .....	ii
DECLARATION FORM.....	iii

RELEASE FORM.....	iv
DEDICATION.....	v
ACKNOWLEDGEMENTS.....	vi
ABSTRACT.....	vii
List of tables.....	xi
List of figures.....	xii
CHAPTER ONE.....	1
INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Background of the Study.....	1
1.2 Statement of the problem.....	2
1.3 Research objectives.....	3
1.3.1 Primary objective.....	3
1.3.2 Secondary Objective.....	3
1.4 Research Questions.....	3
1.4.1 Main research question.....	3
1.4.2 Sub-research questions.....	3
1.5 Significance of the Study.....	3
1.6 Assumptions of the study.....	4
1.7 Delimitations of the study.....	4
1.8 Definition of key terms.....	<b>Error! Bookmark not defined.</b>
1.9 Limitations.....	4
1.10 Chapter Summary.....	5
CHAPTER TWO.....	5
LITERATURE REVIEW.....	6
2.0 Introduction.....	6
2.1 Conceptual Framework.....	6
2.1.1 Electronic banking.....	6
2.2 Impacts of Electronic-Banking.....	7
2.2.1 Positive impacts.....	7
2.2.2 challenges of Electronic Banking (e-banking).....	9
2.3 Customer satisfaction.....	9
2.4 Theoretical Review.....	11
2.4.1 The Theory of Technology Acceptance Model (TAM).....	11
2.4.2 Innovation Diffusion Theory (DIT).....	11



2.5 Empirical Evidence .....	12
2.6 Gap Analysis .....	14
2.7 Chapter Summary.....	15
CHAPTER THREE .....	15
RESEARCH METHODOLOGY.....	15
3.0 Introduction .....	15
3.1 Research Approach .....	16
3.2 Research Design.....	16
3.3 Population and Sampling Design .....	17
3.3.1 Population.....	17
3.3.2 Sampling size .....	17
3.4 Sampling techniques .....	17
3.5 Research instruments.....	17
3.5.1 Questionnaire .....	17
3.6 Sources of Data .....	18
3.6.1 Primary data sources .....	18
3.6.2 Secondary data sources .....	18
3.7 Data Collection Procedure and Administration .....	18
3.8 Reliability and Validity .....	19
3.8.1 Validity.....	19
3.8.2 Reliability.....	19
3.9 Presentation, analysis, and Interpretation of Data.....	19
3.10 Ethical Considerations.....	19
3.11 Summary .....	20
DATA PRESENTATION, ANALYSIS AND DISCUSSION.....	20
4.0 Introduction .....	20
4.1 Participation rate .....	21
4.1.1 Questionnaire Participation Rate.....	21
4.2 Demographic Characteristics of Participants .....	21
4.2.1 Gender Rate Response .....	21
4.3 Other demographic characteristics of participants .....	22
4.3.1 Level of Education .....	23
4.3.2 Marital Status .....	24
4.3.3 Age .....	25
4.4 Years of using E-banking Services .....	26

4.5 Descriptive results of Likert Scale Data.....	27
4.7 Percentage distribution of participants by rating E-Banking Services Types Based on their importance .....	30
4.8 Chapter Summary.....	31
<b>SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS.....</b>	<b>32</b>
5.0 Introduction .....	33
5.1 Summary and major findings .....	33
5.2 Conclusion.....	34
5.3 Limitations of the Study and Recommendations for Additional Research.....	35
5.3.1 Restrictions.....	35
5.3.2 Suggestions for Further Research .....	35
<b>REFERENCES .....</b>	<b>36</b>
<b>APPENDICES .....</b>	<b>41</b>
<b>APPENDIX 1: LETTER OF PERMISSION TO CONDUCT THE STUDY FROM THE ORGANIZATION .....</b>	<b>41</b>
<b>APPENDIX 2: RESEARCH QUESTIONNAIRE.....</b>	<b>42</b>

**List of tables**

Table 4.1 questionnaire participation rate..... **Error! Bookmark not defined.**  
Table 4.2 demographic characteristics of participants..... **Error! Bookmark not defined.**  
Table 4.3 descriptive results of likert scale data ..... **Error! Bookmark not defined.**  
Table 4.4 benefits of using e-banking services ..... **Error! Bookmark not defined.**  
Table 4.5 rate of e-banking based on their performance ..... **Error! Bookmark not defined.**

**List of figures**

Figure 4.1 gender response rate ..... **Error! Bookmark not defined.**  
Figure 4.2 level of education ..... **Error! Bookmark not defined.**  
Figure 4.3 marital status..... **Error! Bookmark not defined.**  
Figure 4.4 age..... **Error! Bookmark not defined.**  
Figure 4.5 response rate of e-banking usage..... **Error! Bookmark not defined.**

## CHAPTER ONE

### INTRODUCTION

#### **1.0 Introduction**

The chapter provided an understanding of the effect of electronic banking on customer satisfaction, using a survey of CBZ bank Kwekwe Branch in Zimbabwe, which is credited to exploring banking operations by the nation's central bank. The focus of this part is mainly concerned with the background of the study and coloring black the statement of the problem, research objectives, research questions, significance of the study, and limitations of the study, lastly, the end of section will then give an overview and composition of the whole analysis.

#### **1.1 Background of the Study**

Technology is creating a monstrous effect on banks overall and the financial usefulness part is of no difference in global business environment. However,( Aladwani 2001) said the wake motion of information and transmission technology concepts, techniques, policies, and implementation strategies to banking services has evolved into a subject of, fundamental significance and concerns prerequisite for regional and global competitiveness in the banking industry. As an effect of technological modification, the business Internet in the financial part has been takeoff experiencing fast changes, and needs banks to attend their clients throughout the usage of Internet ( Adewuyi 2011).

The technological revolution has shaped the 21<sup>st</sup> century, which is the age of globalization. All facets of business are significantly impacted by the internet. Business must now engage in electronic commerce as it is becoming a no option ( George 2011). Electronic banking has recently become a common practice in many commercial endeavors (Mambi, 2010), expanding services like online product sales and purchases. Currently, it is difficult to find a bank in a country that does not provide one sort of electronic banking practices or the other, even banks at the farthest reaches of the nation. Internet banking services are now used by both developed and developing nations as a competitive tactic. The competition from the telecoms sector, which provides mobile money services like Airtelmoney in Nigera,in Kenya there is M-Pesa and in Zimbabwe there is Ecocash, these have encouraged the emergence of electronic banking in Africa. To remain competitive , the banking industry needs to implement mobile banking

(Chikoko 2012). Other banks in Zimbabwe such as POSB and Agribank have recently embraced this innovation during the rise up of Covid 19 pandemic which has also accelerated the adoption of electronic banking in Africa. As people have been forced to stay home and they have turned to digital channels to access banking services. This has led to a surge in the use of mobile banking, and other electronic banking services. Part of the justification why some banks seized longer than others to embrace electronic banking like mobile banking was the absence of resources to invest in Internet banking products and applications.

Electronic banking is the use of electronic channels such as internet, telephone, and mobile devices to deliver banking services to customers. This includes the use of internet banking , mobile banking, telephone banking, and ATMs (Daniel 1999). Electronic banking has become increasingly popular in recent years, as it offers a number of advantages over traditional banking methods. It is more convenient, as customers can access their accounts and conduct transactions from anywhere with an internet connection. It is also cost effective, as customers do not need to pay for travel to and from a branch. And this is more secure, as transactions are encrypted and protected by passwords.

Electronic banking and consumer satisfaction are positively correlated, according to Elisha (2010). According to (Anouze et al. 2019), customer satisfaction may be gauged by compliance, complaints, pricing, and convenience; as a result, electronic banking has benefited banks by lowering costs and boosting organizational effectiveness. In addition to all these benefits, there are also drawbacks to electronic banking, such as a loss of human interaction when customers lack access to the technological devices needed to access such services. This results in the performance of the bank being affected as some customers will be failing to adopt the system.

## **1.2 Statement of the problem**

Following an analysis of customer complaints, the most prevalent issues that customers are experiencing include a poor network, difficulty using e-banking platforms, poor call centre service, and a delay in correcting failed transactions. The difficulty is determining whether electronic banking is the answer to improving customer happiness in the banking business, as has been perceived in Zimbabwe. The researcher found it worthwhile to assess the impact of electronic banking on customer satisfaction, using a survey of CBZ Bank Kwekwe

## **1.3 Research objectives**

### **1.3.1 Primary objective**

To ascertain the impact of electronic banking services on customer satisfaction in the Zimbabwean banking industry.

### **1.3.2 Secondary Objective**

1. To examine the perceptions of Zimbabweans towards electronic banking
2. To assess the usage behaviour of electronic banking services by the general populace in CBZ bank.
3. To encounter the benefits and challenges that are associated with electronic banking usage.

## **1.4 Research Questions**

### **1.4.1 Main research question**

What are the effects of electronic banking on customer satisfaction?

### **1.4.2 Sub-research questions**

1. What are the perceptions of Zimbabweans towards electronic banking?
2. Are mobile subscribers using electronic banking systems in accessing financial services?
3. What are the advantages and challenges connected with electronic banking usage?
4. What elements influence the use of electronic banking?

## **1.5 Significance of the Study**

The researcher is to add information on electronic banking on customer satisfaction to the current board of mastery base on financial facilities. It is also a prerequisite for the Bindura University of Science Education in partial fulfilment of a bachelor of an honours' degree in Banking and Finance. It will enable the investigator to develop research skills, and knowledge on how to carryout research in the future and to intergrate theoretical concepts with practical

techniques The results will also benefit Bindura University of Science Education , the central bank of Zimbabwe and will open up new avenues for upcoming students in their research

### **1.6 Assumptions of the study**

The researcher assumed that the sample taken was a true representative of the population under study. The researcher also assumed that the selected individuals responded within a reasonable time to enable the researcher to conclude the research timely.

### **1.7 Delimitations of the study**

The study looked at the impact of electronic banking on customer satisfaction in Zimbabwe, specifically in Kwekwe town using a case study of CBZ bank. The study covered the period 2019-2022

### **1.8 Definition of key terms**

**Electronic banking-** it is the process of performing banking transactions through electronic channels, such as internet, mobile devices or telephones. This includes services such as checking account balances, transferring funds and paying bills (Timothy 2012)

**Customer satisfaction** – it is a measure of how happy customers are with a company's products, services, and overall customer experience. It is a key metric for businesses of all sizes, as it can be used to track customer loyalty, identify areas for improvement and ultimately boost revenue (Kotler 2003).

### **1.9 Limitations**

The main difficulties the researcher faced were time constraints, secrecy, and a lack of resources. Because the researcher had to attend lectures and study at the same time, the time frame was constrained. To finish on time, the researcher planned a working schedule within the allotted time and refrained from putting it off. The research data required more facts, which were difficult to obtain out of concern for negative publicity and in violation of the company's privacy policy, making confidentiality an issue as well. To address the issue, the researcher thoroughly described to the company's executives and clients the relevance of the research and how the results will help the business achieve its objectives when the project was finished. The project was sponsored by the researcher through sourcing funds from family members and



friends and also by looking for less expensive options. Nevertheless, the research required financial resources and significant amounts for travelling and printing among other things, and these activities were restricted

### **1.10 Chapter Summary**

This chapter has looked at many sections of the investigation taking into consideration the subject of the research and understand the impact of electronic banking on customer satisfaction. The researcher also highlighted the background of the study, statement of the problem, research objectives, and research questions, assumptions made in the research, limitations of the study and definitions of words commonly used in electronic banking and customer satisfaction, and finally organization of the research project. In the next chapter past literature related to electronic banking and customer satisfaction will be reviewed giving the theoretical framework.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

The section analyzes the body of knowledge that already exists in the fields of customer satisfaction and electronic banking. Understanding what other related studies have found and advised is made easier with the help of the literature review. The researcher employed a variety of terminology related to the study's subject, some of which were used to define the phrases "banking" and "types of electronic banking tools." The theoretical foundation, which includes the hypotheses supporting the investigation, is contained in the chapter's final part. The researcher was able to pinpoint gaps by using theoretical insights, concepts, empirical facts, and investigations conducted in various nations.

#### 2.1 Conceptual Framework

##### 2.1.1 Electronic banking

Electronic banking is defined as the use of the internet to provide banking services, such as accounts opening, transferring money, and paying bills (Timothy 2012). There are two main electronic banking options which are established banks and virtual banks. Where by established banks can create a website to provide electronic banking services in addition to their traditional brick and mortar branches whilst virtual banks do not have any physical branches. Instead, they use a computer server to provide banking services to customers through ATMs or other remote delivery channels ( AI-Smadi 2011). In either case, electronic banking customers can transfer cash from one electronic terminal device or medium to another

The concept of retaining money electronically has been described from a variety of angles. According to (Al- Somali, Gholami, and Clegg 2009), this refers to the delivery of bank information and services to customers via a variety of delivery platforms that can be used with a variety of terminal devices, such as personal computers and cell phones with program or desktop programming.

## **2.2 Impacts of Electronic-Banking**

### **2.2.1 Positive impacts**

Zeithaml and Gremler (2006) states that technology is a valuable tool that can be used to improve the delivery of existing services in a number of ways which are more approachable, practical, and effective manner. Money can be retrieved and transferred easily with the aid of electronic banking instruments (Mussime, 2010). Banks are using agents in rural parts of Zimbabwe so that customers do not have to pay for travel expenses to reach out their money. Although many financial institutions offer automated teller machines (ATMs), many would prefer to complete banking transactions in physical banking rooms, although they could have done so by utilizing an ATM, an agent, or their cell phone.

Benefits for clients. Consideration of client convenience is a long-standing requirement, as is particularly recognized in research on retailing and consumer behavior. In addition, there is recognition of the rise in customer demand for convenience brought on by socioeconomic development, technical advancement, and escalating competitiveness in the business world (Simon 2016). If the customer has access to the internet or a mobile network, virtual banks are open whenever and wherever they are needed. Although the availability of the Internet service could disrupt the Internet banking service, they are open around the clock, every day of the year. Banking is made faster, simpler, and more effective since real-time account balances and information are available at the touch of a few keystrokes (Gerrald and Cunningham 2003). Additionally, keeping an e-banking account updated and up to date is simple because it just takes less time to modify the physical location, purchase more checks, and receive demand rate information (Sieders et al. 2007).

Customers can bank privately through electronic means. Foley (2016) defines privacy as a person's right to solitude. He also takes into account the privacy of a person's body, behavior, messaging, and sensitive information. The importance of privacy is growing as a result of the complexity and information processing capacity of modern technology (Wang et al 2003). Consumer mistrust of how sensitive information is collected and used in e-commerce is growing in the role of this reality. Furthermore, it is appropriately a significant barrier to disseminate of electronic banking (Flavián and Guinalú, 2006).

In addition to its other offerings, it provides top notch service. Services are economic activities that produces intangible outputs such as convenience, amusement, timeliness, comfort or health

and are typically consumed at the time of production. According to Ogare (2013), services add value to the first purchaser. Zeithmal et al. (2009) defines services as acts, processes and performance performed for customers. Virtual banks typically have more comprehensive websites that offer a wider range of features than those of traditional banks. These features include effective forecasting and budgeting tools, investment analysis tool as well as financial planning tools. They also offer online free online bill payment, tax preparation and online tax forms (Turban2007). These e-banking services may be helpful to customers in Zimbabwe.

E-banking can improve customer service and satisfaction because it allows customers to access a wider coverage of services, which includes some that may not be available at all branches (Solomon 2019). Customers can also complete transactions more quickly and easily online, without having to wait in a line or speak to a teller. This can lead to improved customer satisfaction and loyalty (Simpson 2002). A bank will undoubtedly be able to produce higher consumer interactions and contentment with these upgraded and quicker options.

Additionally, banks have benefited from electronic banking because fewer employees are needed to operate the system and physical facilities, which have resulted in a large decrease in operational expenses. Sarel (2003) and Mols (2000) claims that the development of electronic banking has given banks a high reputation that allows them to offer their services around the clock and also takes into account the issue of geographic distance. Additionally, (Foley 2000) noted that the rise of electronic banking has enhanced competitiveness. As a result, businesses will compete for customers based on how efficiently they can achieve goals like cost reduction, better product and service delivery, and market penetration into previously untapped markets (Gupta 2008). Additionally, the adoption of electronic banking has acted as a severe deterrent to clients migrating to other banks. Finally, the use of electronic banking has enhanced banks' automation, allowing them to track individual usage patterns and learn more about their clients' demands and the platforms that they want to use for electronic banking. (Mols 2000).

Electronic banking offers a number of potential benefits for banks , including cost savings, the ability to re-engineer corporate processes, and the opportunity to sell internationally (Sunders and Thornhill 2000). It also presents new challenges, such as the need to develop new information and technology applications, the blurring of market distinctions, and the entry of new competitors (saatcioglu et al. 2001; Liao and Cheung 2003).

### **2.2.2 Challenges of Electronic Banking (e-banking)**

Identity verification might be inconvenient. Identity authentication can be annoying when using e-banking, according to Shannak (2013), and clients may not like them. Niranjanamurthy (2013) asserts that identity theft is another possibility, which may make customers even more irate. Phishing and other fraudulent acts are possibilities. These problems can be solved, but only if the customer uses extreme caution when utilizing any kind of e-banking. Customers must be very careful to ensure that they do not reveal their PINS to anyone. Customers, however, find the log in issue annoying. Human touch is lacking. Shannak (2013) makes the case that one of the drawbacks of electronic banking is the absence of personal interaction. People find it quite unsettling to have a machine handle their needs when they have complex questions to ask. In addition, Shannak (2013) pointed out that if the systems of electronic banking designs are poor it can take much time.

Hardship to initiate. According to Shannak (2013), the first paperwork required for e-banking may be excessive. This could involve the setup and registration processes. The setup process for electronic banking can be time consuming and this can be a barrier for some people who want to start using electronic banking services (Shannak, 2013).

Safety and confidence. Singh (2004), states that there is always a risk of fraud and identity theft when using electronic banking services. Customers need to be careful about the information they share online and the websites they visits. They also need to make sure that they are using a secure internet connection (Solomon 2019)

Technical issues: electronic banking systems can be susceptible to technical problems and this can lead to utages and delays in transactions

### **2.3 Customer satisfaction**

According to Solomon (2009), a customer is the most important stakeholder in an organization since they supply money in exchange for a product that is offered to them by the company to meet a need and ultimately optimize that need's satisfaction. It should be stated that contentment refers to every time clients or consumers are pleased with a product or service. According to Kotler and Keller (2009), satisfaction is the emotion that arises from evaluating

how well a product performed concerning one's expectations. Since customer satisfaction is a sign of consumer satisfaction, many researchers and academics believe that satisfaction can be defined as the delight one experiences while using the goods and services that are offered.

Furthermore, consumer satisfaction is viewed as a post-purchase review by the customer because it is defined as the perceived gap between prior expectations and the actual performance of the good or service as recognized after use (Fornell, 2002). But there isn't much agreement among academics about what qualifies as customer happiness. According to (Sumra and Manzoor 2011) the level of satisfaction a customer feels is based on their knowledge of the service provider at the time of interaction. There is no single definition of customer satisfaction as different studies and academics have different interpretations. This research aims to identify the factors that affect customer satisfaction in the banking industry using the case of CBZ Bank Kwekwe branch

Kotler and Armstrong, Saunders and Wong (2002) all define customer satisfaction as the degree to which customers' expectations are met or exceed. In other words customer satisfaction is a measure of how happy a customer is with a product or service. Numerous initiatives have been made to gauge and assess client satisfaction. Despite this effort (Kanuk and Schiffman 2004), there is still dispute over the elements that influence customer happiness, particularly those that affect it in the banking industry.

According to Anderson and Sullivan (1993), satisfaction is a general attitude toward the service provider or a psychological reaction to the difference between what clients expect and what clients receive in terms of a demand being met. A person's feelings of pleasure, delight, enjoyment, or discontent as they relate to how well a known product or service performs in comparison to their expectations are also referred to as satisfaction, according to other academics (Kotler 2000). According to Ciavolino and Dahlgard (2007), customer satisfaction may be seen as the total assessment of a service's performance.

The feeling of fulfillment that a person experiences when their needs, goals, or expectations have been met is referred to as satisfaction. Therefore, customer satisfaction can be used to gauge how happy clients are with a bank's services and offerings. For businesses or organizations, keeping their clients satisfied is advantageous. According to Lovelock and Wright (2003), satisfied consumers are more likely to stay loyal, use more of the company's

services, and refer friends and family to the service provider. Customers who are happy with their service are more likely to stick with one telecommunications supplier. Previous studies have discovered that consumer happiness can help firms create profitable and lasting relationships with their customers

## **2.4 Theoretical Review**

This study was based on the Technology Acceptance Model (TAM) and the Diffusion of Innovation Theory (DIT). These theories were relevant to the study because they both suggest that financial access can lead to economic progression.

### **2.4.1 The Theory of Technology Acceptance Model (TAM)**

The TAM is a theory that explains how people adopt and use new technologies. This theory was developed Davis, Bagozzi, and Warshaw in 1989. It is a model of how people adopt new technologies. It posits that there are two key factors that influences a person's decision to use a new technology which are perceived usefulness and perceived ease of use. Perceived usefulness is the degree to which a person believes that using a new technology will improve their job performance or personal life. Perceived ease of use is the degree to which a person believes that using a new technology will be free from effort and will be easy to learn and use

Many studies such as (Hanafizadeh, et al 2014) have used TAM to study the adoption of e-banking. These studies have found out that perceived usefulness and perceived ease of use are important factors determining whether people will use e-banking services (Jongu 2014). However other factors such as security concerns and the availability of features can also influence adoption.

Banks are interested in the adoption of e-banking because it can save them money and improve customer service (Yousafzai, et al., 2010). They can do this by making their e-banking services more secure, user friendly and feature rich

### **2.4.2 Innovation Diffusion Theory (DIT)**

The DIT is a theory that explains how new ideas and products spread through a population. This theory was formulated by (Rodgers E.M, 1983). It posits that there are five key factors that influence the rate of adoption of a new innovation: relative advantage, compatibility, complexity, trialability, and observability (Rodgers E. M, 1995) Relative advantage is the degree to which a new innovation is perceived as being better than the idea it replaced. Compatibility is the degree to which a new innovation is consistent with existing values, beliefs, and practices. Complexity is the degree to which a new innovation is difficult to understand and use. Trialability is the degree to which a new innovation can be tried out on a limited basis before making a commitment to using it.

The study found that financial access can lead to economic progression through a number of mechanisms. For example, financial access can help people to start their own businesses, invest in education and training, and save for retirement. These activities can all lead to increased income and improved standards of living

## **2.5 Empirical Evidence**

Ankit (2011), researched the effects of online banking. The study's goal was to draw attention to the difficulties associated with the acceptance of internet banking because it is its main focus. Adoption of online banking was not as profitable as anticipated for three main reasons: to start with internet it became an essential in some nations in 2001; second, the link between social and economic issues and the adoption of online banking merely helped and lastly, the global financial problem, which is the last blow to all depository and particularly to the electronic banking services and products. The study's findings revealed that the global financial crisis affected the adoption of Internet banking in half of the study data set, which is why we have such uncommon findings.

Ishengoma (2011) has out research on the evaluation of mobile banking for financial inclusion in Tanzania. In the study, the terms customer perception of usefulness and benefits of electronic banking and customer perception of ease of use were explained using a TAM. The results demonstrate that customers' perceptions of risk of use had an impact on their usage patterns; yet, consumers' perceptions of benefits encouraged them to use mobile banking services. The study did not take into account all electronic banking products, such as ATMs and internet banking. This means that it is not possible to say for sure how electronic banking affects users of these options



Nupur (2010) conducted a study to analyze the level of customer satisfaction with electronic banking in Bangladesh. The study used a sample of 250 people. To assess the relationship between customer happiness and electronic banking, the researcher employed the SERVQUAL model. The finding demonstrated a connection between consumer satisfaction levels and electronic banking services. The levels of dimensions that were looked at include dependability, empathy, responsiveness, and assurance, all of which contribute to appropriately pleasing customers. In contrast, the tangibles level is unrelated to customer satisfaction.

Ahmad and Al-zubi (2011) conducted a study to investigate the relationship between the functionality of electronic banking and customer satisfaction in Jordan. The study used a random sample of 185 bank customers. Findings were based on responses of a group of people who use electronic banking in Jordan and those who were randomly selected from the sample. The study found out that privacy, accessibility, content and security were the variables that have a significant influence on customer satisfaction

A study by Mutsune (2014) examines client satisfaction with Kenyan mobile banking. The study looks at Mpesa, Kenya's incredibly popular money transfer system, to investigate the nature and function of financial inclusivity in promoting economic activity. The study's main objective was to investigate a methodology for calculating the impacts of mobile banking on economic dynamism in Kenya. The concepts offered are an original investigation that combines economic theory with elements of natural science to create a framework that may be used with the right data. The report advises policymakers to be flexible while implementing this new technology. The monetary authorities should start over and reevaluate the laws on money supply and banking services, respectively, due to Kenya's rising transaction velocity and the rising assumption of banking services by mobile service providers. Future research should pay particular attention to policy issues.

Mago (2014) carried a study on how e-banking affects customer satisfaction in Zimbabwe. Results showed that low-income people will use mobile banking since it is easily available, beneficial, less expensive, simple to use, and secure. There have been suggestions that the Central Bank be required to monitor non-bank-driven mobile banking models and deal with their money-holding breaking points and pricing structures.

Ndlovu and Ndlovu (2013) conducted a research on mobile banking which can be a powerful tool for financial inclusion in rural Zimbabwe. However, banks and mobile networks need to do more to make it accessible to everyone. They pointed out that one way to do this is to establish more branches in the form of agents, such as Econet has done. This would allow people in rural areas to access mobile banking services without having to travel long distances to a bank. Another way to increase access to mobile banking is to create new ways for people to make money. For example, banks could partner with mobile phone operators to set up mobile phone booths in rural areas. This would allow people without phones to receive and send money from their relatives in South Africa. The study found that people who do not have phones often pay a fee to receive and reply to messages from people who do have phones. This can be a significant financial burden, especially for people who live on low incomes. By bringing mobile phone booths to rural areas, banks can help to address the issue of financial exclusion. This would allow people to access the financial services they need to improve their lives.

Dube, Chitura, and Runyowa (2011) conducted a study to investigate the adoption and use of internet banking by commercial banks in Zimbabwe. The study found that while most banks in Zimbabwe have adopted internet banking, usage levels have remained relatively low. The study also found that compatibility with legacy systems cost of implementation, and security concerns were among the top barriers to banks adopting internet banking. The study made the following recommendations: Banks in Zimbabwe should actively encourage their customers to use internet banking, Decision-makers like the government and the Reserve Bank of Zimbabwe should increase their investments in infrastructure development to encourage both banks and individuals to adopt internet banking.

## **2.6 Gap Analysis**

Dube, Chitura, and Runyowa (2011) conducted a study on the adoption and usage of electronic banking (e-banking) in Zimbabwe. They found that while the adoption rate of e-banking is high, the usage rate is low. This means that many banks in Zimbabwe offer e-banking services, but few people are using them. The study found that there are a number of challenges to the adoption of e-banking in Zimbabwe. These challenges include Security concerns where by

customers are worried about the security of their personal information and financial data when using e-banking. E-banking can be more expensive than traditional banking, especially for people who do not have access to the internet or a smart phone. Lack of awareness, many people in Zimbabwe is not aware of some benefits of electronic banking or how to use it. The study concludes that by addressing these challenges, banks in Zimbabwe can increase the adoption of e-banking and provide better service to their customers. This study will add value to the body of existing material.

## **2.7 Chapter Summary**

This section explained the relevant literature. The researcher has noticed that little study has been done on this idea, particularly on the evaluation of the notion of the impact of electronic banking on customer satisfaction, after reading numerous researches done in electronic banking and consumer satisfaction. There aren't many studies that look at how e-banking affects customer satisfaction in Zimbabwe; as a result, the focus of the current study is to examine this relationship. After all of this was explained, a gap analysis was briefly developed in this chapter to highlight how the researcher's study varies from earlier studies. Following this chapter, the researcher will look at research methodologies

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

Information on the methodology of the study is provided in this chapter. To gather the data for the study, the researcher used a particular research approach, which is explored in this section. It focuses on key pillars of research philosophy, design, tools, and data-gathering techniques. Also covered in the chapter are the target population and sampling designs. A questionnaire was utilized in this study to collect data. The presentation and analysis of the data that was gathered are also covered in this chapter. Also mentioned are the research ethics that were seen in the study. Detailing the methodology is covered in the next sections.

### **3.1 Research Approach**

A researcher can use a quantitative, qualitative, or hybrid approach in a study. The methodology used in this investigation was quantitative. In a quantitative study, the researcher observes the research participants from a distance and does not take part in the decision-making process regarding the results (Park and Park, 2016). Utilizing questionnaires with closed-ended questions, the quantitative approach made it possible to obtain quantitative data. The trends in the organizational performance and employee commitment variables employed in this study are required to be established quantitatively. The quantitative strategy made sure the researcher used descriptive language. statistics such as frequencies, percentages, pie charts, and graphs (Sunders 2000).

### **3.2 Research Design**

A research design is a plan for conducting a research study. It outlines the steps that the researcher will take to collect data, analyze it, and draw conclusions (Kothari 2004). There are many different types of research designs, each with its own strengths and weaknesses. An exploratory research design is a type of research design that is used to gain a better understanding of a particular phenomenon (Pilot and Beck 2006). It is often used when there is little previous research on the topic, or when the researcher wants to explore a new line of inquiry. Exploratory research designs can involve a variety of methods, such as interviews, focus groups, and surveys. The main goal of an exploratory research design is to generate hypotheses or research questions that can be tested in future studies. It can also be used to develop new research methods or to refine existing methods (Bless and Hiangson-Smith 2010).

### **3.3 Population and Sampling Design**

This section looks at the population, sample size, and the sampling techniques adopted.

#### **3.3.1 Population**

According to Cooper and Schindler (2001), the study population is comprised of all the participants from whom data is gathered for the study. The approximately 1000 ZB bank customers in Kwekwe were the study's target population.

#### **3.3.2 Sampling size**

The researcher used the stratified random sampling approach to create a sample due to the varied makeup of the participants and the size of the geographical area of the community under study. Eighty five respondents made up the sample for this study. According to White (2005), it involved selecting some samples based on the number of individuals in each stratum, but the selection within each stratum was done at random.

### **3.4 Sampling techniques**

Crawshaw, (2003), convenient sampling is a method that enables the study of easily accessible and available respondents. There are several important objectives that sampling might accomplish. The first Convenient sampling was employed as a sample approach in this study

### **3.5 Research instruments**

According to (Muchengetwa 2005) research instruments are the tools utilized by the researcher to gather the pertinent information required to identify solutions to the topic under consideration. As study tools, the researcher used questionnaires to gather information.

#### **3.5.1 Questionnaire**

The researcher used a questionnaire to collect data from respondents. The questionnaire was divided into three sections The first section collected demographic data, such as age, gender, and education level. This information was used to get a better understanding of the respondents and their backgrounds. The second section included closed-ended questions, which had a limited number of possible answers. This type of question is easy to answer and can be quickly analyzed. The third section included open-ended questions, which allowed respondents to

provide their own answers in their own words (Saunders et al. 2007). This type of question can provide more detailed information, but it can be more difficult to analyze. The researcher chose to use a questionnaire because it is a less expensive, more rapid, and more convenient way to gather data than other methods, such as interviews or focus groups. Questionnaires also allow respondents to take their time to answer the questions and provide thoughtful responses. Additionally, questionnaires can be used to collect both quantitative and qualitative data, which can be helpful for researchers who want to get a more complete picture of a particular issue. The researcher administered the questionnaire to a sample of respondents who were representative of the population that they were interested in studying. This allowed the researcher to generalize the results of the study to a larger population. The use of a questionnaire was a valuable tool for this study. It allowed the researcher to collect data from a large number of respondents quickly and efficiently. The data that was collected was also reliable and valid, which made it possible for the researcher to draw meaningful conclusions

### **3.6 Sources of Data**

Data is classified into two main categories or sources which are primary source and secondary source.

#### **3.6.1 Primary data sources**

Data is collected by the researcher for the specific study. It is original data that has not been collected or analyzed before (Wegner 1995). Primary data may be collected through a variety of approaches, like surveys, interviews, and questionnaires.

#### **3.6.2 Secondary data sources**

It is data that has already been collected by someone else to support primary data. It can be found in a variety of sources, such as government publications, academic journals, and commercial databases. Secondary data is often used to provide background information or to answer specific questions about a topic.

### **3.7 Data Collection Procedure and Administration**

The respondents received the surveys directly from the researcher. The drop-and-pick method was used for the questionnaire. The researcher's method was less expensive, quicker, and guaranteed a definitive response. The participants received their questionnaires directly from the researcher. However, a physical distribution made sure there were fewer delays. Instruments were personally retrieved.

### **3.8 Reliability and Validity**

#### **3.8.1 Validity**

According to Bryman et al. (2003), data is reliable if it accurately depicts the subject of the study. Both internal and external validity are possible; internal validity refers to how much of a study's changes or outcomes may be attributed to the independent variable. According to Bryman et al. (2003), external validity is the extent to which a study's conclusions may be applied to different populations, environments, groups, and circumstances. The researcher ensured the study's validity by excluding subject assessment based on facial interaction and by paying attention to the content. Through pilot testing to assess how accurately the questions elicited the desired information, content validity was assured.

#### **3.8.2 Reliability**

Reliability, according to Leedy (2000), involves accuracy. It poses queries like, "How accurate is the instrument used to make the measurement?" In this study, the questionnaire was designed by the researcher to elicit responses that would be relevant to the study's goals.

### **3.9 Presentation, analysis, and Interpretation of Data**

To address all research objectives, qualitative data was presented in themes that complemented the interpretation of quantitative data. To aid with data analysis, statistical data were entered and expressed as a percentage using Microsoft Excel software (spreadsheet). Both qualitative and quantitative analysis of the data collected was done in connection with the study's goals. To present the data in this study, the researcher used tables, graphs, and pie charts.

### **3.10 Ethical Considerations**

It was made clear that participation in or withdrawal from the activity was a complete choice for the participants. All those who took part in the investigation received respect, justice, and

dignity. Participants were informed that their personal information would not be utilized to link the study's results to them, preserving their anonymity, confidentiality, and privacy. The questionnaire was made to not include personal information.

### **3.11 Summary**

This chapter discussed the research design, the subjects used, the sample, and the sampling techniques. It also covered the research instruments such as questionnaires, and the data collection procedures. The next chapter will discuss data presentation, analysis, and interpretation.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

#### **4.0 Introduction**

The section provides thorough examination of research and interpretation of the results consistent with the targeted purpose. The aim of this experiment is to examine the impact of



electronic banking on customer satisfaction using CBZ bank. It gives the description of the respondents' profile. The data collected for this study was analyzed using descriptive statistics to describe respondents' profile and the factors influencing customer satisfaction with e-banking. Microsoft Excel 2007 was used to analyze the data on electronic banking functionality and customer satisfaction,

## **4.1 Participation rate**

### **4.1.1 Questionnaire Participation Rate**

**Table 4.1 questionnaire participation rate**

Distributed	Returned	Participation rate
85	74	87%

[ Source: primary source]

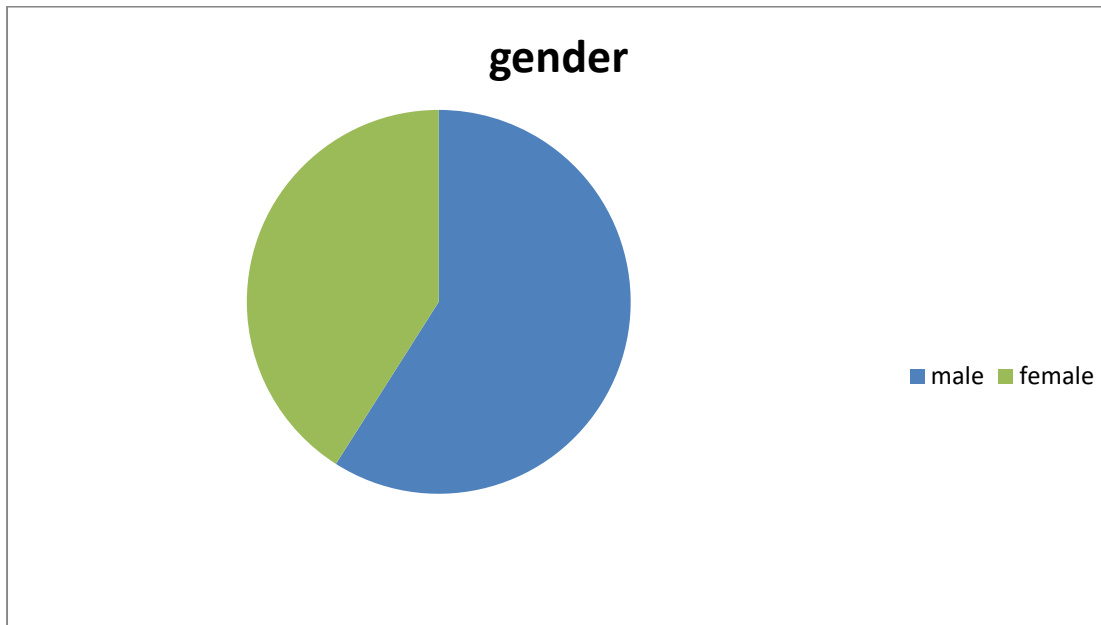
A participation rate of 87% from the 85 questionnaires which were distributed is considered to be a very good result. It means that the majority of people who were asked to participate in the study did so. This is important because it ensures that the results of the study are representative of the population as a whole.

## **4.2 Demographic Characteristics of Participants**

The study will investigate the participants' demographic data, which includes their gender, age range, academic qualifications, and marital status. This information will be used to understand the participants' backgrounds and experiences, which can help to explain their participation to the study's questions.

### **4.2.1 Gender Rate Response**

**Fig 4.1 gender response rate**



Source: research findings

The overall response rate for the study was 87%. 85 respondents were meant to return the information, which included both males and females. Regardless of gender, questionnaires were distributed. All participants were granted equal amount of time. According to the pie chart above, 59% of males answered to the questionnaires. It also reveals that 41% of females responded. The study found that men are more likely to use e-banking services than women. This is likely due to a number of factors, including men’s greater comfort with technology and their preference for

### **4.3 Other demographic characteristics of participants ( N=85)**

**Table 4.2 demographic characteristics of participants**

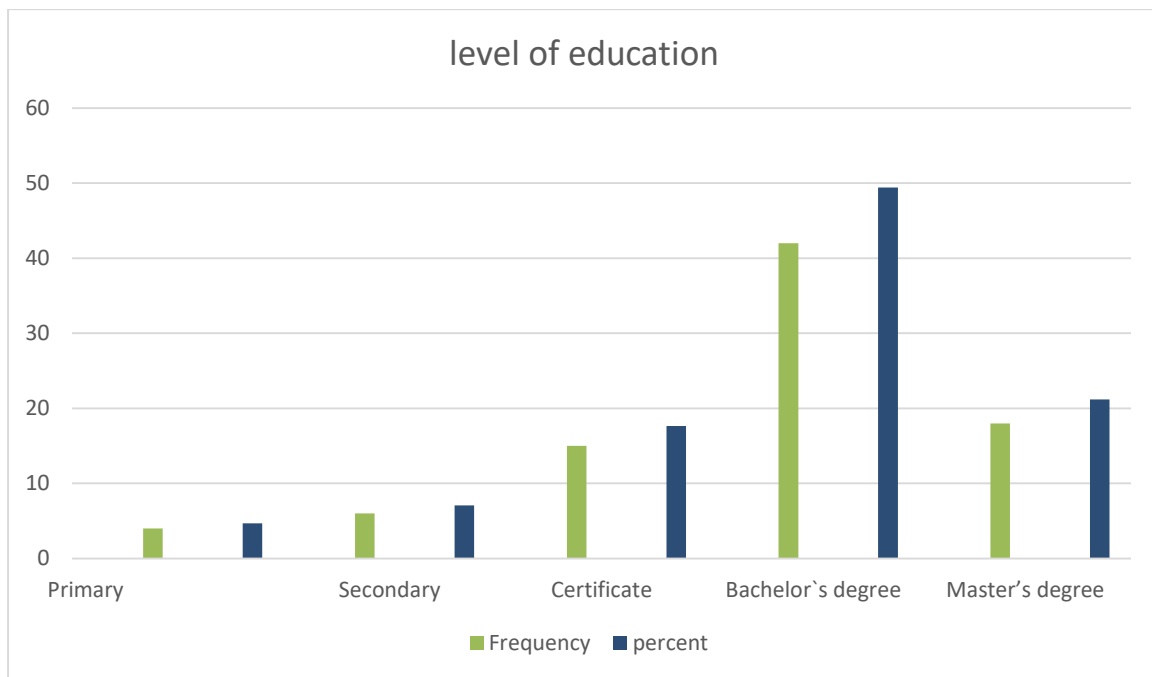
<u>Variable</u>	<u>Frequency</u>	<u>percent</u>
Education		
Primary	4	4.70
Secondary	6	7.05

Certificate	15	17.65
Bachelor`s degree	42	49.41
Master`s degree	18	21.20
total	85	100
Marital status		
Single	48	56.47
Married	26	30.59
Widow	11	12.94
Total	85	100
Age		
18-25years	30	35.29
26-30years	22	25.88
31-40years	18	21.18
Above 40 years	15	17.65
Total	85	100

Source: field data

#### 4.3.1 Level of Education

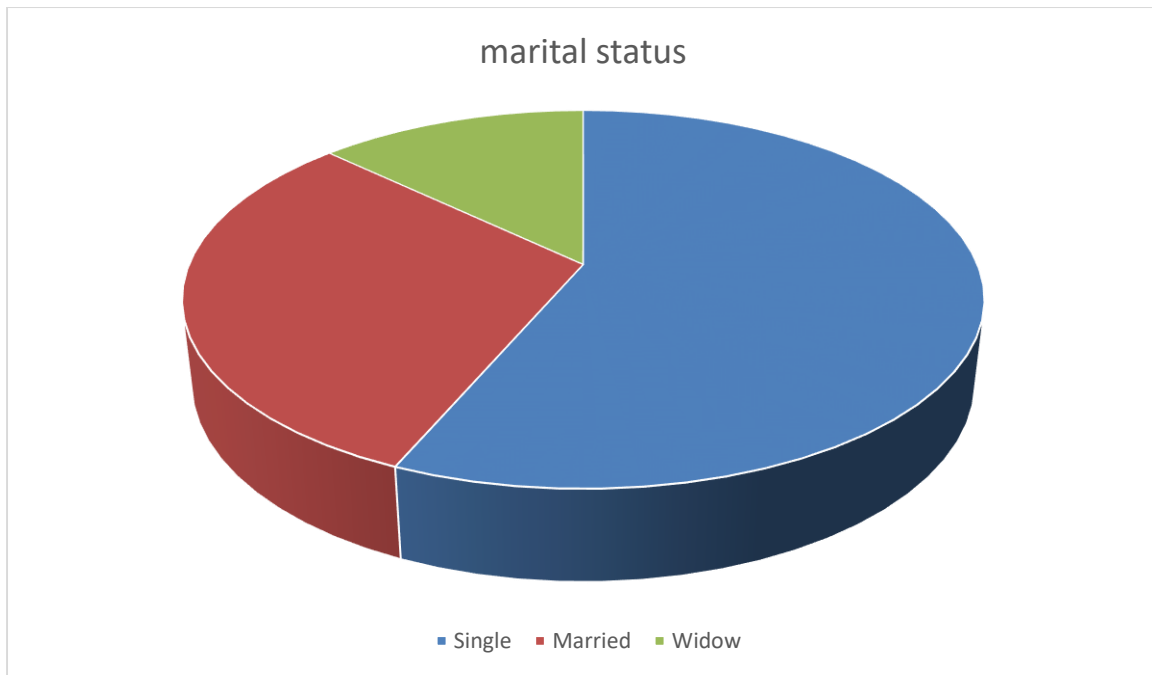
**Fig 4.2 level of education**



Participants were asked to express their greatest degree of education by picking from a selection of different levels of education according to the Zimbabwean education system. The study found that participants had varying levels of education, with 4.7% having primary level, 7.05% having secondary level, 17.65% having certificates, 49.41% having bachelor's degree and 21.20% having master's degree. According to statistics customers levels vary. The study also found that there was a relationship between education level and e-banking usage. Participants with higher levels of education were more likely to use e-banking services than those with lower levels of education

### 4.3.2 Marital Status

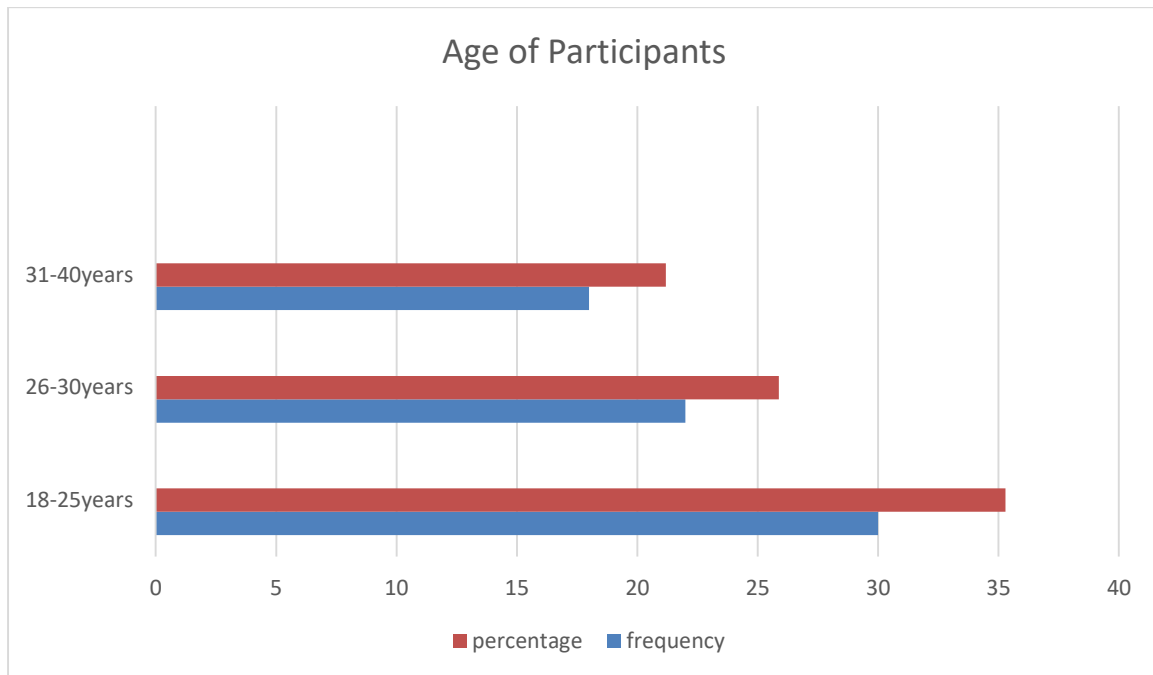
**Fig 4.3 Marital Status**



The respondent's marital status was also an essential element out of 85 respondents the findings were as follows: 56.47% single, 30.59% married, 12.94% widow, as shown on table 4.1. According to the findings single persons account for the greatest portion of e-banking customers, followed by married people and lastly widows

### 4.3.3 Age

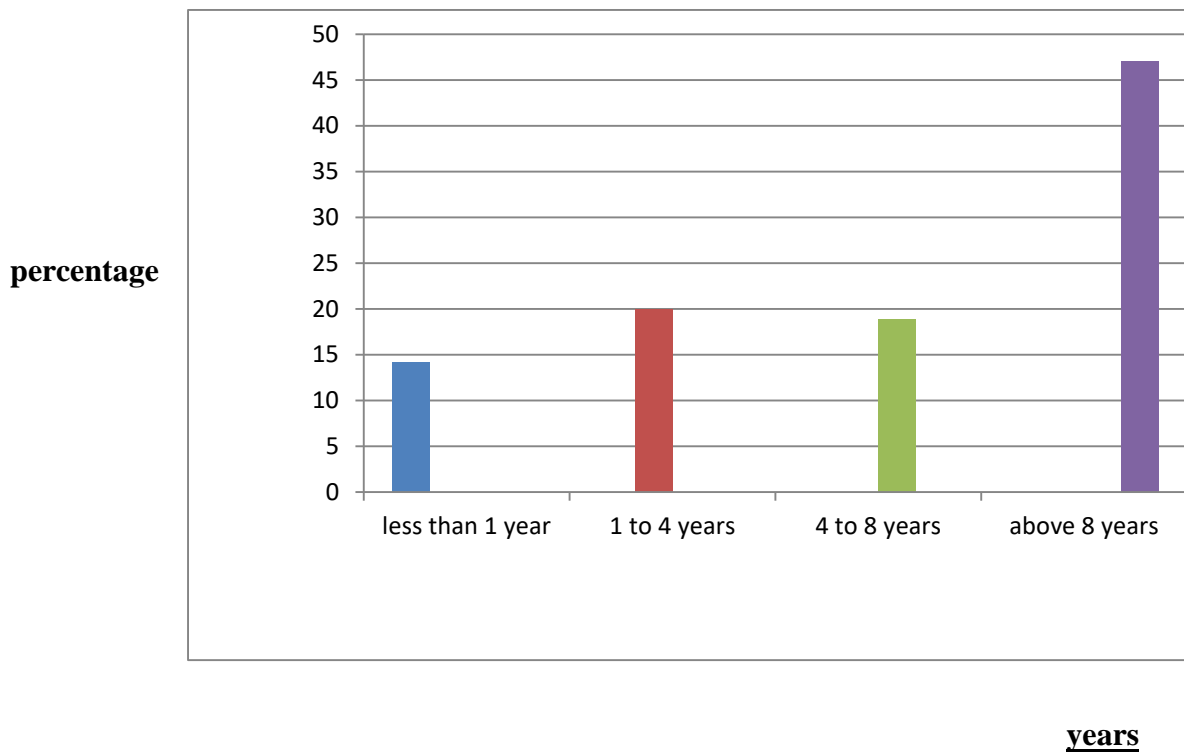
**Fig 4.4 Age**



The majority of respondents were in the 18-25 age group (35.29%). The second largest age group was the 26-30 age group (25.88%). The third largest age group was the 31-40 age group (21.18%). The smallest age group was the above 40 age group (17.65%). There is a clear trend towards younger people using e-banking services. This is likely due to a number of factors, including the fact that younger people are more comfortable with technology and that they are more likely to use online services for other purposes, such as shopping and social media. The study's findings suggest that banks can increase e-banking adoption by targeting younger people specifically. This can be done by creating marketing campaigns that appeal to younger people and by making it easy for younger people to sign up for and use electronic banking services.

#### **4.4 Years of using E-banking Services**

**Fig 4.5 response rate of e-banking usage**



The above information illustrates in percentages, how long respondents had used e-banking services. 14.12% have been using electronic banking for one year and below, 20% have used electronic banking for a period between 1 to 4 years, 18.82% of the participants used electronic banking services for a period of 4 to 8 years and the data shows that the majority of participant have been using e-banking services for more than 8 years with a percentage of 47.06%. This is likely due to the fact that e-banking adoption and growth in Zimbabwe has improved over the past 15 years. The survey of electronic banking and customer perceptions in Zimbabwe found that the following are the key influences that have aided to the expansion of e-banking in Zimbabwe: The increasing availability of internet and mobile phone services, the growing awareness of the benefits of e-banking and the increasing convenience of e-banking. Overall, the study found that the adoption and growth of e-banking in Zimbabwe has improved over the past 15 years. The study also found that there are still some challenges that need to be addressed in order to further grow e-banking in Zimbabwe

#### 4.5 Descriptive results of Likert Scale Data

**Table 4.3 descriptive results of likert scale data**

Statement	Strongly disagree % (n)	Disagree % (n)	Neutral % (n)	Agree % (n)	Strongly agree % (n)
Are you happy with the bank's services?	2.35(2)	3.53(3)	5.88(5)	17.65(15)	70.59(60)
Are you happy with the knowledge about electronic banking	2.35(2)	2.35(2)	7.06(6)	18.82(16)	69.41(59)
Does the bank measure its success in meeting clients needs and anticipations	2.35(2)	7.06(6)	9.41(8)	16.47(14)	64.71(55)
Are the services offered by the bank easy to use	1.18(1)	4.71(4)	5.88(5)	12.94(11)	75.29(64)
Does the bank offer 24/7 account access	4.71(4)	5.88(5)	10.59(9)	20(17)	58.82(50)
Do you agree with the security offered by the	-(0)	3.53(3)	5.88(5)	14.12(12)	76.47(65)
Are you able to keep using electronic banking with the services being produced	1.18(1)	2.35(2)	7.06(6)	65.88(56)	23.53(20)

Source: field data

The outcomes were presented in the table above clearly showing that 70.59% amongst the participants strongly agreed that they were happy with the banking services whilst only a few of 2.35% were strongly disagree on the satisfaction of services offered by the bank. On the issue of availability of knowledge on e-banking services to customers there was 69.41% of the participants who strongly agreed, and 18.82% agreed that they had enough knowledge on the services. In addition, the clients showed their honest on whether the bank satisfies their needs and demands when using e-banking services. The following were their responses: 64.71%



strongly agreed, 16.47% agreed, to their needs that they were met, while 9.41% were neutral, 7.06% disagreed and 2.35% strongly disagreed that their need were not met.

75.29% strongly agreed and 12.94% agreed that the services offered by the banks were cheap to use. A majority of customers agreed that the services offered by banks were easy to use, while a small percentage of 4.71% disagreed. This is likely due to the accessibility and attainability of services as well as the availability of knowledge to customers (Ishengoma 2011).

on accessibility, 58.82% strongly agreed and 20% agreed while 10.59% were neutral, 4.71% and 1.18% disagreed and strongly disagreed respectively that they could hardly access the e-banking services. When customers were asked their opinions on the e-banking services security, these were their responses; 76.47% and 14.12% had no doubt on the security while 5.88% were neutral, 3.53% and 0% had no trust on the security due to online theft and other security issues

Lastly, many of these customers were willing to keep on using the e-banking services and products as they were happy with the products and banks services. The research found that a large majority of customers of 23.53% strongly agreed and 65.88% agreed were satisfied with the e-banking services offered by the banks. Only a small majority of 7.06% were neutral, 2.35% and 1.18% were willing to quit as were not satisfied with the services

#### **4.6 Benefits of using e-banking services**

**Table 4.4 Benefits of using e-banking services**

e-banking variables	1(the least important) % (n)	2(unimportant) %(n)	3(neutral) % (n)	4(important) %(n)	5(the most important) %(n)
Easy to use	2.35(2)	7.06(6)	23.53(20)	31.76(27)	35.29(30)
accessibility	-(0)	10.84(9)	14.46(12)	21.69(18)	53.01(44)
saves time	2.35(2)	5.88(5)	11.76(10)	21.18(18)	58.82(50)
availability	3.53(3)	12.94(11)	17.65(15)	18.82(16)	47.06(40)
security	4.71(4)	2.35(2)	15.29(13)	21.18(18)	56.47(48)
responsiveness	5(4)	5(4)	2.5(2)	18.75(15)	68.75(55)

This study goal was to find out what advantages clients in CBZ banking sector receive from adopting e-banking services such as ease of use, accessibility, saving time, availability, security and responsiveness. The respondents were asked to rank these benefits according to their significance of importance. The table above shows the information recorded from respondents.

**4.7 Percentage distribution of participants by rating E-Banking Services Types Based on their importance (N=85)**

**Table 4.5 rate of e-banking services based on their importance**

e-banking products	1(the least important) %(n)	1(unimportant) %(n)	3(neutral) %(n)	4(important) %(n)	5(the most important) %(n)
Automated Teller Machine(ATM)	1.18(1)	5.89(5)	12.94(11)	28.24(24)	51.76(44)
Telephone banking	11.76(10)	17.65(15)	15.29(13)	31.76(27)	23.53(20)
Mobile banking	2.35(2)	3.53(3)	10.59(9)	14.12(12)	69.41(59)

The research found that customers ranked mobile banking as the most important e-banking service, followed by ATM and telephone banking. Mobile banking was ranked as the most important service by 69.41% of respondents. This is likely due to the convenience and flexibility of mobile banking. Customers can use mobile banking to access their accounts and perform transactions from anywhere, at any time. ATM was ranked as the second most important service by 51.76% of respondents. This is likely due to the widespread availability of ATMs. Customers can use ATMs to withdraw cash, deposit checks, and transfer money between accounts. Telephone banking was ranked as the least important service by 23.53% of respondents. This is likely due to the fact that telephone banking can be time-consuming and inconvenient. Customers must call a bank representative to perform transactions, and they may have to wait on hold for a long time. The research suggests that banks should focus on improving their mobile banking services. By making mobile banking more convenient and secure, banks can attract and retain more customers.

#### **4.8 Chapter Summary**

The research found that electronic banking has a positive impact on customer satisfaction. Customers who use electronic banking are more likely to be satisfied with their bank than

customers who do not use electronic banking. The research also found that factors such as ease of use, security, convenience and reliability are important for customer satisfaction with electronic banking. Customers want electronic banking services that are easy to use. Customers of electronic banking services want to be able to do their banking easily and securely. They want to be able to access their accounts, transfer money, pay bills, and do other tasks without having to call customer service. They also want to be confident that their personal and financial information is secure. They want electronic banking services that are convenient. They should be able to access their accounts and do other tasks from anywhere, at any time. Customers want electronic banking services that are reliable so that they will be able to count on the services to work when they need them. In overall banks that want to improve customer satisfaction with their electronic banking services should focus on improving the quality of these services. By making their services easier to use, more secure, more convenient, and more reliable, banks can increase customer satisfaction and loyalty

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**

## **5.0 Introduction**

The study's goal was to look into how e-banking affected clients' satisfaction in the banking sector using CBZ bank as the case study. Investigating how e-banking services affect customer satisfaction as it was one of the particular goals. Other goals included identifying the advantages and disadvantages of using electronic banking. There are five main portions to it.

### **5.1 Summary and major findings**

In this survey, 85 people responded. Of these, 59% were men and 41% were women. The most common level of education was a bachelor's degree, held by 49.41% of respondents. Master's degrees were the next most common, held by 27.02% of respondents. Those who had primary level of education made up the least number of participants (4.70%), followed by those with secondary education (7.05%). The majority of respondents were young, with 35.29% between the ages of 18 and 25 and 25.88% between the ages of 26 and 30. Only 11.76% of respondents were over 40 years old. These results suggests that the customer base for this product is young and educated. The high percentage of bachelor's degree holders indicates that the customers are likely to be professionals or other high-income earners. The young age of the customer base suggests that they are likely to be early adopters of new technologies.

The majority of respondents (47.06%) had been using e-banking services for more than 8 years. 20% of respondents had 1-4 years of experience, followed by 18.82% of respondents with 4–8 years of experience. Only 4.12% of respondents had less than a year of experience. These results suggest that customers are generally experienced with e-banking services. The high percentage of respondents with more than 8 years of experience indicates that e-banking has been around for a long time and that customers are comfortable using it. The survey found that a majority of banking customers were pleased with the e-banking services and products offered. However, some customers found the services to be difficult to use, and others had complaints about poor customer service, high transaction fees and less withdrawal amounts.

Overall, the survey results suggest that customers are generally satisfied with e-banking services, but there are some areas where improvements could be made. Here are some specific areas where improvements could be made. Customers should be able to get help quickly and easily if they have a problem with their e-banking account, Transaction fees should be

reasonable and transparent. Withdrawal limits should be reasonable and should not make it difficult for customers to access their money and Customers should be able to get online help if a transaction fails. By addressing these areas, banks can improve the customer experience and make e-banking even more convenient and user-friendly.

The study found that bank customers at CBZ Bank can access e-banking services. Accessibility is the ability for all intended users to use a product or service, regardless of their abilities. Customers' ability to perceive input and output may be impaired the study found that if the following requirements are met, an electronic banking service will be available to the broadest audience, users must be able to perceive and understand the controls. This means that the controls must be easy to see and understand, regardless of the user's vision or cognitive abilities. All users must be able to input and output information in a way that is compatible with the service. Here are some specific benefits of improved accessibility: Users with disabilities are able to participate more fully in society service providers: They can reach a wider audience and increase their market share and society: It becomes more inclusive and welcoming to everyone. Overall, the study found that improved accessibility is a win-win for everyone involved.

The study found that e-banking services are convenient for customers because they are available 24 hours a day, 7 days a week, and can be accessed from anywhere. E-banking is also more affordable than traditional banking, as there are no fees for using online banking services. The study also found that e-banking is becoming increasingly popular, as more and more customers are using it to manage their finances. Some of the reasons for the popularity of e-banking include: Convenience: Customers can access their accounts and make transactions from anywhere, at any time, Speed: Transactions can be completed quickly and easily online, Security: E-banking transactions are secure and protected by encryption. Cost-effectiveness: E-banking is more affordable than traditional banking. The study found that e-banking is a convenient, affordable, and secure way to manage finances. It is likely to become even more popular in the future as more and more customers adopt it.

## **5.2 Conclusion**

The study found that e-banking has a positive impact on customer satisfaction and service delivery. Customers are very fond of electronic banking services like mobile money, ATMs, and telephone banking, as these services offer a number of advantages including time-saving,

convenience, and accessibility. Among e-banking services, mobile banking is the most popular choice for customers because it is efficient, easy to use, and saves time. It is also more secure than traditional banking methods, resulting in lower transaction risks. However, there are some drawbacks to e-banking. According to the report, the biggest problems customers face with e-banking services and products are, limited withdrawal amounts, higher transaction fees and network failure from internet connection. These drawbacks can be addressed by banks by increasing withdrawal limits, lowering transaction fees, and improving internet connectivity. Despite these drawbacks, e-banking is a convenient, secure, and efficient way to manage finances.

### **5.3 Limitations of the Study and Recommendations for Additional Research**

#### **5.3.1 Restrictions**

The study on the impact of e-banking on customer satisfaction at the CBZ Bank Kwekwe branch had some limitations, including a budget constraint. The study was conducted due to time and cost constraints, and therefore, the results may not be generalizable to other Zimbabwean banks. Future research could be conducted to compare the effects of the same variables across other Zimbabwean banks. Although many studies have been conducted on customer satisfaction and e-banking, the focus of those studies was on how online banking affects bank profits (Njogu, 2014) and how information and Technology affects electronic banking (Amakoo, 2012; Ishengoma, 2011). Here are some additional limitations of the study, The study was conducted in a single location, which may limit the generalization of the findings. The study used a convenience sample, which may introduce bias into the results. Despite these limitations, the study provides valuable insights into the relationship between e-banking and customer satisfaction in Zimbabwe. The findings suggest that e-banking can have a positive impact on customer satisfaction, but further research is needed to confirm these findings and to explore the relationship between e-banking and customer satisfaction in more detail.

#### **5.3.2 Suggestions for Further Research**

The goal of the study was to ascertain the effect of electronic banking on CBZ bank customers' satisfaction. Due to time and cost constraints, this study focused on how e-banking affected satisfaction of customers at the CBZ Bank Kwekwe branch. It is of importance for future researchers to conduct more studies to compare the effects of e-banking on customer satisfaction across different Zimbabwean banks and to explore the relationship between e-banking and customer satisfaction in more detail, using a variety of research methods.

## **REFERENCES**

Adeuwyi, I.D., & Adekunle, O. (2011). The impact of electronic banking on customer satisfaction in Nigeria. *Journal of Retailing and Consumer Services*, 18(3), 212-217

Ahmad, A. E., & Al-Zu'bi, H. A. (2011). E-banking functionality and outcomes of customer satisfaction: An Empirical Investigation. *International Journal of Marketing Studies*, 3(1), 51-59.

Aladwani, A. (2001). Online banking: A field study of drivers, development challenges, and expectations. *International Journal of Information Management*, 21(3), 213-225



Al-Smadi, M. O. (2011). The Impact of Electronic Banking on the Performance of Jordanian Banks. *Journal of Internet Banking and Commerce*, 16(2).

Al- Somali S., A., Gholami, R., Clegg, B., (2009), An investigation into the acceptance of online banking in Saudi Arabia. *Technovatic* 29, pp 130-141.

Anderson, E. A. and M. W. Sullivan (1993).The antecedents and consequences of customer satisfaction for firms. *Marketing sciences* 12: pp. 125-143.

Ankit, S. (2011). Factors influencing online banking customer satisfaction and their applied psychology. London: Sage Publications Inc.

Anouze A. L.M., Alamro A. S., Awwad A.S. (2019). Customer satisfaction and its measurement in the Islamic banking sector. *Journal of Islamic and Marketing*

Arunachalam, L., and Sivasubramanian, M. (2007). The future of Internet banking in India: Academic Open Internet journal, vol.2.0 Available online at <http://www.ocadjournal.com>

Bankole, F. O., Ankole, O. O., & Brown, I. (2011). Adoption of internet banking in Nigeria: An empirical analysis. *Journal of Internet Banking and Commerce*, 16(1).

Berry, L. L. Kathleen Seiders, and Dhruv Grewal (2002), Understanding Service Convenience, *Journal of Marketing*

Cooper, D. S. and Schindler, P. S. 2009), *Business Methods*. 10th Edition. McGraw-Hill. London.

Chikoko, L. and Mangwendeza, P. (2012). Financial inclusion by Zimbabwean commercial banks in a liquidity constraint environment. *Journal of Economics and international finance*. Vol. 4 (10). 252-259

Daniel, E. (1999). Provision of Electronic Banking in the UK and the Republic of Ireland. *The International Journal of Bank Marketing*, 17(2), 72-82.

.

Dube, T., Chitura, T., Chitura, T., & Langton, R. (2009). Adoption of internet banking in Zimbabwe: An empirical analysis. *Journal of Internet Banking and Commerce*, 14(2).

Elisha, M. A. (2010). E-banking in developing economy: Empirical evidence from Nigeria. *Journal of Applied Quantitative Methods*, 5(2), 215-229.

Flavian, C., Guinaliu, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction, and consumer trust, information, and management.

Fornell, C (1992), A National Customer Satisfaction Barometer: the Swedish Experience, *Journal of Marketing*

George, S. O. (2011). The prospects and barriers of e-commerce implementation in Tanzania. In *Liberalization of banking industry in Tanzania* (pp. 3-10). Dar es Salaam: TZOnline.org.

George, A., & Kumar, G. S. G. (2013). Antecedents of Customer Satisfaction in Internet Banking Technology Acceptance Model (TAM) Redefined. *Global Business Review*, 14(4), 627-638.

Sure, here is the reference for Gerrard, P., and Cunningham, J. B. (2003):

Gerrard, P., & Cunningham, J. B. (2003). The diffusion of internet banking among Singapore consumers. *International Journal of Bank Marketing*, 21(1), 16-28.

Gupta, P. K. (2008). Internet banking in India: Consumer concern and bank strategies. *Global Journal of Business Research*, 2(1), 43-51.

Gupta, P. K. (2008). *Operations Research*. S. Chand and Company Limited, New Delhi.

Hanaficadeh, P. (2014). A systematic review of Internet banking adoption. *Telematics and Informatics*, 31(3), 492-510.

Ishengoma A. I. (2011). Analysis of mobile banking for Financial inclusion in Tanzania: Case of Kibaha District Council Kibaha, Tanzania.

Jannatul, M. N. (2010). E-Banking and Customers. Satisfaction in Bangladesh: An An

*International Review of Business Research Papers* Volume 6. Number 4.

Jayawardhena, C. and Foley, P. (2000) Changes in the banking sector. The case of Internet banking in the UK

Kleijner, M., Wetzels, M., & de Ruyter, K. (2004). consumer acceptance of wireless finance. *Journal of financial services Marketing* 8(3), 206-217.

Kotler, P. (2009), *Marketing Management South Asian perspective*, 12th Edition Pearson Education Publishing

Kothari, C. (2008). *Research Methodology; Methods and Techniques*. New Age International Publishers. New Delhi.

Kothari C. R. (2004)," *Research methodology, methods and techniques*", 2nd edition, New Delhi: New Age International Limited.

Liao, Z. and Cheung, M.T.(2002) Internet-based e-banking and customer attitudes: An Empirical study. *Information and Management*

Lovelock, C. H. (2000). *Functional integration in service: understanding the links between marketing, operations, and human resources*. New York, NY: Wiley & Sons

Mambi, A. J. (2010). *A Source Book for Information and Communication Technologies and Cyber Law in Tanzania and East Africa Community*. Dar-es-Salaam: Mkuki & Nyota Publishers.

Mols, N.P.(2000). The Internet and services marketing- the case of Danish retail banking, *internet research*, Vol. 10 NO. 1, PP 7-18

Mussime, A., Biyaki, P., & Mahmood, F. (2010). Adoption of internet banking in Kenya: an empirical analysis. *International Journal of Bank Marketing*, 28(5), 332-350

Nurpus, J. M. (2010). *Banking Technology and Innovation*. John Wiley & Sons, Inc., Hoboken, New Jersey.

Ogare, H. O. (2013). *The effect of electronic banking on the financial performance of commercial banks in Kenya*. University of Nairobi, Kenya.

Polit, D. F. and Beck, C. T. (2006). *Essentials of nursing research: methods, appraisal, and utilization*. Philadelphia: Lippincott Williams & Wilkins.

- Rogers, E.M. (1995) Diffusion of innovations. New York; London: Free Press. Santomero, Sarel, D., and Marmorstein, H. (2003). Marketing Banking Services: the voice of the Customer. Journal of Financial Services Marketing.
- Sharma J.K(2006): Operations Research: Theory and application. 2nd editions. New Delhi: Macmillan India Ltd
- Simpson, J. (2002). The Impact of the Internet in Banking: Observations and Evidence from Developed and Emerging Markets. International Journal of Telematics and Informatics, 19(1), 315-330.
- Singh K (2004). Impact of HR practices on perceived firm performance in India. State Bank of Pakistan, Number of Reporting Scheduled Banks and Their Branches 1976 to 2008 SBP, Karachi, Pakistan.
- Solomon, M. R. (2019). Consumer Behavior. 7th edition. published by Pearson Education.
- Sumra, S. H., &Manzoor, M. K. (2011). The impact of E-Banking on the profitability of banks: a study of Pakistani public sector banks. Journal of Public Administration and Governance, 1(1), 31-38.
- Sunders, M. K., Lewis, P., and Thornhill, A. (2000). Research method for business student. New York. Printence Hall.
- Timothy A (2012), Electronic Banking Services and Customer Satisfaction in the Nigerian banking Industry. International Journal of Business and Management
- Turban, E., Lee, J., King, D., and Shung, H.M. (2000), "Electronic Commerce: A Managerial Perspective", London: Prentice Hall
- Wan D, Kok V, Huat C (2002). Strategic human resource management and organizational performance in Singapore. Compens. Benefits Rev. Saranac, 34(4): 10-33.
- Yi –Shun Wang, Yu-Min Wang, Hsin-Hui Lin, Tzung-I Tang (2003). International Journal of Service Industry Management.

Wright, R. E. (1995). Logistic regression. In L. G. Grimm & P. R. Yarnold (Eds.), *Reading and Understanding More Multivariate Statistics*, 2(1), 217–244).

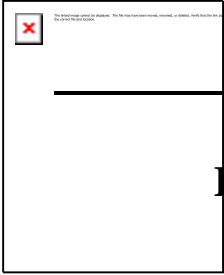
Yousafzai, S. Y., Pallister, J. G., and Foxall, G. R. (2005). Strategies for building and communication trust in electronic banking. A field experiment. *Psychological Market*, 22(1), 181-202.

## **APPENDICES**

### **APPENDIX 1: LETTER OF PERMISSION TO CONDUCT THE STUDY FROM THE ORGANIZATION**

P. Bag 1020  
Bindura Zimbabwe

Tel: 0712 7620 Ext 6011



---

## BINDURA UNIVERSITY OF SCIENCE EDUCATION

---

19 April 2023

**CBZ KWEKWE**  
**STAND NO 6503**  
**KWEKWE**

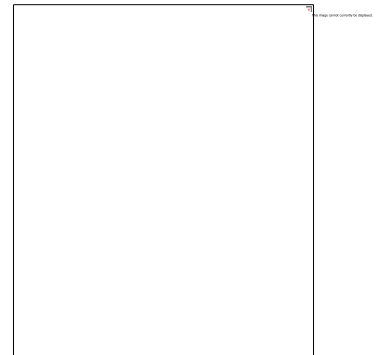
### **RE: REQUEST FOR DATA COLLECTION**

Please may you assist our student **Madzivanyika Tendai M B1953076** carry her research in your organization on her topic on **“The impact of electronic banking on customer satisfaction: A case study CBZ Kwekwe Branch”**. She is our final year student at Bindura University of Science Education in the Banking and Finance.

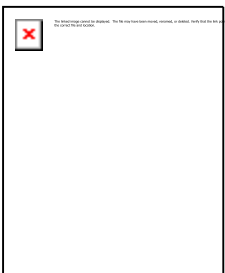
Your assistance to our student will be greatly appreciated.

Yours faithfully

.....  
**Dr S. Mhazo**  
**Chairperson - Department of Banking and Finance**



### **APPENDIX 2: RESEARCH QUESTIONNAIRE**



BINDURA UNIVERSITY OF SCIENCE EDUCATION

---

Tendai M Madzivanyika, a student from Bindura University Of Science Education, is conducting a study on the impact of electronic banking on customer satisfaction in the CBZ bank Kwekwe Branch. The study is anonymous and will be used for academic purposes only. The survey covers three main parts: Demographic information, E-banking services and satisfaction of customers. Please use a tick (✓) for each statement that is of importance to you. The study is being conducted to better understand how electronic banking affects customer satisfaction and results of the survey will be used to improve the e-banking services offered by CBZ bank. The survey is voluntary and anonymous. The results will be used for academic purposes only.

### **Part A: Demographic Information**

#### **1. Gender**

- i). Female { }
- ii). Male { }

#### **2. Education Level**

- i). Primary { }
- ii). Secondary { }
- iii). Certificates { }
- iv). Bachelors degree { }
- v). Masters degree { }

#### **3. Marital status**

- i). Single { }
- ii). Married { }
- iii). Divorced { }
- iv). Widow { }

#### **4. Age Class**

- i). 18 to 25years { }
- ii). 26 to 30years { }
- iii). 31 to 40years { }
- iv). 40years and above { }

**PART B: E-BANKING SERVICES**

5. what is the length of your relationship with the bank?

- i). Less than 1year { }
- ii). 1 to 4years { }
- iii). 4 to 8 years { }
- iv). Above 8years { }

6. Do you think there is a relationship between customer satisfaction and electronic banking?

- i). There is a relationship { }
- ii). There is no relationship { }

Please rank the following statements related to the benefits of e-banking services based on how important they are to you. Use a scale of 1 to 5, with 1 being "least important" and 5 being "most important."

e-banking variables	1(the least important)	2(unimportant)	3(neutral)	4(important)	5(the most important)
Easy to use					
Accessibility					
Saves time					
Availability					



Security					
Responsiveness					

7. Please rank the following types of e-banking services based on how important they are to you. Use a scale of 1 to 5, with 1 being "least important" and 5 being "most important."

e-banking products	1(the least important)	2(unimportant)	3(neutral)	4(important)	5(the most important)
Automated Teller Machine(ATM)					
Telephone banking					
Mobile banking					

#### PART C: SATISFACTION OF CUSTOMERS

8. Please indicate whether you agree or disagree with the following statements with respect to customer satisfaction. Use a scale of 1 to 5, with 1 being "strongly disagree" and 5 being /"strongly agree."

Statement	Stongly disagree	Disagree	Neutral	Agree	Stron gly agree
Are you happy with the bank's services?					
Are you happy with the knowledge about electronic banking					
Does the bank measure its success in meeting clients needs and anticipations					
Are the services offered by the bank easy to use					
Does the bank offer 24/7 account access					
Do you agree with the security offered by the bank the					
Are you able to keep using electronic banking with the services being produced					

**TURNITIN REPORT**

