

## **MOBILE BANKING AND CUSTOMER SATISFACTION AMONG STUDENTS OF ADEKUNLE AJASIN AKUNGBA AKOKO, ONDO STATE**

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### **ABSTRACT**

The study examined mobile and customer satisfaction in Ondo State, Akungba - Akoko. And also examine the effect of reliability on customer's satisfaction in Ondo State and; investigate the influence of responsiveness on Customer Satisfaction in Ondo State; What are the factors that influence the adoption of mobile banking in Ondo state. The study employed primary data from respondents with the total of 227 respondents from the the population of 527 using Taro Yamane. Regression as a statistical technique is used in testing of hypothesis. the results revealed that there was significant relationship between the mobile Banking practices and satisfaction using (ease to use) as a proxy ( $F= 35.640$ ,  $P < 0.00$ ). Thus, mobile banking had significant effect on customer satisfaction. The study recommends that financial Organisation should work on their mobile APP so as to improve conveniences.

### **INTRODUCTION**

#### **1.1 BACKGROUND TO THE STUDY**

The coming into existence of the internet has helped to greatly improve the operations of commercial banks in Nigeria, and the delivering of electronic services to businesses and consumers have been going on for years now Chimaobi (2018). The banking industry, no doubt, has witnessed advancement in technology just like any other sector; the adoption of e-banking service is one of these as it affects banking operations entirely (Adewoye , 2013) The internet is a fast spreading service that allows customers to use computers or any of their internets enabled devices to access account-specific information and possibly conduct transactions from remote location such as at home quickly and successfully chimaobi( 2018) .

With the adoption of Self Service technology by the banks, e-banking system has continued to service the populace, in which mobile banking is one of them (Adewoye ,2013). They offer convenience to customers and provide banking services well beyond the traditional service period. It therefore encourages a cashless society. Every sector of the economy whether financial or non-financial organization is adopting computer based approaches to the services rendered. Mobile Banking is becoming more popular in modern banking and as such has been a subject of interest among researchers.

Mobile Banking means a financial transaction conducted by logging on to a bank's website using a cell phone, such as viewing account balances, making transfers between accounts, or paying bills. It is a term used for performing balance checks, account transactions, payments etc. via a mobile device such as a mobile phone. In recent time Mobile banking is most often performed via SMS or the Mobile Internet but can also use special programs called clients downloaded to the mobile device. The emergence of GSM has led to improvements in efficiency and productivity, reductions in transaction costs, increased service innovation and better quality of life for the rural dwellers, and also it makes banking convenient with the integration of internet with the use of mobile telephone (Wojuade ,2006).

According to Mohammed and Siba (2009) transfer of funds, confirmation of account balances, repayment of mortgages, settlement of bills and purchasing financial instruments and certificates of deposits processes have improved significantly as a result of internet banking. This implies that, mobile banking has had an impact on efficiency in service delivery in the banking industry since bank customers can transact business from any locality whether it involves long or short distance. Alice, Elizabeth and Gregory (2016) opine that Mobile Banking has become a significant concern in the financial institution, not only to retain customers but also gaining a competitive advantage while maintains and growing overall effectiveness.

Good customer service quality is the major issue for banks that are operating e-transactions, which will determine whether the business will survive or fail in the future. Maintaining effective customer service helps to build and maintain customers' relationship which is the key critical success factor for e-transactions. In order to satisfy customers' needs banks need to set up websites that provide quality information and services to customers.

(Mohammed ,2013) However, determining the characteristics of mobile banking services and how banks could achieve a proper relationship with customers through mobile banking is vital for the development of mobile banking, hence, this study sought to access the effect of Mobile banking on customers among some selected banks in Akure.

## **1.2 STATEMENT OF THE PROBLEM**

Banking industry is driven by the technological innovation, market uncertainty and competition. Therefore, organization have been shifting from traditional banking to electronic banking. And Competitive banks make significant investments in adopting new technology to align business strategies, enable innovative functional operations and provide extended customer services (Zohra & Kashif,2011) Recent innovations in telecommunications have enabled the launch of new access methods for banking services, one of these is mobile banking, whereby a customer interacts with a bank via mobile phone (Barnes & Corbitt, 2003)

Mobile Banking which can be measured using Reliability, Responsiveness and Accessibility have been described to support Mobile Banking in Nigeria Banking Industry (Alice, Elizabeth & Gregory, 2016; Adewoye, 2013). Mobile Banking has advantages and disadvantages, it is therefore expedient for every bank to continue to review the factors that been identified in the literature to influence the adoption of M-Banking Technology is a driving force in the global age and is taking over in every way; mobile and internet banking is just a few examples of the ever developing technology advancements. Mobile banking is a new way of banking, Though Studies by Edwin & Adele-Louise,2014; Zohra & Kashif, 2011; Alice, Elizabeth & Gregory, 2016; Adewoye, 2013; Heba & Shafiq, 2014; Gbolahan, 2015; Nancy, Siddig, Abdel, 2014; Faniran & James, 2015; Romario, 2016, are some of the studies that investigated the effect of mobile banking and customer satisfaction, but some of the studies are studies done outside the country like (Pakistan, trans-NZoia country, Sudan and Jordan) while those one done in Nigeria are done in Nigeria are in lagos, Oyo and Ilorin with their result showing that there is significant relationship between mobile banking and customer satisfaction, but due to environmental difference in Nature which might affect each

area, there is need to investigate then effect of mobile banking in Ondo state, because the result of the study done previously might not be able to rely on. Hence this study examine the effect of reliability on customers satisfaction in Ondo State

## **LITERATURE REVIEW**

### **2.0 Introduction**

Banking industry is driven by the technological innovation, market uncertainty and competition. Therefore, organization have being shifting from traditional banking to electronic banking. An emerging paradigm is the influence of personality traits on employee performance. The banking industry, no doubt, has witnessed advancement in technology just like any other sector; the adoption of e-banking service is one of these as it affects banking operations entirely. This chapter reviews the key literature and theories on Mobile Banking and its effect on customer satisfaction, The Dimension of Mobile banking, customer satisfaction and mobile Banking, History of Mobile Banking, theories, Empirical and Gap in the Literature.

### **2.1 CONCEPTUAL REVIEW**

Mobile Banking has been defined by many authors in the literature and the various definitions are given in this study. In general „mobile“ means “fully portable, real-time access to the same information, resources, and tools that, until recently, were available only from the desktop” Bhattacharjee (1998). Also, According to [ Amin, Baba, & Muhammad, 2007] m-banking is defined as “a form of banking transaction carried out via a mobile phone”. Moreover, it is defined as a “type of execution of financial services in the course of which - within an electronic procedure- the customer uses mobile communication techniques in conjunction with mobile devices” [Pousttchi & Schurig, 2007]. In addition, Mobile banking could be defined as a facility which provides banking services such as balance enquiry, funds transfer, bill payment, and transaction history via a user’s mobile phone (Quick (2009). Segun (2011) defines mobile banking as an occurrence when customers access a bank’s networks using cellular phones, pagers, personal digital assistants, or similar devices through telecommunication wireless networks. While Akpan (2009) viewed mobile banking (M-banking) as an application of mobile commerce that enables customers to bank virtually at any convenient time and place.

Mobile Banking means Electronic banking that uses mobile phone technology (or other wireless devices) to deliver electronic financial services to customers. It has been taunted as a powerful new marketing consumer relations method for financial services companies [Karjaluoto ,Leppaniemi, Salo & Sinisalo, 2007).

In line with the definition given by (Karjaluoto ,Leppaniemi, Salo & Sinisalo, 2007) who gave a comprehensive definition of mobile banking and after given consideration to the commonality of definitions given by the various authors, this definition was adopted for the purpose of this study. The various types of measurement given to mobile banking will be discussed in the next section.

#### **2.1.2 Dimension of Mobile Banking**

The Dimension of Mobile Banking available to customers include: Reliability, Flexibility, privacy, Accessibility, Ease of Navigation, Efficiency, Security, and Responsiveness Heba & Shafiq, 2014). Reliability and Responsiveness will be used for the purpose of this study.

##### **2.1.2.1 Reliability:**

Consuegra, Molina, and Esteban (2008) define service reliability as the degree of discrepancy between customers’ normative expectations for availability of service when needed and the actual availability rates, when service is needed. This discrepancy is usually occasioned by the fact that organizations can promise

customers given services, however, the delivery of those services may not be guaranteed. As such, Meyer et al., (2006) notes that when services delivery is consistent and on time as promised to customers, the services is deemed as reliable, however when service delivery is not consistent and on times as promised to clients, the service is deemed as being unreliable. In the banking sector, customers usually use specific banks for services because of perceived reliability with the bank (Liberati et al, 2012). Customers like to know that they will get a given service an appropriate time. In a study conducted by Tesfom and Birch (2011) suggested that there exists a positive relationship in the banking sectors between reliability of banking services and customer satisfaction;  $r (0.682)$ ;  $p \leq 0.05$ ; making the relationship significant. In another study conducted in Italy by Gritti and Foss (2010) using the SEVQUAL model, indicated the existence of a significant relationship between a banks service reliability and customer satisfaction;  $r (0.646)$ ,  $\leq 0.05$ . Respondents within the study indicated that availability of working ATMs, efficient money transfer services within and between banks, and availability of banking services to pay their bills determined how they would rate a bank in terms of service satisfaction. Consuegra et al., (2008) on the other hand argues that reliability of service a significant impact on customer preference of a bank and customers satisfaction. Further, they argued that in the banking sector, a customer who is satisfied with services as provided by the bank is more likely to recommend another customer to utilize same services at the bank. In this regard, it is beneficial for a bank to ensure that it has processes in place that validates and enhances customers' experiences by enhancing reliability of service to all consumers (Hoq & Amin, 2010).

Is an important indicator of the measurement in quality, which is often applied in the manufacturing industry and service sector? For bank customer system in the process of service, each service will likely cause failure and lead to customer complaints.

Reliability is on time consideration, in the setting of the use of environmental conditions or time conditions, and product or service can reach the required functional standard. In short reliability is a product or survives whether in life or cycle process is normal, will be influenced by the reliability of the level of satisfaction on the quality of good or service (Fang et al., 2013).

How to save Reliability in banking service (Wing & Lin, 2011):

1. Understand the flow of bank counter service system.
2. Investigate all possible failure of the project on the system's degree of influence over the counter service system
3. Proposed recommendation to optimize the bank counter service reliability according to the finding.

#### **2.1.2.1.2 Flexibility:**

Users of mobile devices should be able to engage in activities such as: receiving information and conducting transaction with ease (Andreou et al., 2000). Flexibility is a critical component to decide to sue a new information technology application that show the degree to which a person believes that using a particular system would be free of effort, the easier it is for the customer to achieve customers' aim in higher chances that will use the application in the future (Behjati et al, 2012). Mobile technology leads to great flexibility in working - for example, enabling home working, or working while travelling.

The growth of cloud computing has also impacted positively on the use of mobile devices, supporting more flexible working practices by providing services over the internet.

You can enable customers to pay for services or goods without having to write a check or swipe a credit or use cash. More powerful solutions can link you directly into the office network while working off-site to access such resources as your database or accounting systems (Saleem & Rashid, 2011)

#### **2.1.2.1.3 Privacy:**

Is an E-service interaction between customers and companies gives opportunities for companies to get information about customers, such as purchasing habits, needs and details and information on their account and the size of transactions and movements of the calculation, and many of these data that reflect customer privacy bank should keep this Privacy Policy in some cases (Khraim et al., 2011). mean Privacy provide services to specific customers but not others in the context of privacy as services lending and cover the account in the event exposed the client, making it possible to provide personal service to customers, can improve customer satisfaction by providing personalized services to them, and customers will be reluctant to change to other companies if banks were able to verify that. And maintain information on participants in the banking services that the electronic banking service does not allow the use of personal information to clients and customers as well as banks do not allow the use of personal information must be characterized by secure electronic banking service in the authorized banking operations (El Kiki et al., 2012).

#### **2.1.2.1.4 Accessibility:**

The international trend was toward decreasing the number of branches as a result of investing in alternative delivery service channels as automatic teller machines (ATM), which reduced operating cost for example the Bank of America closed one third of their overall branch network while increasing automatic machines by declined over 9% from 6,480 in 1983 down to 5,876 in 1993 (Migdadi, 2012). Service accessibility as reflected in the number of banking offices per unit of market are, represents an important component of the overall level of service provided to financial consumers, the technology of internet has produced the internet banking that serves Bank's customers to do banking transaction anywhere as long as they can access to the internet (Gunther,1997) . Consumers may access the websites or application based on how easy they are to use and how effective they are in helping them accomplish their tasks (Zeithaml et al., 2002)

#### **2.1.2.1.5 Ease of Navigation:**

The ability to navigate a web site and its value for example entertainment, convenience that will influence both usage level and satisfaction by using consumer benefit in using self-service technologies that help to save money, time and avoiding interpersonal interaction and being in control, this implies that the drivers of Web satisfaction may include web site characteristics for the specific website's value and useful information (Van Riel et al., 2001).

#### **2.1.2.1.6 Efficiency:**

Most of the customers using mobile banking found it quiet efficient. They are able to access to a huge number of mobile banking services, they can check their account information as a mini statement and account transaction history. Customers had to visit branches to check their transactions but by using mobile banking services they can check the status of their fixed deposits or checking account information (Saoji & Goel, 2013). The process of using mobile banking services are very easy that people do not need any extra skills to use the application just need to install the application in their mobile and enter the PIN ;moreover, they can also pay electricity bills and credit bills through this (Sharma & Singh, 2012).

Mobile commerce may help increase the productivity of the work force by increasing the efficiency of their daily routine. Time-pressured consumers (employees) can use "dead spot "for example: checking account or current transaction (Dmoor & Hani, 2005).

#### **2.1.2.1.7 Security:**

Security and trust worthiness of usage of service was mentioned to be the most important factor within target segments when deciding to choose mobile banking. An issue involves the introduction of trust as a main factor in the analyst of m-banking /m-payment use.

Nowadays evidence and intuition alike suggest that “trust” plays a main role in use for example; users feel more comfortable to deal face-to-face contact while using m-banking/m-payments system. A modified technology acceptance model that included a trust available-perceived credibility -to predict m-banking, there modification also included another variables like: self-efficacy, and a form of trusting one’s self. Trust is multi faced concept, which must be handled carefully in any analysis of m-banking / m-payment (Jepleting and Oscar, 2013).

Studies recently showed that all the banks offering SMS banking were relying on the password system and also SIM card registration where transaction can only be carried out with registered.

Out with registered SIM cards. However no bank had employed one-time passwords where the customers are given once-off passwords which expire once they are used on one transaction (Thulani et al., 2011)

#### **2.1.2.1.8 Responsiveness**

Gritti and Foss (2010) defines responsiveness as the coordinated reaction towards the customers' needs that is timely, and within the expectation of the customer. Gupta and Dev (2012) on the other hand defines responsiveness at the concerted efforts an organization does in to ensure that customer needs are met within specified times. This includes giving timely feedback, and ensuring clients’ queries and concerns are addressed promptly. Responsiveness is an essential factor in determining customers satisfaction and perception of value. Any time a client perceive that they will be satisfied with with a banking service, they tend to gravitate towards the banks service (Hoq & Amin, 2010). In the banking sector, responsiveness is a functional factor in determining whether a banks service is of quality or not (Gupta & Dev, 2012). Banks have to ensure that they have mechanisms in place that not only attracts customers but also to ensure that customers’ needs are met adequately. A study conducted by Fonseca (2014) in Portuguese banking sector sought to determine whether there banking service responsiveness contributed to customer satisfaction and retention. The study established that there existed a significant relationship between responsiveness and customer satisfaction;  $r(0.872) \leq 0.05$ . The study indicated that banks response to customer’s queries in a timely manner contributed significantly towards the relationship

#### **2.1.3 Customer Satisfaction**

Customer satisfaction has been a subject of great interest for organizations and numbers of researches, because customers are key stakeholders in organizations and their satisfaction is a priority for sustainable growth (Abel, 2013). Keiningham, (2006) describes that the ability of the service provider to meet expectations of customers with regards to the different facets of service quality is what ultimately determines the level of customer satisfaction/dissatisfaction. Gronroos (1982) also argue that consumers compare the service they expect with the service they receive to evaluate its quality. When the service delivered does not meet initial expectations, the consumer is dissatisfied, whereas if the service meets or exceeds those expectations, he or she is satisfied.

Lee, (2011) stated that satisfied customers are a great source to increase profitability. That is because satisfied customers are likely to commit to the service organization and have better social interaction with service providers, while dissatisfied customers complain more and repurchase less. Keiningham, (2006) have also describe the above concept in different terms but with the similar meaning, satisfaction with a

service or service provider may be a strong incentive for customers to maintain or increase current retention rate, dissatisfaction with a service or service provider may be a strong incentive to exit from the interaction. Oliver, (1997) state that customer satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment. On other definition from Oliver (1997) is that customer satisfaction is as an overall emotional response to an entire service experience for a specific service encounter after purchasing consumption.

Saura (2008) explains that satisfaction can also be interpreted from the point of view of a specific transaction or from an accumulative view. Most approaches in the literature use the first perspective (Giese and Cote, 2000; cited in Saura, 2008), although proposals like those by Fornell (1996) & Anderson, (1994) consider satisfaction as a global evaluation based on consumption experience over time or on a set of satisfactions with specific prior experiences" (Yu & Dean, 2001). Customer satisfaction is considered as a pre requisite for customer retention and loyalty. Delivering quality and achieving satisfaction can be the basis for developing relationship (Saura, 2008). Jing (2013) stated that satisfied customers are more likely will display loyalty behavior, i.e. repeat purchase and willingness to give positive word of mouth.

#### **2.1.4 Customer Satisfaction and Mobile Banking**

Customer satisfaction shows how well a product or service meets the customer expectations. Dahlberg and Mallat (2002) consider customer satisfaction as "ease of use, security, low transaction costs, and wide applicability of the solutions increase perceived customer value and should be managed by mobile payment solution provider". The adoption of mobile banking by banks is a way to reach the unreached customers especially those who lack banking services and making banking services accessible at all time without physically visiting a bank hall. In relation to the normal banking, mobile banking services enables customers save on time. Customer satisfaction has a positive effect on banks success. The further customers are contented with banks services rendered, the greater the chances for success as customer satisfaction yields to repeat buying, product loyalty and positive word of mouth marketing. Niveen et al. (2015) asserts that companies are placing a high priority on customer satisfaction which is critical to improved organizational performance in a global market scenario. With better understanding of customers' perception, companies can determine the actions required to meet their customers' needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors and they can chart out path for future progress and improvement (Santhiyavalli, 2011).

### **2.2 Theoretical Review**

The Theories to cover in this section include Technology Acceptance model, theory of planned behaviour, social construction theory, Diffusion of innovations theory.

#### **2.2.1 Theory of Planned Behavior**

The theory of planned behavior (TPB) suggested that human behavior is determined by intention to perform the behavior, which is affected jointly by attitude toward behavior, subjective norm and perceived behavioral control (Ajzen, 1991). Attitude (ATT) is the general feeling of people about the desirability or undesirability of a specific behavior. Subjective norm (SN) expresses the perceived organizational or social pressure of a person who intends to perform a particular behavior. Perceived behavioral control (PBC) reflects a person's perception of the ease or difficulty of implementing a particular behavior. The ability of TBP in providing a useful theoretical framework for understanding and predicting the acceptance of new information systems is demonstrated (Ajzen, 2002). previous studies were analysed using the TBP in a

meta-analysis study. The major conclusion was support for the efficacy of the TPB and the suggestion that more work on new variables is needed to increase the predictability of the model. The theory of planned behavior is used in this study to explain how electronic banking is adopted.

### 2.3 Empirical Review

Alice, Elizabeth & Gregory, (2016) examined the effect of mobile banking on customer satisfaction in selected banks in Trans-Nzoia County. The study was guided by the following objectives: -to establish the effect of reliability of mobile banking on customer satisfaction, to determine the effect of responsiveness of mobile banking on customer satisfaction, and to evaluate the effect of accessibility of mobile banking services on customer satisfaction in Trans-Nzoia County. A descriptive survey research design was adopted. The target population was ten selected banks in Trans-Nzoia County. The study was guided by the; innovation diffusion theory, technology acceptance model (TAM), and theory of reasoned action (TRA). The study adopted the descriptive survey research design with the target population being the selected commercial banks personnel in Trans Nzoia County, totaling to 41 respondents. Census method was adopted since the target population was less than the minimum a hundred for sampling to be used for research. A structured questionnaire was used as a data collection instrument that was designed in a Likert scale format. Data analysis was carried out by use of regression and ANOVA using the Statistical Package for Social Sciences (SPSS) version 23 in order to statistically produce the relationship between the independent variables and dependent variable. From the findings, the researcher concluded that the regression effect was statistically significant indicating a reliable prediction of the dependent variable. The F calculated ( $F = 39.96$ ) greater than 5% level of significance thereby showing that the model was significant where the independent variables explained 85% of the mobile banking customer satisfaction. The study was significant to the banking sector since mobile banking is a phenomenon that has taken off and can't be washed away.

Edwin and Adele-Louise (2014) investigated the extent of the adoption and usage of the mobile phone banking services among banking customers in Nigeria and the associated problems. Thus the aim of this study was to understand the levels of usage and nonusage of these financial services by customers within Nigeria. In the course of the research, ten out of twenty one banks were selected in Nigeria. The stakeholders interviewed included bank staff, customers and students from higher education institutions. Study data was gathered over a two month period using an unstructured set of interview questions and data analysis was through thematic evidences arising from the data analysed. Content analysis was used to categorize information obtained from both the focus group and interviews. The findings of this study however, discovered that phone banking was more established than internet banking and ATM services, but ATM services had a wider reach. In summary, the overriding factors affecting this situation included the cost and maintenance involved, education of customers, poverty and infrastructure availability.

Zohra & Kashif (2011) identified the key factors of mobile technology adoption which influence customer satisfaction in Pakistan. The study is a survey based research, using nonprobability sampling technique. The questionnaires are given to a sample of 230 bank employees and 230 bank customers. After a follow-up round, total of 150 usable responses were gathered from employees and 150 from customers..Questionnaires are used to conduct data collection and then analyzed using statistical techniques: regression analysis, correlation and factor analysis. The findings show that customer's concerns about security, authenticity and reliability of the technology are of significance. The results imply that firms should focus upon IT application, innovative services, security, customer trust and risk as these are the key indicators of technology adoption.

Adewoye (2013) examined the impact of mobile banking on service delivery in the Nigeria commercial banks. The study was carried out in Lagos state with One hundred and forty (140) Questionnaires



administered and distributed to both senior and junior staff of the selected banks, Thirty five (35) staff each were picked from the four (4) selected banks. One hundred and Twenty five (125) Questionnaires were found useful for the purpose of the study representing 83.3% of the total questionnaire distributed. Data collected was analyzed using frequency table, percentage and mean score analysis while the non-parametric statistical test Chi- square was used to test the formulated hypothesis using STATA 10 data analysis package/software to examine the impact of mobile banking on service delivery and also look at the relationship between mobile banking and service delivery in the sampled banks. The results of the findings shows that Mobile banking improve banks service delivery in a form of transactional convenience, savings of time, quick transaction alert and save of service cost which has recuperate customer's relationship and satisfaction.

Faniran & James, (2015) investigated the determinants of mobile banking adoption in Nigeria using a modified version of Technology Acceptance Model (TAM). This incorporates Perceived Risk, Facilitating Conditions and Demographic Characteristics (Age, Gender, Educational Qualification and Income) to Perceived Usefulness and Perceived Ease-of-Use as determinants of Mobile Banking Adoption. We also propose that this relationship is mediated by attitude towards mobile banking adoption. A total of 250 bank customers from the Lagos area were selected and a structured questionnaire was designed and copies distributed to them. Data was analysed using multiple regression and computed using SPSS 20.0 computer application. Results show that Perceived Usefulness, Perceived Ease-of-Use, perceived Risk, Facilitating Conditions, Age, Educational Qualifications and Income significantly determine Mobile Banking Adoption. However, the relationship between gender and Mobile Banking Adoption is not significant.

Gbolahan (2015) identified and investigated the factors that influence academics in Nigeria to use m-banking with focus on the evaluation of SMS-based mobile banking. The research model was adopted from the Unified Theory of Acceptance and Use of Technology model (UTAUT). A survey questionnaire was administered to collect data from 150 academic staff and 350 university students of the University of Ilorin, Nigeria. The results show a positive correlation between customer service, type of bank and perceived ease of use and the use of m-banking. The implications of the results are crucial for technology adoption research and managers of banks in Nigeria.

Romario, (2016) focused on how mobile banking provided by financial institutions has an impact on the satisfaction of customers. This study adopted a quantitative design to determine the factors of mobile banking that influences customer satisfaction. Data was collected from a simple random sample of 60 respondents using a self-administered structured questionnaire. Findings uncovered that the majority of the respondents' were FNB customers, who were/are aged below 25 years and of this respondents', 57% were female with a high school level of education; they are mostly students with an income of below N\$ 5000, whereby they are all registered with mobile banking and were influenced by the mobile banking advertisements. The results also revealed that the most frequently used service is airtime purchases and the least frequently used service is the allocation of funds and that mobile banking services in the Keetmanshoop banking sector has an overall satisfaction rate of 75% is reliable, convenient, cost effective, available on different mobile networks, advertisements are encouraging, service is compatible with mobile devices, income (social aspect of transacting) of respondents influences the usability of mobile banking and mobile banking services are more secure than branch based service

Haba & Kashif, (2014) investigated Mobile Banking services on enhancing customers' E-satisfaction, this study use seven dimensions that are very important to provide this service and they are: reliability, flexibility, privacy, accessibility, ease of navigation, efficiency, safety, where the aim of this study is to measure the impact of using banking services via mobile to effect on customer e-satisfaction. The study sample consisted of 360 customers from 400 who use banking services via mobile in the following banks:

Jordan Ahli Bank, Union Bank, HSBC Bank, Capital Bank and has been tested hypotheses through simple regression, the results indicated that there is an effect of use mobile banking services to reach customer e-satisfaction. The results showed that there is a statically significant impact of the overall dimensions of mobile banking service on customer E-satisfaction and after performing a simple regression that Privacy and accessibility are more influential comparing of the rest of the mobile banking dimensions.

Nancy, Sidding, Abdel, (2014) aimed to identify the main factors that influence the adoption of Mobile Banking (M-banking) service in Sudan, we mainly focused on integrated Technology Acceptance Model (TAM) constructs, which are perceived usefulness, perceived ease of use, perceived risk and perceived trust. A cross-sectional survey was used to collect the data, 181 bank's customers in Sudan were sampled for responding, all of them were M-banking service users. Collected data was entered to the Statistical Package for Social sciences (SPSS) version 17.0, Factor analysis and regression technique were employed to investigate the relationship among variables. Our results revealed that customers' intention to use M-banking in Sudan is influenced strongly by perceived trust, perceived ease of use and perceived risk. Perceived usefulness was found to be with no influence on the intention to use M-banking service among customers of Sudanese banks

#### **2.4 Gap of the Study**

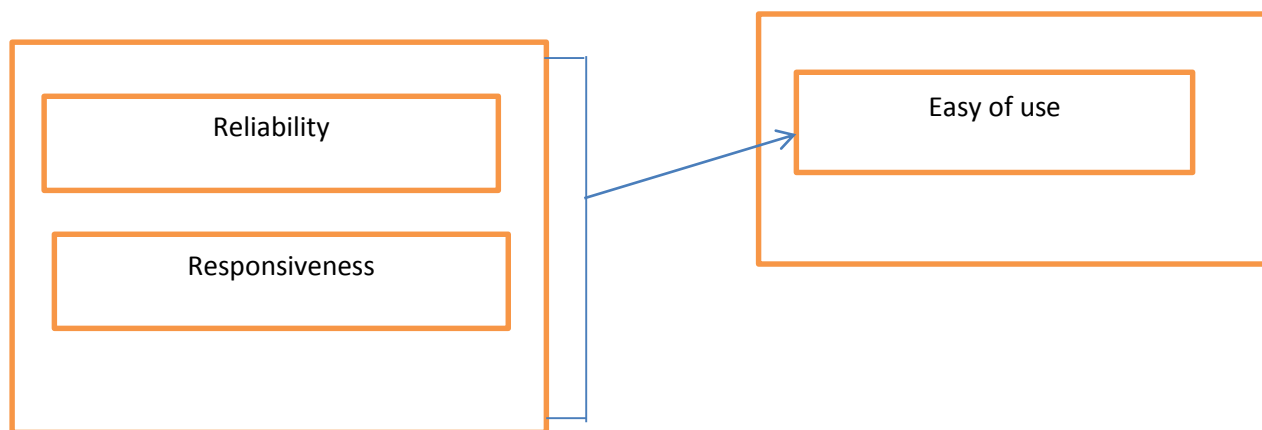
Literature has shown that despite several studies carried out and reviewed so far on mobile banking and customer satisfaction in Nigeria and across different countries, it is obvious that though lessons are being learnt and explanations given, there seems to be noticeable gap yet to be covered. While the majority of these studies hinge on mobile banking and employee satisfaction with fewer emphasizes on factors that influenced the adoption of mobile banking, apart from the fact that majority of the available studies were conducted in another clans other than Nigeria. Even the available ones have not been given attention to the relationship between mobile banking and customer satisfaction in Ondo state, and also there is need to investigate the effect of mobile banking and see if it truely has positive effect on customer satisfaction in Ondo state in Nigeria. Most of the studies in this area are foreign which may not be sufficient to rely on in Nigeria. This is particularly necessary in the present globalization across different sectors in Nigeria; hence this study

#### **2.5 Conceptual Framework**

The conceptual framework of this study is premised upon the studies carried out on mobile banking and customer satisfaction, Ondo state, Nigeria. Previous researchers adopted their framework from other perspectives. However, with regards to this study, dependent variable will be measure using Ease of useS. Where as, the independent variable is measured using two constructs to include Reliability & Responsiveness. This study will use a conceptual framework where mobile banking variables will be itemized as the independent variable and customer satisfaction as the dependent variable. The selected variables and their interrelationships are shown below. This is based on several prior studies reviewed and the theoretical framework underlying this study.

Independent Variable: Mobile Banking

Dependent Variable: Customer Satisfaction



Source: Researcher's computation 2021

### METHODOLOGY

A cross-sectional survey research design was used in carrying out this study. The population of this study will be the total number of the students in department of business Administration Adekunle Ajasin University Akungba Akoko, Ondo state, Nigeria, which is 525 students ( HOD, Department of Business Administration, AAUA). The sample size of this study was derived using Taro Yamane formula

$$S = \frac{N}{1 + N(e^2)}$$

The variable **N** represents the population of the study which is 525, Margin of error is denoted by ‘e’ which was put at 0.05. while the **S** is the unknown sample size.

$$\frac{525}{1 + 525(0.05^2)}$$

$$\frac{525}{1 + 525(0.0025)}$$

$$\frac{525}{1 + 1.3125}$$

$$\frac{525}{2.3125}$$

227 students

Purposive sampling technique will be used in selecting the students who are involved in mobile banking who can provide the necessary information needed for the study.

### 4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter presents the results obtained from the study in the form of tables to which references were made. The study considered the analysis of data generated from the research study in relation to the responses obtained through the administration of questionnaire. A total of 227 students of AAUA business Department was used for the study. Out of 227 copies of questionnaire administered, 209 (92.1%) were retrieved from the respondents and this was considered to be representative enough. The data presented, analyzed and interpreted were based on the retrieved useable questionnaire.

#### 4.1 DESCRIPTIVE ANALYSIS

The descriptive analysis table captured the demographic characteristics of the study

Table 4.2.1 : Demographic Characteristics of the Respondents

DEMOGRAPHIC CHARACTERISTICS					
		FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
GENDER	MALE	118	56.5	56.5	56.5
	FEMALE	91	43.5	43.5	100.0
	TOTAL	209	100.0	100.0	
AGE GROUP	15 – 20	78	37.3	37.3	37.3
	21 – 25	113	54.1	54.1	91.4
	26 and Above	18	8.6	8.6	100.0
	TOTAL	209	100.0	100.0	
RELIGION	Christianity	152	72.7	72.7	72.7
	Islam	47	27.3	27.3	100.0
	TOTAL	207	100.0	100.0	
LEVEL	100L	54	25.8	25.8	22.8
	200L	46	22.0	22.0	47.8
	300L	52	24.9	24.9	72.7
	400L	57	27.3	27.3	100.0
	TOTAL	209	100.0	100.0	

Source: field survey, 2021

The analysis in Table 4.2.1 indicated the socio demographic characteristics of the respondents of this study. This analysis showed that gender participation was representative as both sexes had good representation. Because, about 56.5% (118) of the respondents were male while 43.5% (91) were female indicating that majority of the respondents were male.

In terms of age, majority of the respondents representing 54.1% (113) were within the age bracket 21-25years. For the age bracket 15-20 years, 37.3% (78) respondents took part. while 8.6% (18) of the sampled respondents were within the age bracket 26 years and above which shows that the respondents of the study are matured enough to give correct information pertaining to the question being asked.

In terms of religion, 152(72.7%) of the respondent were of Christian belief, 47(27.3%) of the respondent were Muslims, indicating that majority of the respondents belongs to one or another religious group.

On the qualifications of the respondents, Table 4.2 shows that majority 57 (27.3%) of the respondents are in 400l and was closely followed by those in 100l with 54(25.8%). 300l were 24.9% (52) of the respondents, while 22.0% (46) respondents are in 200l, indicating that our respondents were educated enough to know and understand the questionnaire given to them.

#### 4.2 HYPOTHESES OF THE STUDY

This section showed the inferential analysis of the hypothesis one; mobile banking has no effect on easy to use, and hypothesis two; mobile banking has no effect on security.

Table 4.2.1 The Effect of Mobile Banking on customer satisfaction of AAUA students We have below the regression analysis of Mobile Banking using Reliability (REL) and Responsiveness (RES) on Ease of Use

Model	Unstandardized coefficients		Standardized coefficients Beta	T	Sign	Collinearity statistics	
	B	Std Error				Tolerance	VIF
Constant	.700	1.443		.485	.628		
REL	.339	.102	.214	3.361	.000	.899	1.001
RES	.225	.060	.412	6.016	.000	.899	1.001
<b>Model Statistics</b>							
R	.515						
R <sup>2</sup>	.235						
Adjusted R <sup>2</sup>	.220						
S. E of estimate	2.26243						
F- stat	15.230						
Sig (F stat)	0.000						
DW stat	2.452						

Source: Field Survey, 2021.

a. Dependent variable ETU

Predictors: (Constant), REL, RES.

REL= Reliability

RES= Responsiveness

In addition to the descriptive analysis shown in Table 4.3.3, an inferential analysis (regression analysis) was also used to test hypothesis one: Mobile banking has no significant effect on Ease to use. The analysis indicates the effect of mobile on ease for use. The results revealed that the predictor variables (Responsiveness and Reliability) were individually statistically significant to ease to Use. Reliability explained 33.9% of the variance in the ease to use while Responsiveness explained 22.5% of the variance in the ease to use. However, the overall effect of mobile banking on ease to use was significant ( $F= 15.230$ ,  $p<0.00$ ).

## SUMMARY, CONCLUSION AND RECOMMENDATION

### 5.1 Summary

This study examined the impact of mobile banking on the satisfaction of customer in AAUA. To achieve this, copies of a set of structural questionnaire were administered to two hundred and twenty seven (227) respondents selected, but two hundred and nine responded to the questionnaire and were returned. Thus, after a systematic analysis of the data in accordance with the research objectives and hypotheses, this study revealed that mobile banking has contributed positively and significantly to the satisfaction of customers in AAUA akungba Akoko Ondo State. The results of the analysis indicated that student of AAUA uses mobile banking App in their banking transaction. Also, the effect of mobile banking on customer satisfaction was carried out. The results revealed that mobile banking variables such as (Reliability and Responsiveness) result in improving Satisfaction. Using regression analysis, the results revealed that there was significant relationship between the mobile Banking practices and satisfaction using (ease to use) as a proxy ( $F= 15,230$   $P < 0.00$ ). Thus, mobile banking had significant effect on customer satisfaction.

The study revealed that mobile banking which are measured with Reliability and Responsiveness will improved the satisfaction of customers significantly in in agreement with the work of Heba & Shafiq, 2014;

Gbolahan, 2015; Nancy, Siddig, Abdel, 2014; Faniran & James, 2015 who opined from the findings of their studies that there was positive influence of mobile banking on customers satisfaction

The following recommendations were suggested on the basis of the findings of the study and the conclusion agreed upon :financial Organisation should work on their mobile APP so as to improve conveniences

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