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**St. Mary's University, Ethiopia**

## **School of Graduate Studies**

**ASSESSMENT OF EFFECT E-BANKING SERVICE IN  
CUSTOMER SATISFACTION IN COMMERCIAL  
BANK OF ETHIOPIA SELECTED CITY BRANCHES**

**BY:**

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**ID No. SGS/0628/2008A**

**JUNE, 2017**

**Addis Ababa, Ethiopia**

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**June, 2017**

**Addis Ababa, Ethiopia**

**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
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## ***Abstract***

*The present study aimed at assessing the effect of e-banking services on customer satisfaction in Commercial Bank of Ethiopia selected city branches. The study used both quantitative and qualitative research approach and the study has employed descriptive research design to see satisfaction of e-banking users. Primary data were collected by using 5-point Likert-scale questionnaire distributed to customers and unstructured interview conducted with Customer Service Managers of Commercial Bank of Ethiopia. A total of 180 questionnaires were filled and returned by the customers who were conveniently selected. The analysis is made by making use of descriptive statistic and frequency. The empirical result shows that customers' level of awareness on the e-banking service is low, the existence of language problem, the unfriendliness of the system, lack of trust on the technology, lack of employees' knowledge and skill, and also security risk. The major problem faced by Commercial Bank of Ethiopia in relation to e-banking is the frequent network failure due to power interruption and lack of ICT knowledge from customers end and the lack of trust they have on this technology which doesn't involve cash movement. Thus, Commercial Bank of Ethiopia should attempt to strengthen this service by preparing different media channels to increase awareness and understanding of the service. They also need to increase the confidence of their customers as well as developed skills and knowledge of customers in using e-banking.*

*Key words: Customer Satisfaction, E-banking*

## **Acronyms**

ATM	Automated Teller Machine
E-Banking	Electronic Banking
EFT	Electronic Fund Transfer
ICT	Information and Communication Technology
POS	Point of Sale

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Traditionally banks are in the forefront in harnessing and using technology to improve their products and services. Over a period of time they have been using electronic and telecommunication networks extensively to provide products and services to the customers.

Electronic banking according, to Al-Abed (2003), is an umbrella term for the process by which a customer may perform banking transactions electronically without visiting a brick and- mortar institution. Lustsik (2004) describes electronic banking as a variety of the following platforms: Internet banking, telephone banking, TV-based banking, mobile phone banking, and PC banking.

Burr (1996) describes it as an electronic connection between the bank and the customer in order to prepare, manage and control financial transactions'. (Kwashie Wisdom 2012) cited According to Chang, (2003). E-banking contributes significantly to the distribution channels of banks such as automated teller machine (ATM), Phone –banking, Tele-banking, PC-banking and now internet banking (Chang, 2003).

In addition, transfer of funds, viewing and checking savings account balances, paying mortgages, paying bills and purchasing financial instruments and certificates of deposits processes have improved significantly as a result of internet banking (Mohammed et al., 2009). This implies that, e-banking has resulted in efficiency in service delivery in the banking sector because customers can transact business from one side of the country to another and from both long and short distance. Other scholars argued that, e-banking has transformed traditional banking practices to the extent that it has been found to create a paradigm shift in marketing practices resulting in positive performance in the banking sector (Gonzalez, 2008). This shows that the delivery of efficient and quality service is facilitated by ICT. Similarly, Christopher et al. (2006) indicated that e-banking provides an important channel to sell products and services of banks and is perceived to be a necessity for banks to be successful. Therefore, service quality and efficiency in

the banking industry has increased tremendously worldwide in the world due to the integration of information technology into banking operation. The present study seeks to investigate the extent to which the e-banking concept has influence service quality in the service delivery of Ghana Commercial Bank.

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is also defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products or its services (ratings) exceeds specified satisfaction goals. And yet another definition of customer satisfaction is it refers to the extent to which customers are happy with the products and/or services provided by a business. Further definition of customer satisfaction is it is a term generally used to measure a customer's perception of a company's products and/or services. It's not a straight forward science however, as customer satisfaction will vary from person to person, depending on a whole host of variables which may be both psychological and physical. Technology is making a tremendous impact upon service companies in general and the financial services sector is no exception. The application of information and communication technology concepts, techniques, policies and implementation strategies to banking services has become a subject of fundamentals importance and concerns to all banks and indeed a prerequisite for local and global competitiveness in banking industry. As a result of this technological improvement business environment in financial sector is extremely dynamic and experience rapid changes and demands banks to serve their customer electronically. The evolution of e-banking started from the use of Automatic Teller Machine (ATM) and Finland is the first country in the world to have taken a lead in e-banking. E-banking has been widely used in developed countries and in developing economies (Worku, et al., 2016).

Nevertheless there are few researches done about electronic banking in Ethiopia, electronic banking is a useful topic to study how to make it applicable using the available ICT infrastructures together with the existing financial and legal frameworks so that it bring customer satisfaction because as we all know the customers' has been using bank's for many years before this technology even if they are not satisfied about the long queuing. But, these days the market competition is very high and customer satisfaction becomes a very significant matter to sustain the customers in the bank so this competition forced many banks to apply new technologies like e-banking to satisfy their customers and this study will show the continuity of e-banking in customer satisfaction.

## **1.2. Statement of the Problem**

Commercial Bank of Ethiopia has launched ATM for the 1<sup>st</sup> time in 2001 in Ethiopia for local users before all private banks but it was not successful and the other E-banking when it apply Core banking system. It shows that the introduction of new system is infant so there is a problem in properly maintaining and addressing the service to the customers and increase the number of customers in related to high technological advanced bank system in the industry.

The bank has a problem on E-banking that is related from or steamed from four main points which are the organization, employees, technology and customers. From the organization point, a lack of training and updating the employees to the system and give a proper training and utilization of the system by the responsible department. The training do not concern on how to use the system and how to teach the system to real customers. Moreover, internet banking needs a clear knowledge of using computers and internet to making transaction, in recent time mobile banking used by each individual to make transaction that is easy to know and apply at all their cell phone, can be accessed in English language only and also in ATM there is no language problem because it can be accessed in other local languages.

Related to employees' problem an employee who took training did not consider of sharing knowledge about the knowledge he/she gets from the training they took, the branch managers did not give a place to give peer teaching program in branch level, so the other employees who did not take the training may not have confident when a question raised by the customer how to use the E-banking service.

From the point of technology, all technologies are not managed by the bank it is related to other stakeholders like Ethio-telecom who manages the entire country network infrastructure. Most of the time especially in weekends there are high failure of network and customer cannot access their transaction properly.

From the point of customers, the customer has lack of knowledge in using E-banking system and customers exchange information each other about the technology problem and get biased information and do not confirm the information they get from the responsible body of the bank.

This gives discomfort to the customer's satisfaction in using E-banking which are Mobile banking, Internet banking, ATM and POS.

Commercial bank of Ethiopia has started e-banking services as part of ensuring service excellence by reducing waiting time, errors, costs, and improve customer satisfaction. In order to encourage or discourage further e-banking expansion in Ethiopia, a better understanding of its continuity to customer satisfaction is critical. Nevertheless, despite the importance of e-banking in bringing customer satisfaction limited studies are available in Ethiopia both in terms of number and scope and still the long waiting time are being seen in branches. Therefore, more studies are still required to understand the relevancy of e-banking so as to continue in customer satisfaction in the country. So this paper will try to assess the e-banking service if it increase customer satisfaction and why the long queuing are still being seen in the branches.

### **1.3. Research Questions**

- What is the level of customers understanding about e-banking?
- How satisfaction in e-banking services related to educational status of the customers?
- Does e-banking service help customers in controlling their transactions?
- How customers of e-banking service users evaluate their relation with employees?

### **1.4. Objectives of the Study**

#### **1.4.1. General Objective of the Study**

The main objective of this study is, assessing the effect of E-banking Service in Customer Satisfaction: In CBE in selected city branches.

#### **1.4.2. Specific Objective of the Study**

Specifically, this study aspires to achieve the following objective

- To assess the level of customer understanding of e-banking customers.
- To identify customer's satisfaction in e-banking services related to demographic status in the city.
- To assess how e-banking service help customers' in controlling their transactions.
- To identify the relation between customers of e-banking service users and employees.

## 1.5. Scope of the Study

First, the study is confined to customers' perspective of e-banking (i.e. ATM, Internet banking, mobile banking and POS) and their satisfaction in this service but in the five selected branches Internet Banking users are not found in the selected branches. Second, it is also limited to banks customers who have been using e-banking up to the maximum of two to three years but not below two years in Commercial Bank of Ethiopia and different markets. The customers the researcher uses are only those using Commercial Bank of Ethiopia in Kolfe area because of proximity to work and home.

## 1.6 Significance of the study

- The study may be useful for Commercial Bank of Ethiopia in order to see the impacts of e-banking on customers' satisfaction in comparison with the ordinary banking system.
- It helps in understanding what attitude customers' have towards e-banking and what actions should the banks' take in order to benefits from the opportunities and how to overcome the challenges.
- The study can be used by other researcher as a reference who wants to study further in this or related areas.
- Last but not least this research may alert bankers to improve E-banking system accessibility to the customers in order to get the intended customers satisfaction.

## 1.7 Definition of Terms

**Mobile Banking:** is a term used for performing balance checks, account transaction, payments, credit applications and other banking transactions through a mobile device such as a mobile phone.

**Automated Teller Machine:** is an electronic machine in a public place, connected to a data system and related equipment and activated by a bank customer to obtain banking services without going in to the banking hall.

**Internet Banking:** is conducted by completing bank transactions by directly accessing the bank through the internet.

**Point of Sale:** is the hardware and software used for checkouts, the equivalent of an electronic cash register.

## **1.8. Organization of the Study**

The study is divided into five chapters: - chapter one includes the above and this section, that is background of the study, statement of the problems, objectives of the study, significant of the study and organization of the study. Chapter two is elaborating the review of literature and conceptual framework of the study, chapter three provides the research design and methodology part, chapter four illustrates data analysis and findings, and chapter five is about the summary, conclusion, and recommendation.

# **CHAPTER TWO**

## **LITERATURE REVIEW**

### **2.1 Theoretical review**

#### **2.1.1 Definition of E-Banking**

E-banking has a variety of definitions all of which explains similar concept. The following section shows some of these definitions. E-banking is a form of banking service where funds are transferred through an exchange of electronic signal between financial institutions, rather than exchange of cash, checks, or other negotiable instruments (Kamrul, 2009). E-banking also known as electronic funds transfer (EFT). It is simply the use of electronic means to transfer funds directly from one account to another rather than by check or cash (Malak, 2007). The term e-banking often refers to online/internet banking which is the use of the internet as a remote delivery channel for banking services (Furst & Nolle, 2002). E-banking is the use of a computer to retrieve and process banking data (statements, transaction details, etc.) and to initiate transactions (payments, transfers, requests for services, etc.) directly with a bank or with other financial service provider remotely via a telecommunications network (Yang, 1997). It should be noted that electronic banking is a bigger platform than just banking via the internet

E-banking can be also defined as a variety of platforms such as internet banking or (online banking), TV-based banking, mobile phone banking, and PC (personal computer) banking whereby customers access these services using an intelligent electronic device, like PC, personal digital assistant (PDA), automated teller machine (ATM), point of sale (POS), kiosk, or touch tone telephone (Alagheband, 2006).

E-Banking services have improved banking efficiency and effectiveness by offering quick services to customers and reduce waiting time. It is therefore becoming an essential element in the banking industry and a part of the modern life of people.

Pikkarainen et al., (2004) define internet banking as an "internet portal, through which customers can use different kinds of banking services ranging from bill payment to making investments". With the exception of cash withdrawals, internet banking gives customers access to almost any type of banking transaction at the click of a mouse (De Young, 2001). Indeed the use of the internet as a new alternative channel for the distribution of financial services has become a competitive necessity instead of just a way to achieve competitive advantage with the advent of globalization and fiercer competition (Flavián et al., 2004; Gan and Clemes, 2006). Banks use online banking as it is one of the cheapest delivery channels for banking products (Pikkarainen et al., 2004). Such service also saves the time and money of the bank with an added benefit of minimizing the likelihood of committing errors by bank tellers (Jayawardhena and Foley, 2000). Robinson (2000) believes that the supply of internet banking services enables banks to establish and extend their relationship with the customers. There are other numerous advantages to banks offered by online banking such as mass customization to suit the likes of each user, innovation of new products and services, more effective marketing and communication at lower costs (Tuchilla, 2000), development of non-core products such as insurance and stock brokerage as an expansion strategy, improved market image, better and quicker response to market evolution (Jayawardhena and Foley, 2000). Wise et al. (2009) argued that many banks want to invest in ATMs to reduce branch cost since customers prefer to use them instead of a branch to transact business. The financial impact of ATMs is a marginal increase in fee income substantially offset by the cost of significant increases in the number of customer transactions. The value proposition however, is a significant increase in the intangible item "customer satisfaction". The increase translates into improved customer loyalty that result in higher customer retention and growing organization value. Internet banking is a lower-cost delivery channel and a way to increase sales. Internet banking services has become one of the most important factors in the business economy today.

### **2.1.2 Banking History in Ethiopia**

According to National Bank of Ethiopia the agreement that was reached in 1905 between Emperor Minilik II and Mr. Ma Gillivray, representative of the British owned National Bank of Egypt marked the introduction of modern banking in Ethiopia. Following the agreement, the first bank called Bank of Abyssinia was inaugurated in Feb.16, 1906 by the Emperor.

The National Bank of Ethiopia with more power and duties started its operation in January 1964. Following the incorporation as a share company on December 16, 1963 as per proclamation No.207/1955 of October 1963, Commercial Bank of Ethiopia took over the commercial banking activities of the former State Bank of Ethiopia. It started operation on January 1, 1964 with a capital of Eth. Birr 20 million. In the new Commercial Bank of Ethiopia, in contrast with the former State Bank of Ethiopia, all employees were Ethiopians.

There were two other banks in operation namely Banco di Roma S. and Bank of di Napoli S.C. that later reapplied for license according to the new proclamation each having a paid up capital of Eth. Birr 2 million.

Proclamation No.99 of 1976 brought into existence the Agricultural and Industrial Bank, which was formed in 1970 as a 100 percent state ownership, was brought under the umbrella of the National Bank of Ethiopia. Then it was reestablished by proclamation No. 158 of 1979 as a public finance agency possessing judicial personality and named Agricultural and Industrial Development Bank (AIDB). It was entrusted with the financing of the economic development of the agricultural, industrial and other sectors of the national economy extending credits of medium and long-term nature as well as short-term agricultural production loans.

The financial sector that the socialist oriented government left behind constituted only 3 banks and each enjoying monopoly in its respective market. The following was the structure of the sector at the end of the era.

- The National Bank of Ethiopia (NBE)
- The Commercial Bank of Ethiopia (CBE)
- Agricultural and Industrial Development Bank (AIDB)

Following the demise of the Dergue regime in 1991 that ruled the country for 17 years under the rule of command economy, the EPRDF declared a liberal economy system. In line with this, Monetary and Banking proclamation of 1994 established the national bank of Ethiopia as a judicial entity, separated from the government and outlined its main function.

Following the change in the political environment in 1991, the proclamation for the licensing and supervision of insurance business heralded the beginning of a new era. Immediately after the enactment of the proclamation private insurance companies began to flourish. Currently there are

16 private banks and 2 government-owned banks, 19 private and 1 government owned insurance companies, and 35 MFIs (NBE as of May, 2012.).

### **2.1.3 Electronic Banking in Ethiopia**

The term electronic banking can be described in several ways. In very simple terms it means the provision of information or services by a bank to its customers, via a computer, television, telephone, or mobile phone. It as an electronic connection between bank and customer in order to prepare, manage and control financial transactions. (Daniel, 1999)

Furthermore, electronic banking is said to have three different means of delivery: telephone, PC, and the Internet. Daniel (1999), for example, introduces four different channels for electronic banking: PC banking, Internet banking, managed network, and TV-based banking.

Electronic banking is the newest delivery channel in many developed countries and there is a wide agreement that the new channel will have a significant impact on the bank market (Daniel, 1999).

## **2.2 Customer Satisfaction**

Customer satisfaction lies in the ideal of the beholder it is very complicated and relative phrase as it is very specific to the customer who measures what satisfies whom. So it invites other probes of what hampers customer satisfaction and needs of the customer.

Jamal (2003) defined customer satisfaction as the full meeting one's expectations relating to the product used by the customer; these are the total feelings and sentiments about the product used by the customer. Previous studies; Schultz and Good, (2000); Churchill and Surprenant, (1982); and Patterson, (1993) agreed that service performance has a direct impact on customer satisfaction, particularly in the high-involvement situation. They believed that Salespeople's interaction with their customers plays a key role in organizational success or failure and customer satisfaction is a critical performance indicator. File and Prince, (1992) stated that satisfied customers are become loyal for the organization and tell others their favorable experiences and thus engaged in positive word of mouth advertising.

Sahereh H. *et al.*, (2013) identified ten (10) factors influencing satisfaction as follows:

- i. **Properly behavior with friendly:** No doubt this will cause to interest the customer to the bank and will makes customer relationship with the bank continuity. Friendly service and without dependent, polite is essential and necessary condition for the development of activities and impress a good name.
- ii. **To speed in delivery of services:** Anything that causes customer satisfaction will help to reach their goal earlier.
- iii. **Accuracy in providing services:** This factor means to minimize in error rate doing things and improving quality of work to the standards and acceptable level that will lead to gain the trust and confidence of customers and increasing their satisfaction.
- iv. **Standard-Oriented:** If customers have to ensure that the relationship does not rule and providing facilities request them is done based on standard and criteria, trust isn't deprive and will not lead to their disappointment.
- v. **Interest of deposits:** Without doubt depositors are attending to the actual interest that should be considered inflation and other costs carefully.
- vi. **Secrecy:** banks customers expect that bank personnel in maintaining statements inventory and accounts function or other financial issues do not know even closest relatives and friends of the account holders.
- vii. **Skills of personnel:** based on researches done the conditions for employment post include:  
The ability to move, speed in the work, balancing, and the ability of such.
- viii. **Guiding and presenting the necessary information and helpful:** Right guidance on how to use customers from service will lead to the speed of work and customer satisfaction.
- ix. **Discipline:** it is very important in all aspects of human life. Discipline led to focusing on the work and higher level of service delivery.
- x. **Ease of access to services:** However banks could easily apply to most services, will provide greater customer satisfaction.

Boulding, et al., (1993) broaden the idea of customer satisfaction by saying there exist two conceptualizations of customer satisfaction; transaction-specific and cumulative. Following the

transaction specific, customer satisfaction is viewed as a post-choice evaluation judgment of a specific purchase occasion (Oliver, 1980) until present date, researcher have developed a rich body of literature focusing on this antecedents and consequences of this type of customer satisfaction at the individual level. (Fornell, 1992) this is more fundamental and useful than transaction specificity customer satisfaction in predicting customer subsequent behavior and firm's past, present and future performances. It is the cumulative customer satisfaction that motivates a firm's investment in customer satisfaction.

## **2.3 Components of E-Banking**

There are many electronic banking delivery channels to provide banking service to customers. Among them Mobile banking, ATM, POS and internet banking are the most widely used and discussed below.

### **2.3.1 Mobile Banking**

Mobile banking (also known as M-Banking) is a term used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). The earliest mobile banking services were offered over SMS, a service known as SMS banking. Mobile banking is used in many parts of the world with little or no infrastructure, especially remote and rural areas. This aspect of mobile commerce is also popular in countries where banks can only be found in big cities, and customers have to travel several miles to the nearest bank. The scope of offered services may include facilities to conduct bank and stock market transactions, to administer accounts and to access customized information (Tiwari & Buse, 2007).

### **2.3.2 ATM**

ATM is an electronic machine in a public place, connected to a data system and related equipment and activated by a bank customer to obtain banking services without going in to the banking hall. It allows customers to access banking services such as withdrawals, transfers, inquiries about account balances, requests for cheque books, account statements, direct deposits, foreign currency exchange etc. (Fenuga, 2010). Using an ATM requires an ATM card and a pass code, often referred to as a PIN (Personal Identification Number).

### **2.3.3 Internet Banking**

Internet banking is conducted by completing bank transactions by directly accessing the bank through the internet. Nowadays, internet banking customers can access many different services online, which makes physical banks open even after office hours. Internet banking allows customers of a financial institution to conduct financial transactions on a secure website operated by the institution. Internet banking can be conducted either by accessing the internet with a computer or by using a phone that has internet features (Alabar & Timothy, 2012).

#### **2.3.4 POS**

Point of Sale (POS) also sometimes referred to as Point of Purchase (POP) checkout is the location where a transaction occurs. A "checkout" refers to a POS terminal or more generally to the hardware and software used for checkouts, the equivalent of an electronic cash register. A POS terminal manages the selling process by a sales person accessible interface. The same system allows the creation and printing of the receipt (Shittu, 2010).

### **2.4 Empirical Studies**

Toor A. et al., (2016) conducted a research on the impact of E-banking variables on customer satisfaction in Pakistan. They used five service quality dimensions; reliability, responsiveness, assurance, tangibles and empathy, derived from the SERVQUAL model. They used quantitative approach as Research design of the study. They gathered data from different cities of Pakistan by preparing already tested questionnaire and found a result which is momentous relationship between service quality dimensions and customer satisfaction in E-banking in Pakistan, with more weightage of reliability, responsiveness and assurance among the five dimensions. And finally they concluded that service quality in E-banking leads to satisfied customers and thus banks can gain competitive advantage by offering better-quality services to their customers in today's world.

Enteha R. and \*Ebrahim M., (2015) conducted a research in aiming to investigating the effect of internet banking on customer satisfaction in Melli bank branches of West Azerbaijan's southern cities. In terms of purpose, the present research is an applicable study and in terms of nature, it's regarded as a descriptive paper performed through a survey method. They considered all customers who are using internet banking and the criterion for this are customers who have activated their Melli card's internet services password and found a result which indicated that there is a significant meaningful relation between Internet banking and customer satisfaction.

Fathollah S. et al., (2015) conducted a study by trying to evaluate effect of electronic banking and three dimensions comprise quality of system, quality of information and quality of service in customer loyalty with regard to role of customer satisfaction among customers of Mellat bank in Isfahan city in Iran. The population of the study comprises customers of Mellat bank in Isfahan city that use of total electronic banking service, therefore the population of research is unlimited and uncounted. They used standard questionnaire as an instrument to collect data. Number of 250 questionnaire distributed and totally 224 questionnaires were analyzed. Samples were also selected with method of available random. They found a result that system quality has a positive and significant impact in customer satisfaction. On the other, results indicate that information quality has a positive and significant impact in customer satisfaction. Also, the effect of customer satisfaction in customer loyalty is confirmed.

Rangsan and Titida N., (2013) They studied to find the internet banking service dimensions that will have the impact on customer satisfaction among top three banks in the Bangkok area: Bangkok Bank, Kasikorn Bank and Siam Commercial Bank. Questionnaires were used to collect data by using quota sampling. Multinomial logistic regression analysis was employed to obtain the important internet banking service dimensions that have the impact on customer satisfaction. The results they found shows that providing 24hours-7days service, completing a task accurately, contacting staff to check immediately, and providing accurate information & up to date, transaction process is fast, and providing online registration times were the important factors that have the impact on customer satisfaction.

(Mbuya L.,) documented on determinates of customer satisfaction the study centered on understanding the determinants of customers' satisfaction in commercial banks particularly Uchumi Commercial Bank Limited in Moshi Municipality, Tanzania. He used a cross sectional research design and collected data by using interviews and questionnaire. And found different factors that influence customer satisfaction like; timeliness (ability to deliver service timely), reliability (performance of service facilities, goods, and staff), staff competence (skills, expertise and professionalism with which the service is executed), staff attitude (politeness and friendliness), look and feel (appearance, comfort of environment, facilities and staff). Based his findings he recommended that, there is a need to increase coverage area, improving reliability and use of modern technology to improve service delivery and maintain customer satisfaction.

Mohmod et al., (2012) He tries to examine the factors affecting customer satisfaction for the continuation in dealing with electronic (e-banking) services. For this purpose, a model has been designed for the study, which included a number of variables which were identified based on an investigation and examination of the environment of commercial banks in Jordan. The study's constructs were divided into five dimensions including E-banking service quality, personal factors, perceived usefulness, customer satisfaction, and continuity to deal with E-banking services. Overall, the findings provided support for the model of the study. All the hypotheses regarding the impact of the factors included in the study on customer satisfaction and continuity in dealing with E-banking services were supported. Moreover, the results of the study indicated that there is a significant relationship between all constructs of the study's model and found a result which indicated that the factors relating to E-banking service quality, personal factors and perceived usefulness have an influence on consumer satisfaction and continuation in dealing with E-banking services.

Habte T. & Bacha E., (2015) Conducted a study on assessing and identifying factors that influence customer satisfaction in West Shoa Zone of Commercial Bank of Ethiopia. They used questionnaire for customers by using a simple random sampling to draw the sample size from the target population. And they used both descriptive and inferential statistics methods in the study. Also a binary logistic regression model was fitted to see the significance of factors affecting customers' satisfaction. They found that customer satisfaction from branch to branch is different and recommended for concerned body to work cooperatively in maximizing satisfaction of their customers.

Mohammed A., (2013) documented a study which attempts to understand and identify bankers perception of benefits and risks associated with electronic banking facilities in Ethiopia. He used bank employees as a primary source of data and analyzed the data collected by using mean score analysis. As a finding he observed that bankers perceive a means to save time and minimize inconveniences as the most and the least advantage of electronic banking whereas Need for expertise and training and charge a high cost for services" are considered as the most and the least risk associated with electronic banking.



## CHAPTER THREE

### RESEARCH DESIGN AND METHODOLOGY

#### 3.1. Research Design

A research design includes an outline of what the investigator will do from separating the hypothesis, or research questions, and their operational implications to the final analysis of data (Polit & Beck, 2006). This research has used descriptive study. Descriptive study is relevant to obtain information concerning the status of the phenomena as it appears and also often utilize survey methods, the results cannot be replicated.

#### 3.2 Research Approach

The approach to this study was both quantitative and qualitative research approach. Qualitative approach attempts to increase our understanding of *why* things are the way they are and *why* people act the way they do. In addition to this, the study was make use of quantitative approach for better understanding by using Five-point Likert-scale in the data analysis as well because one of the characteristic of quantitative research will make it suitable for this study. The researcher, therefore, has used combined quantitative and qualitative (mixed) approaches.

#### 3.3 Study Population

The Bank has four districts in Addis Ababa they are Western, Eastern, Southern and Northern Districts. After reviewing the annual reports the researcher uses Western District because it has large number of customers and transaction and it has around 96 branches and also proximity to find information easily. And from this district the researcher uses Kolfe area branches because E-banking users are very low in this area from the selected district. In Kolfe area branches, there are around 10 branches, out of these branches the researcher will select five branches purposively because their proximity to the researcher work place. It is directly related to the researcher sampling techniques because convenient sampling is used for selecting the real problem areas

addressed by these techniques. In these five target branches, the number of active customers are summarized in the following table.

**Table 3.1: Number of active E-banking customers in the selected branches**

No.	Branch Name	E-banking Customers	2-3 years active
1	Atena Tera	7,156	1,540
2	Lomi Meda	1,696	666
3	18 Mazoria	6,170	1,193
4	Sefereslam	5,136	2,308
5	Kolfe	3,952	1,659
<b>Total</b>		<b>20,795</b>	<b>7,366</b>

*Source: CBE Temenos system, 2017*

From the above data the researcher selected the active customers who have been using E-banking from 2-3 years is found to be 7,366 as target population. The population for the study comprised of customers of the targeted branches who are using electronic banking and the customer service managers of the bank.

### **3.4 Determination of the Sample Size**

It is because the fact that Kolfe area customers are quite many and thus, the researcher could not study all customers in the branches. For this reasons customers in five target branches had form the study or target population. This implies that the study concentrated on the customers and bankers of the Kolfe area branches (Kolfe, Sefere Selam, Lomi Meda. Atena Tera, and 18 Mazoriya). So the sample frame is 7,366 active customers because the customers who have been using E-banking 2-3 years. From this the researcher has used 199 by using non-probable sampling. To calculate sample size, simplified formula provided by Taro Yamane (1967) is used. i.e.

$$n = \frac{7,366}{1 + 7,366 (7\%)^2} = \underline{\underline{199}}$$

Where, n = number of sample size,

$N$  = Total number of study population,

$e$  = level of confidence to have in the data or degree of freedom which is 93% for this study.

### **3.5 Sampling Techniques & procedure**

The sampling units for the study are the individual customers of the five target branches. It is these individuals who were selected to participate in the study. Thus, the researcher has used the convenient sampling as a non-probability sampling to select the respondents for the study. The approach is that those who transacted business on the days of (the researcher) visit to the banks were conveniently selected.

### **3.6 Data sources, Types and collections**

Both qualitative and quantitative type of data collected from both primary and secondary sources.

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

Important sources of primary data for this study were collected through; unstructured key informant interview by identifying professionals in the field and survey.

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

Necessary documents were also reviewed to get required secondary data and customer feedback are important sources of secondary data reviewed.

### **3.7 Data Collection Instruments**

The self-administered questionnaire was used as the main tool for data collection. The choice of self-administered questionnaire is because the researcher anticipated that all the respondents patronizing electronic banking will be literate and could, therefore, read, comprehend and write to answer questions. The questionnaire was developed by the researcher based on the research objective. Closed – ended questions were used. Also, the unstructured interview encourage capturing respondents' perceptions in their own words, which allows presenting the meaningfulness of experience from respondent's perspective, the very desirable purpose of qualitative research and was done to the branches CSM (Customer Service Managers).

### **3.8 Method of data analysis**

After collecting and sorting the relevant data, the responses were sorted, coded, computed, and analyzed using Excel and Statistical Package for Social Sciences (SPSS) software. The appropriate statistical analysis such as frequencies and descriptive analysis were used according to respective objectives and descriptions. The analyzed data were presented using tables. In the process of data analysis, data was processed on the basis of Five-point Likert-scale.

### **3.9 Ethical Consideration**

Ethics is one of the major considerations in research. Hence the study has incorporated the following ethical considerations.

- Respondents were clearly communicated about the objective of the study before they were asked to give their answer.
- Respondents were not asked about their name, race and religion etc.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.1. Introduction

As indicated in the previous chapter, the main attempt of this study is assessing the effect of E-banking Service in Customer Satisfaction: In Commercial Bank of Ethiopia Selected City Branches. Therefore, this chapter presents the analysis and discussions for research findings obtained from the questionnaires and unstructured interviews. It reports the investigation results obtained from the selected branch customers and Customers Service Managers (CSMs') respectively. The discussion begins with the questionnaires' response rate followed by the descriptive statistics of the respondents related questions; like the gender, Branch they used, occupation, the service they used using e-banking, which e-banking service they use and level of education. The results of the reliability analysis also reported and presented.

#### 4.2. Reliability Analysis

To measure the consistency of the questionnaire particularly the Likert-type scale the reliability analysis is essential in reflecting the overall reliability of constructs that it is measuring. To carry out the reliability analysis, Cronbach's Alpha ( $\alpha$ ) is the most common measure of scale reliability and a value greater than 0.700 is very acceptable (Field, 2009; Cohen and Sayag, 2010) and according to Cronbach's (1951), a reliability value ( $\alpha$ ) greater than 0.600 is also acceptable.

**Table 4.1. Reliability Statistics**

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0.799	0.798	44

From the above table, the value for Cronbach's Alpha ( $\alpha$ ) was 0.799 for all variables. When these calculated reliability values are close to 0.80, and compared with the minimum value of alpha 0.600 advocated by Cronbach's (1951), then the responses generated for all of the variables' used in this research were reliable enough for data analysis.

### **4.3. Descriptive Statistics response rate**

The questionnaires were distributed to both the CSMs and customers of the selected five branches (18 Mazori, Atena Tera, Kolfe, Lomi meda and Sefereselam). For these, 199 questionnaires are distributed both to the branch customers and from which 180 questionnaires were collected giving the response rate of 90.45%.

**Table 4.2 Respondents on demographic**

Demographic Questions		Responses of Customers	
		Freq.	%age
Gender	Male	124	68.9
	Female	56	31.1
	<b>Total</b>	<b>180</b>	<b>100</b>
Branch Customers	Atena Tera	37	20.6
	Kolfe	44	24.4
	Sefereselam	24	13.3
	Lomi meda	44	24.4
	18 Matoria	31	17.2
	<b>Total</b>	<b>180</b>	<b>100</b>
Level of education	Secondary School	97	53.9
	Diploma	46	25.6
	Degree	35	19.4
	M.A	2	1.1
	<b>Total</b>	<b>180</b>	<b>100</b>
Occupation	Government employee	46	25.6
	Private employee	28	15.6
	Self employee	102	56.7
	Students	4	2.2
	<b>Total</b>	<b>180</b>	<b>100</b>
E-banking service used	Withdrawal	92	51.1
	Transfer	26	14.4
	All	61	34.4
	<b>Total</b>	<b>180</b>	<b>100</b>
E-banking Products	ATM	113	62.8
	POS	0	0
	Mobile	45	25
	All	22	12.2
	<b>Total</b>	<b>180</b>	<b>100</b>
Reason for choosing only one	I don't understand the language	56	31.1
	I heard the ATM is out of service most of the time	8	4.4
	It makes me out of program because I can access it at any time	38	21.1
	I don't have trust on the technology	56	31.1
	<b>Total</b>	<b>180</b>	<b>100</b>

Source: Survey result

The table given above describes the general findings regarding demographic status the data tells that how dependent variable affects the independents. Based on the respondents' gender issues more participants' are male which 68.9% of the respondents are while 31.1% of them are Female. As shown in the finding majority of the service users are Male.

From the bank branch survey the researcher found 24.4% respondents from Kolfe branch, 22.1 % from Lomi Meda branch, 24.4% from Atena Tera Branch, 20.6% from Sefereslam and 13.3% and from 18 Mazoria 17.2%. Hence, the researcher can generalize the same kind of result which shows there equivalent distribution of questionnaire.

In the selected area branch customers' have low demographic status as it is shown in the respondents educational level 53.9% of the respondents are secondary school, 25.6% are diploma holders, 19.4% are degree holders. Respondents found in the survey were 56.7% are self employees, 25.6% are Government employees', 15.6% are private employees. Overall the result shows that other than secondary school there is no significant difference between the others which makes the response to be valid and around this area self employed and who are Secondary school completed are more than 50%.

The respondents who use e-banking to withdraw money often are found to be 51.1% and those who answered they use e-banking to transfer money often are found to be 14.4% and rest answered that they use the service for both purpose that means withdrawal and transfer.

Still respondents who choose ATM when asked which e-payment they use were 62.8%, Mobile banking 25% and others who are few in number use three types of e-banking service. Thus, this results shows that still the customers don't have that much trust on intangible result especially when it comes to money because as you can see above 51.1% of the respondents used e-banking to withdraw money which shows the usage of ATM.

The above table shows their reason why they use only one service from the different e-banking services 62.2% of the respondents says they don't have trust on the technology and they don't understand the language which still shows the above result the researcher found in level of education makes the reason they give here to be valid, 4.4% says because of the rumors they heard from others about the ATM machine, and also 21.1% respondents see the availability of the service at any time as a negative thing by saying it makes me to be out of program. Consistent with Worku G. et al.(2016), findings.

**Table 4.3. Respondents on Mobile Banking Service**

<b>Items</b>	<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
I understand the benefits of the service	Strongly Disagree	25	13.9
	Disagree	26	14.4
	Neutral	19	10.6
	Agree	68	37.8
	Strongly Agree	42	23.3
	<b>Total</b>	<b>180</b>	<b>100</b>
I can access my account by any cell phone	Strongly Disagree	25	13.9
	Disagree	19	10.6
	Neutral	8	37.8
	Agree	50	27.3
	Strongly Agree	18	10
	<b>Total</b>	<b>180</b>	<b>99.6</b>
I used the service to transfer money	Strongly Disagree	0	0
	Disagree	0	0
	Neutral	113	62.7
	Agree	46	25.6
	Strongly Agree	21	11.7
	<b>Total</b>	<b>180</b>	<b>100</b>
There is no problem in language	Strongly Disagree	76	42.2
	Disagree	0	0
	Neutral	62	34.4
	Agree	42	23.4
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
There is appropriate software	Strongly Disagree	44	24.4
	Disagree	26	14.5
	Neutral	80	44.4
	Agree	30	16.7
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>

Items	Responses	Frequency	Percent
I have trust in the service	Strongly Disagree	8	4.4
	Disagree	92	51.1
	Neutral	16	8.9
	Agree	64	35.6
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
The service make me to be independent because I can access my account by my own	Strongly Disagree	18	10
	Disagree	59	32.8
	Neutral	41	22.8
	Agree	38	21.1
	Strongly Agree	24	13.3
	<b>Total</b>	<b>180</b>	<b>100</b>
When face a problem you get immediate help from the bank.	Strongly Disagree	19	10.6
	Disagree	0	0
	Neutral	95	52.7
	Agree	66	36.7
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
I get good explanation about the service from the staff.	Strongly Disagree	0	0
	Disagree	25	13.9
	Neutral	70	38.9
	Agree	79	43.9
	Strongly Agree	6	3.3
	<b>Total</b>	<b>180</b>	<b>100</b>
It can be accessed at any time any where	Strongly Disagree	19	10.6
	Disagree	0	0
	Neutral	54	30
	Agree	88	48.8
	Strongly Agree	19	10.6
	<b>Total</b>	<b>180</b>	<b>100</b>
I can access my account and control the transactions where ever I am	Strongly Disagree	20	11.1
	Disagree	0	0
	Neutral	80	44.4
	Agree	61	33.9
	Strongly Agree	19	10.6
	<b>Total</b>	<b>180</b>	<b>100</b>

Source: Output of SPSS 20

The result shows that only 28.3% of the respondents did not agree on understanding the benefits of the service while 61.1% of the respondents agreed that they understand the benefits of the

service. On the same table customers were asked about the awareness level on accessibility of the service. Based on this, 37.3% of the respondents have the awareness on accessibility of the service by any cell phone while the 24.4% of them do not have. The remaining, 37.8% of the respondents didn't give idea on the issue. With regard to using the service to transfer money, here the largest numbers of respondents 62.7% neither disagree nor agree about the question and 37.3% of the respondents used the service to transfer money. This implies that even if the respondents think they understand the benefits of the service yet they don't understand the service as being seen for what purpose the service is being used.

As table 4.3 depicted that 33.4% of the respondents agreed with the idea of the service make me to be independent because I can access my account by my own still 42.8% of them thinks mobile banking service don't make them independent, 22.8% of the respondents didn't give any idea. Also, 38.9% of the respondents don't agree about the appropriateness of the software, 44.4% of the respondents are didn't give any idea which makes remaining support the appropriateness of the software. Another important issue in Mobile banking service is I can access my account and control the transactions where ever I am, the greater number 44.5% of the respondents confirmed as place is not a problem to access their account and control their transaction but still 44.4% of the respondents didn't respond. Accordingly, still there is a big knowledge gap on the service between customers, until now they are dependent because of the low understand they have on the service. Similarly, Alipour M. (2010) noted that e-banking serves several advantages to Iranian banking sector, however, the study also shows that the Iranian customers have not enough knowledge regarding e-banking which is rendering by banking sector in Iran.

The above table 4.3 shows the degree to which respondents agree to the statement saying "it can be accessed at any time anywhere", 59.4% of the respondents confirmed that they can access the service wherever and whenever while 30% of the respondents didn't respond and 10.6% of the respondents don't show agreement. As the finding shows most of the customers agree the service doesn't require specific place or time.

Respondents of the bank were asked the degree to which they were agreed on the statement saying I get good explanation about the service from the staff. From the total of 180 respondents 47.2% confirmed they get good explanation about the service from the staff whereas 38.9% did not respond to this question and 13.9% of the respondents did not agree on this issue. Consequently, as the result shows there is indifferent on the goodness of the explanation they get on the mobile banking service. On the other hand, 36.7% of the respondents say I get immediate help from the

bank when face a problem whereas 10.6% of the respondents did not agree while 52.7% of the respondents are didn't respond. Thus, as the finding shows even if the response in getting good explanation about the service is agreed to some extent the majority of the respondents do not use mobile banking service.

The issue of trust on the service is one of the questions raised to the respondents. 35.6% of the respondents have trust on the service while 55.5% of them do not have and the rest didn't respond to this question. Another issue is about problems related to language in mobile banking service. Here, the majority 42.2% of the respondents confirmed that there is language problem in using mobile banking, while 23.4% of them do not have any problem related to language and 34.4% of them did not give any idea. As the result shows the respondents who agreed on the none existence of language problem were confirmed to be near to the Mobile banking users percentage found in demography finding still the majority of the respondents don't have trust on the service and faces language problem. Similar with the result found in interview response.

**Table 4.4 Responses on ATM Service**

<b>Items</b>	<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
It can be accessed in multiple language	Strongly Disagree	44	24.4
	Disagree	0	0
	Neutral	44	24.4
	Agree	92	51.2
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
I understand the service	Strongly Disagree	0	0
	Disagree	0	0
	Neutral	64	35.6
	Agree	87	48.3
	Strongly Agree	29	16.1
	<b>Total</b>	<b>180</b>	<b>100</b>
I feel secure when using it	Strongly Disagree	19	10.6
	Disagree	58	32.2
	Neutral	60	33.3
	Agree	43	23.9
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>

Items	Responses	Frequency	Percent
I can be able to see past transactions	Strongly Disagree	25	13.9
	Disagree	52	28.9
	Neutral	67	37.2
	Agree	36	20
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
The bank provide knowledgeable staff to solve problem	Strongly Disagree	0	0
	Disagree	30	16.7
	Neutral	84	46.7
	Agree	66	36.7
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100.1</b>
When face a problem I get immediate help from the bank at any time	Strongly Disagree	21	11.7
	Disagree	62	34.4
	Neutral	74	41.1
	Agree	23	12.8
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
There is willingness to cooperate and to tell about the service by the employees	Strongly Disagree	0	0
	Disagree	4	2.2
	Neutral	46	25.6
	Agree	75	41.7
	Strongly Agree	55	30.6
	<b>Total</b>	<b>180</b>	<b>100.1</b>

*Source: Output of SPSS 20*

As the above table indicates that the majority 51.2% of the respondents replied that they can access the ATM in multiple languages whereas 24.4% of the respondents don't accept the existence of multiple languages when using ATM while 24.4% of them did not respond on this question. Another issue is the understanding of the service which is 64.4% of the respondents understand the service while 35.6% did not give idea. This implies that majority of the respondents did understand the service and agreed on the service having language option.

Another issue that was raised was Security when using ATM. 48.6% of the respondents replied that they don't feel secure when using the service while 33.3% of them don't respond to the question still there are 23.9% of the respondents replied that they feel secure. Also, 42.8% of the respondents replied, seeing past transaction seems to be impossible using the machines but 37.2% of the respondents don't give idea while the rest them seems to think possible. As the finding shows the machines are being planted in many different places some of them are very front to the public and some of them are not this is the reason customers don't feel secure most of the time on the other hand seeing past transaction using the machine is impossible because there is no such this kind of feature in the software when using the machine. Consistent with the finding of interview responses.

The finding of the above table 4.4 shows about the question "the bank provides knowledgeable staff to solve problem". The 46.7% of the respondents don't respond on the question while 36.7% of them approves on the bank providing knowledgeable staff to solve problem yet there are 16.7% of respondents who did not agree with this idea. Similarly, getting immediate help from the bank at any time when face a problem is another issue, 45.1% of the respondents don't get immediate help from the bank at any time but there are 12.8% respondents who agreed about getting immediate help from the bank at any time while 41.1% of them don't respond. Majority of the respondents that is 72.3% agreed on the employees' willingness to cooperate and to tell about the service whereas 25.6% of the respondents didn't respond while the rest them did not agreed. This implies that even though the employees' knowledge in solving a problem is not much but they are very cooperative and try to tell about the service, still about the time the customers had to wait the working hours of the bank if some problem happens that require the staff if a problem happens before or after working hours. These results are consistent with Islam et al. (2007).

**Table 4.5 Response on POS machines service**

<b>Items</b>	<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
I understand the service very well	Strongly Disagree	0	0
	Disagree	50	27.8
	Neutral	51	28.3
	Agree	60	33.3
	Strongly Agree	19	10.6
	<b>Total</b>	<b>180</b>	<b>100</b>
It does not require by educational background because the other person who have the machine should know how to operate	Strongly Disagree	0	0
	Disagree	19	10.6
	Neutral	49	27.1
	Agree	19	10.6
	Strongly Agree	93	51.7
	<b>Total</b>	<b>180</b>	<b>100</b>
There is immediate response when face a problem	Strongly Disagree	0	0
	Disagree	19	10.6
	Neutral	124	68.9
	Agree	37	20.5
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
I can control and see my account transaction	Strongly Disagree	18	10
	Disagree	83	46.1
	Neutral	79	43.9
	Agree	0	0
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
I can use it at any market	Strongly Disagree	19	10.6
	Disagree	76	42.2
	Neutral	37	20.5
	Agree	48	26.7
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>

*Source: Output of SPSS 20*

As the above table depicts 43.9% of the respondents understand the service very well while 27.8% of them don't understand the service and the rest are don't respond. Similarly, the majority of the respondents which is 62.3% know that the POS machines don't require their educational background because there is always somebody assigned to operate the machine, 27.2% of the respondents don't respond while 10.6% of them did not agree. As the finding shows the respondents understand the service that it does not require their knowledge.

The issue of controlling and seeing my account is one of the questions raised to the respondent, the majority of the respondents which is 56.1% confirmed that controlling and seeing my account transaction is not possible while 43.9% didn't respond. Similarly, getting immediate response when face a problem, the majority of the respondents 68.9% don't respond while 20.6% of them confirmed that they get immediate response when face a problem. The last question was about accessibility of the machine at any market. To this question, 26.7% of the respondents confirmed the accessibility of the machine at any market while 52.8% of them can't be able to use it at any market and the rest 20.6% of them did not respond to this question. As the finding indicated that, beside bank branches the machines are found in some specific market which makes it not to be accessible at any market.

**Table 4.6 Responses on Customer Satisfaction**

Items	Responses	Frequency	Percent
Using E- banking I can access and make transaction 24hr. and 7days a week	Strongly Disagree	19	10.6
	Disagree	18	10
	Neutral	68	37.7
	Agree	75	41.7
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
If I want cash out of working hours I can withdraw without any problem using ATM	Strongly Disagree	19	10.6
	Disagree	6	3.3
	Neutral	62	34.4
	Agree	0	0
	Strongly Agree	93	51.7
	<b>Total</b>	<b>180</b>	<b>100</b>

Items	Responses	Frequency	Percent
Error in the E-banking service is rare	Strongly Disagree	19	10.6
	Disagree	112	62.2
	Neutral	6	3.3
	Agree	43	23.9
	Strongly Agree		
	<b>Total</b>	<b>180</b>	<b>100</b>
I can withdraw as much as I want using ATM	Strongly Disagree	63	35
	Disagree	74	41.1
	Neutral	25	13.9
	Agree	18	10
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
Machines have never been out of cash and out of service	Strongly Disagree	37	20.5
	Disagree	124	68.9
	Neutral	19	10.6
	Agree	0	0
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
I have trust on the e-banking service	Strongly Disagree	0	0
	Disagree	38	21.1
	Neutral	93	51.7
	Agree	49	27.2
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
E-banking is easy to use	Strongly Disagree	0	0
	Disagree	65	36.1
	Neutral	76	42.2
	Agree	39	21.7
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>

Items	Responses	Frequency	Percent
The staff has technical skill in solving a problem related to E- banking	Strongly Disagree	19	10.6
	Disagree	32	17.8
	Neutral	72	40
	Agree	57	31.6
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
The bank has up to date equipment and technology	Strongly Disagree	0	0
	Disagree	19	10.6
	Neutral	106	58.9
	Agree	55	30.5
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
The bank has sufficient number of POS and ATM machines	Strongly Disagree	0	0
	Disagree	19	10.6
	Neutral	37	20.6
	Agree	124	68.9
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
The approach of the employee are attractive to retain their customer	Strongly Disagree	19	10.6
	Disagree	0	0
	Neutral	18	10
	Agree	143	79.4
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
The bank has customer service representative	Strongly Disagree	0	0
	Disagree	19	10.6
	Neutral	44	24.4
	Agree	117	65
	Strongly Agree	0	0
	<b>Total</b>	<b>180</b>	<b>100</b>
The bank employee have sufficient knowledge to answer customer question	Strongly Disagree	19	10.6
	Disagree	18	10
	Neutral	100	55.5
	Agree	25	13.9
	Strongly Agree	18	10
	<b>Total</b>	<b>180</b>	<b>100</b>

Items	Responses	Frequency	Percent
I am satisfied with ATM service provided by the bank	Strongly Disagree	0	0
	Disagree	6	3.3
	Neutral	44	24.5
	Agree	68	37.8
	Strongly Agree	62	34.4
	<b>Total</b>	<b>180</b>	<b>100</b>
I am satisfied with POS service provided by the bank	Strongly Disagree	0	0
	Disagree	6	3.3
	Neutral	44	24.5
	Agree	68	37.8
	Strongly Agree	62	34.4
	<b>Total</b>	<b>180</b>	<b>100</b>
I am satisfied with Mobile banking service provided by the bank	Strongly Disagree	0	0
	Disagree	19	10.6
	Neutral	94	52.2
	Agree	51	28.3
	Strongly Agree	16	8.9
	<b>Total</b>	<b>180</b>	<b>100</b>
Over all service of online is better than mine expectation	Strongly Disagree	0	0
	Disagree	51	28.3
	Neutral	66	36.7
	Agree	45	25
	Strongly Agree	18	10
	<b>Total</b>	<b>180</b>	<b>100</b>
I used e-banking service frequently	Strongly Disagree	0	0
	Disagree	44	24.4
	Neutral	50	27.8
	Agree	50	27.8
	Strongly Agree	36	20
	<b>Total</b>	<b>180</b>	<b>100</b>
I recommended to my friends and families to use e-banking	Strongly Disagree	0	0
	Disagree	53	29.4
	Neutral	79	43.9
	Agree	35	19.4
	Strongly Agree	13	7.3
	<b>Total</b>	<b>180</b>	<b>100</b>

Source: Output of SPSS 20

The use of e-banking can access and making transition 24hrs and 7days in a week from this points of the respondents 20.6% of the respondents disagree, 37.8% of the respondents' perceived to responded neutrally and the last 41.7% of the respondents says 24hrs and 7days a week accounts can be accessed using E-banking. Similarly, the greater number of respondents 51.7% agreed that if they want cash out of working hours they can withdraw without any problem using ATM, whereas 13.9% of the respondents says disagree while 34.4% of the them don't respond. On the other hand, the majority 76.1% of the respondents don't agree on the limitedness of amount of money which the customers can withdraw using ATM, also 13.9% don't respond on this issue still there are 10% of respondents who agree. As the result shows, although, the satisfaction of customers on the availability of the service at any time is good but limiting the withdrawal amount in ATM may create dissatisfaction.

The errors rareness when using e-banking service 72.8% of the respondent errors when using e-banking frequently also 23.9% of them says that, errors when using e-banking service is rare. Another point is "machines have never been out of cash and out of service" out of the total number of respondents 88.9% of the respondents faces a problem of machines being out of cash and out of service most of the time. Accordingly, customer dissatisfaction will increase because errors will increase every time the machines become out of service.

As the above table shows e-banking is easy to use which can't be confirmed because 42.2% of the respondents don't respond whereas 36.1% of them find it hard to use while 21.7% of the respondents confirmed the easiness of the service to be used. Similarly, 27.2% of the respondents have trust on the e-banking service even though 51.7% of the respondents don't give idea still 21.1% of them don't have trust on the service. As per the finding above the uneasiness of the service in the eyes of the customers and the lack of trust the customers has are the main drawbacks to customers' satisfaction. Similarly confirmed by, Momeni M. et al., (2013) noted that "we found that ease of service use, website design, speed of connectivity and transactions, information security; information content and support service have a significant effect on user's satisfaction. " and the interview gathered.

Another issue is the technical skill of the employee in solving problems when they arise with customers while using e-banking service are 28.4% of the respondents disagree, 40% of the them are neutral and 31.6% are agreed on it. Also, the majority of respondents don't respond on the issue that the bank employee have sufficient knowledge to answer customer question whereas

23.9% says that they have knowledge while 20.6% argued they don't. As can be seen in finding customer satisfaction can't be said well.

The bank having up-to-date equipment's majority of the respondents 58.9% don't want to give any idea whereas 30.5% of the respondents agreed while 10.6% of them disagree. Majority of the respondents 68.9% agreed that the bank has sufficient number of ATM and POS machines, 20.6% of the respondents are neutral to the question. This implies that even though the majority of the respondents don't know whether the machines for the service are up-to-dated but they agree on the available number of machines. Similarly, on the response found in interview is the same the customers don't complain on the available number of machines and their being updated or not.

The above table depicts 36.7% of the respondents don't give idea while 35% of the respondents confirmed over all service of e-banking is better than their expectation and also 28.3% of them don't find the service better than their expectation. Less than half of the respondents use the service frequently, 27.8% of them don't respond and 24.4% of the respondents don't use the service frequently. Moreover, 29.4% of the respondents don't recommend their friends and families the service whereas 43.9% of them are neutral while 26.7% of the respondents confirmed that they have recommended the service to their friends and families. As the result shows don't use the service frequently, the service didn't exceed their expectation so they don't recommend to other.

Another important issue is that 79.4% of the respondents confirmed as good on the approach of employees to retain their customers. The respondents who agree on the bank having customer service representative are 65%, still there are respondents who don't know if the bank has customer service representative or not. This implies that even if bank puts customer service representative some customers don't know who represent the customer service the approach of employees can retain customers. The same as the interview result the branch staff tries to retain their customers because they get the customers by working hard through their marketing teams.

Generally, equivalent number 37.8% of respondents confirmed they disagree and agree about their satisfaction on ATM and POS service provided by the bank and the rest which is 24.4% of them don't respond. Moreover, 52.2% of the respondents don't give any ideas unlike 37.2% of the respondents who support the idea of them being satisfied with Mobil banking service provided by the bank. As the result shows even if the bank applied e-banking service to increase

customers satisfaction still customers are not satisfied as expected and this is also confirmed on interview the greater number of customers wait the long line of waiting even if they complain about the long line they prefer to wait instead of using e-banking. Similarly the interview finding also confirmed the above finding.

Mohammad O. Al-Smadi (2012) noted that banks' customers' are not confident in electronic banking services. Customers are safety seeker, and they want to keep away from risks. This is because electronic banking services are in inherently risky environment due to the absence of personal contact, physical product evaluation, warranties, or contracts and the customers usually have difficulties in asking for compensation when transaction error occurs. In addition, this indicates that customers might be concerned about the length of time involved in waiting for transaction or learning how to operate it. Thus, this may explain why many customers refuse to using e-banking services. Similarly the interview finding confirmed that customer are not satisfied as expected because their trust on the technology, uneasiness to use the service because of language problem, their demographical problem and also the customers who are using the service their first choice is the traditional banking if the waiting line is too long they go to use the ATM machine and also they talk each other when face a problem how bad the service and stop using the service is instead of asking the bank for a solution.

### **4.3 Interview responses**

Interview was forwarded for the selected five bank branches Manager Customer Service (CSM). For the question forwarded as, “which type of e-banking service is more used by the customer?” Says the entire five selected branch CSMs’ currently CBE offers Automated Teller Machine (ATM), Mobile Banking, Point of Sales (POS) terminals, and internet banking but most of the users of E-banking are ATM.

Does demography has a relation with e-banking? Yes, most of our customers are merchants who are illiterate and they only trust the hard currency and the one that are not illiterate stop at secondary school or are in secondary school so their trust on the technology and understanding of the technology is poor. Even if they complain about the long queuing in the traditional banking still they use it because the one who are in secondary school uses only ATM still it is their 2<sup>nd</sup> choice, Mobile banking can only be operated by English language so they don’t use it. Lastly even from one that are using ATM majority of them are male the females’ don’t feel secure to use it.

The major problems in e-banking activities to satisfy your customers was the second issue raised, the bank provides e-banking service both for saving account and checking account. Customers will expect their banks to be responsive to their needs over e-banking therefore we are seeking to address these needs and increase their level of satisfaction. However, despite the bank's effort to improve access for its customers by delivering such services, the bank is well aware of some problems are encountered by clients which makes them dissatisfied such as network failure, due to service breakdown from the country's sole telecommunications service provider, ethio-telecom, word of mouth means customers each other talk when facing a problem even if the problem is theirs' they blame the bank instead of going to the bank branch and ask for solution so the other person who don't use the service yet will not use and claim that I heard there is this problem and that without any evidence.

As for e-banking providing the service as expected and is available 24hrs. and 7days a week. The availability of the service being available 24hrs. and 7days a week is true yet as per the above problems there are times the service becomes unavailable so it is not providing the service as expected.

With regard to the question raised about the knowledge and skill of employees on the service most of their response were, sometimes there is knowledge gap between the staff. All the staff doesn't have full knowledge that can answer question and solve problem.

also even the customers who are graduates and are near to technology don't have full trust using the service and also says using ATM service makes me to be out of program and internal network problems, are the challenges faced by the CBE attributed to the dissatisfaction of customers.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Summary of the Findings

The above analyzed data told us that the following ideas are the major findings.

- Based on Mobile banking 55.5% of the customers don't have trust on the service and the technology. Also there is 42.2% of the respondents have language problem in the Mobile banking service because it doesn't have language option. This is due to the fact 53.9% of the respondents are secondary school. Moreover, the finding shows that majority of the respondents don't have trust on the service. Even though, the customers get good explanation about the service still they don't understand how independent the service makes them and helps the customers to see and access their account by their own while being at home or where ever they are.
- With regard to ATM the data shows that customers understand the service well, but 43.8% of the respondents' response as they can't see their past transaction using the machines. As per the finding 42.8% the response shows there is a problem in security when using the machines, and also the bank provide knowledgeable staff to solve problems when they exist, 46.1% of the respondents on getting immediate help from the staff at any time when face a problem disagree but 72.3% of the response shows at working hours the staff shows willingness to cooperate and to tell about the service.
- Coming to the third component of E-banking is POS. the response shows 62.3% of the customers agreed on the machines not requiring the knowledge of the customers who are holding the card because the other person in the market are operating the machines but the problem here is 52.8% disagree on the accessibility of the machines at any market and also as seen in ATM here also account transaction can't be seen using the machine.
- Lastly customer satisfaction is the critical problem related to support customers to effectively use the service. Majority of the customers cannot access their account because of network failure, the lack of knowledge of using the machines and new technologies in the case of ATM, POS and Mobile banking services, the amount of money withdrawn within a day using

ATM is limited which makes 76.1% of the customers to disagree, the analysis revealed that the customers don't have trust in E-banking service and unfriendliness of the system to be used which makes most of the customers want to use the ordinary banking service even if they are not satisfied about the long waiting line. Moreover, the one that are using the e-banking service almost 73% of them faces errors in the service and disagree about the rareness of the errors and don't get money out of business hours when they need the service the most due to the machine being out of cash which makes 88% of the respondents to agree on this.

## **5.2 Conclusion**

In this paper the researcher attempted to assess the effect of e-banking in customer satisfaction with regard to product of CBE. In doing so, primary data obtained through interview & questionnaires, distributed to the selected branch customers' and CSMs' of the bank. The following conclusion can be inferred from the study.

- With regard to customer understanding of the service, customer of the selected branches understanding is very low so they don't get the benefit that the service offered them.
- Even though the bank applies the e-banking service; still customers' satisfaction is low because they are not using the service as they should and can't get the benefit from it and also except mobile banking the other two e-banking service can't help customers see their past transaction and control their account whenever they want unless of course they go to the bank and ask for statement..
- As the result shows most customers respond they don't trust the services and also majority of the customers level of education is secondary school which makes it hard for them to understand and use the service because some of the service require the understand of English language.
- Most customers respond that they have good relation after starting the service with the employees' even if the skill & knowledge of the employees' when they face a problem is poor.
- To conclude the study, customers are not yet satisfied with the service ease of use and the none-existence of language option on mobile banking service, lack of trust on the technology, the service frequently being out of service because of power interruption, network failure and lastly the employees' lack of knowledge and skill to solve problems that happen when using e-banking service.

### **5.3 Recommendation**

The analysis of this research has been held in assessing the effect of e-banking in customer satisfaction in CBE. As we all know CBE is the sole government owned Commercial Bank in Ethiopia which makes it trust worthy by the customers and keeping its customer satisfaction increasing service quality which drives the bank to apply E-banking system to increase its customers' satisfaction and decrease long queuing in branches and cash movement. Still, the long queuing line is being seen in branches and cash movements are not decreasing so from the above conclusion I would like to forward the following recommendations.

- For the problems observed on the ATM usage, the bank should work to increase the safety of customers when using the service.
- In general for the problems observed on the usage of E-banking service, the researcher recommends the bank to prepare multiple language option for the customers to use mobile banking more often and also the bank should prepare TV program about its service specially about E-banking service and create awareness and good understanding using different mechanisms like Drama, Class teaching and the like.
- With regard to the frequent service interruption problem, the bank should prepare a contingent plan or plan B when the power is interrupted and network failure.
- Ease of use is the other problem also the technology demands well developed ICT infrastructure therefore the bank responsible bodies should work to develop and expand the ICT infrastructures that can be easily managed by the customers.
- For the existence of lack of trust and knowledge, the bank needs to develop the confidence of the customers as well as develop their skills and knowledge in using e-banking service by employing in the form Video presentation at a bank branches and notice at the main streets.
- For the problem observed on accessibility of POS machine at any market, the bank should create knowledge about the benefits of the machines and the presence of POS machines should not be in some specific markets.
- As can be seen as a problem, the knowledge and skills of employees in e-banking service. The bank should give trainings to all employees who have direct relation with the customers and create some kind of benefit for the employees to use all e-banking packages because when they practice it they will have good understanding and develop their skills.

- The last thing the researcher explained is that e-banking service didn't increase customer satisfaction as it should and will not increase if it continues this way. If the bank can apply the above recommendation can minimize the problem.

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**Appendix: Questionnaire for Customers**  
**Saint Marry University Post Graduate Program**

Dear Respondent:

This questionnaire is designed specifically to carry out a research on the assessment of e-banking service and customer satisfaction in Commercial Bank of Ethiopia in selected city branches and its main purposes are: to find the electronic banking service dimensions that have the impact on customer satisfaction on Commercial Bank of Ethiopia and as partial fulfillment of the requirements for the degree in Master of General Business Administration.

Please respond to each question by indicating the extent to which you regard the statements. Your participation is of great value for the success of this study. I would like to thank you in advance for your kind cooperation in responding to this questionnaire. It is not necessary to write your name please attempt all the questions.

***This questionnaire will only be used for research purpose***

Beza Assefa

Tell: 0913252725

If you have any question with regard to the questionnaire please contact me using the above mentioned address.

**PART ONE**

**Instruction: a.** Put sign "✓" in the box against the answer that you think best suits.

b. For each question where alternative answers are not given write your answer clearly in the blank space provided against each question.

**General Information**

1. Gender

Female

Male

2. Which branch customer are you \_\_\_\_\_

3. Level of education:

Diploma

B.A/B.Sc.

Secondary School

Primary School

M.A./M.Sc.

other \_\_\_\_\_

4. Occupation

- Government employee       Private-employee  
 Self-employee       Student       Others please specify.....

5. Which service of the bank do you use often on E-banking?

- Withdrawal       Transfer       All

6. Which e-payment are you using; you can choose more than one

- Mobile Banking  
 ATM  
 POS

7. If you choose only one of the above what is your reason

- I don't understand the language  
 I heard the ATM is out of service most of the time  
 It makes me out of program because I can access it at any time  
 I don't have trust on the technology

**Part II: SPECIFIC INFORMATION**

**Instructions: Please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree).**

No.		SD	D	N	A	SA
<b>1. Mobile Banking</b>						
1.1	I understand the benefits of the service					
1.2	I can access my account by any cell phone					
1.3	I used the service to transfer money					
1.4	There is no problem in language					
1.5	There is appropriate software					
1.6	I have trust in the service					
1.7	The service make me to be independent because I can access my account by my own					

1.8	When face a problem you get immediate help from the bank.					
1.9	I get good explanation about the service from the staff.					
1.10	It can be accessed at any time any where					
1.11	I can access my account and control the transactions where ever I am					
<b>2. ATM</b>						
2.1	It can be accessed in multiple language					
2.2	I understand the service					
2.3	I feel secure when using it					
2.4	I can be able to see past transactions					
2.5	The bank provide knowledgeable staff to solve problem					
2.6	When face a problem you get immediate help from the bank at any time					
2.7	There is willingness to cooperate and to tell about the service by the employees					
<b>3. POS</b>						
3.1	I understand the service very well					
3.2	It does not require my educational background because the other person who have the machine should know how to operate					
3.3	There is immediate response when face a problem from the bank					
3.4	I can control and see my account transaction					
3.5	I can use it at any market					
<b>4. Customers' Satisfaction</b>						
4.1	Using E- banking I can access my account and make transaction 24hr. and 7days a week					
4.2	Using E-banking I can transact any thing I want with every one					

4.3	If I want cash out of working hour I can withdraw without any problem using ATM					
4.4	Errors in the E-banking service is rare					
4.5	I can withdraw as much as I want using ATM					
4.6	Machines have never been out of cash and out of service					
4.7	I have trust on the E-banking service					
4.8	E-banking is easy to use					
4.9	The staff has technical skill in solving a problem related to E-banking					
4.10	The bank has up-to-date equipment and technology					
4.11	The bank has sufficient number of POS and ATM machines					
4.12	The approach of the employees are attractive to retain the customers					
4.13	The bank has customer service representative					
4.14	The bank employees have sufficient knowledge to answer customers question					
4.15	I am satisfied with ATM service provide by your bank					
4.16	I am satisfied with POS service provided by the bank					
4.17	I am satisfied with Mobile service provided by the bank					
4.18	Over all service of online banking is better than your expectation					
4.19	I use e-banking service frequently					
4.20	You recommend to your friends and families to use e-banking					

## **Appendix B-Unstructured Interview questions for Customer Service Managers**

1. When we see the current users of e-banking what can one say about gender, occupation and educational status of the customers?
2. Which type of e-banking service is more used by the customers?
3. Does the bank employee has full knowledge and skill in the service does the bank give training to all employees?
4. Do you think e-banking is providing the service as expected and available 24/7for customers?
5. What are the major problems in e-banking activities to satisfy your customers?

**ቅድስተ ማርያም ዩኒቨርሲቲ የሁለተኛ ዲግሪ ፕሮግራም**

**አባሪ:- የደንበኞች መጠይቅ**

**ውድ መላሾች**

ይህ መጠይቅ የተዘጋጀው የሁለተኛ ዲግሪ አጠቃላይ ንግድ አስተዳደር ጥናታዊ ጽሁፍ ለማዘጋጀት ሲሆን ርዕሱም «የኤሌክትሮኒክስ ባንክ አገልግሎት እና የደንበኞች እርካታ» የዳሰሳ ጥናት በኢትዮጵያ ንግድ ባንክ በተመረጡ የአዲስ አበባ ከተማ ውስጥ የሚገኙ ቅርንጫፎች ነው።

ለምትሰጡኝ ምላሽ በቅድሚያ እያመሰገንኩ የእናንተ ተሳትፎ ለዚህ ጥናታዊ ጽሁፍ ስኬታማነት የማይተካ ሚና እንደሚኖረው ለማሳሰብ እወዳለሁ።

ይህ መጠይቅ ጥቅም ላይ የሚውለው ለዚህ ጥናታዊ ጽሁፍ አላማ ማሳኪያ ብቻ ነው።

- ☞ ስም :- ቤዛ አሰፋ
- ☞ ስ.ቁ: 0913-25-27-25

ለማንኛውም መጠይቁን በተመለከተ ጥያቄ ሲኖራችኋል ከላይ በተየቀሰው ቁጥር በመደወል ከእኔ ጋር መገናኘት ይቻላል።

**ክፍል 1**

**መመሪያ ሀ:-** ከተሰጡት አማራጮች መካከል ለእናንተ ተስማሚ የሆኑትን ብቻ በአማራጩ ትይዩ ከተቀመጡት ሳጥኖች ውስጥ የ«✓» ምልክት ያስቀምጡ።

**አጠቃላይ መረጃ**

1. ጾታ  ሴት  ወንድ
2. የየትኛው ቅርንጫፍ ደንበኛ ነዎት -----
3. የትምህርት ደረጃ
 

ዲፕሎማ <input type="checkbox"/>	ዲግሪ <input type="checkbox"/>	የመጀመሪያ ደረጃ <input type="checkbox"/>	ሁለተኛ ደረጃ <input type="checkbox"/>
ማስተርስ <input type="checkbox"/>	ሌሎች ካሉ <input type="checkbox"/>		
4. ሥራ
 

የመንግስት ሰራተኛ <input type="checkbox"/>	የራስ ቅጥረኛ <input type="checkbox"/>	የግል ተቀጣሪ <input type="checkbox"/>	ተማሪ <input type="checkbox"/>
ሌሎች ካሉ እባክዎ ይግለጹ -----.			

5. በኤሌክትሮኒክስ ባንኪንግ አገልግሎት የትኛውን አይነት አገልግሎት ይጠቀማሉ

ወጪ  መላክ/ማስተላለፍ  ሁሉንም

6. የትኛውን የኤሌክትሮኒክስ ባንኪንግ አገልግሎት ይጠቀማሉ ከአንድ በላይ መጠቀም ይችላሉ

ኤ.ቲ.ኤም  ፖስ  ሞባይል ባንኪንግ

7. ከላይ በቁጥር 6 ከተጠቀሱት ውስጥ አንዱን ከመረጣችሁ ምክንያታችሁ ምንድን ነው ሀ. ቋንቋውን መረዳት አልችልም

ለ. ብዙውን ጊዜ ኤ.ቲ.ኤም አይሰራም ሲባል ሰምቼ

ሐ. በማንኛውም ጊዜ መጠቀም ስለምችል ከእቅዴ ውጪ ያደርገኛል

መ. ቴክኖሎጂው ላይ እምነት የለኝም

**ክፍል 1**

**መመሪያ ለ:-** ከተራ ቁጥር 1 እስከ 5 ያለውን መጠይቅ ከጎኑ የተጠቀሰውን መለኪያ በመጠቀም

እባክዎ ትክክለኛ የመሰሎትን ቁጥር ራይት ምልክት «✓» ያድርጉ (1-በጣም አልስማማም፣ 2-

አልስማማም፣ 3-አስተያየት የለኝም፣ 4-እስማማለሁ እና 5-በጣም እስማማለሁ)

ተ.ቁ	1. ሞባይል ባንኪንግ	በጣም አልስማማም	አልስማማም	አስተያየት የለኝም	እስማማለሁ	በጣም እስማማለሁ
1.1.	የአገልግሎቱን ጥቅሞች ተረድቻለሁ					
1.2	በማንኛውም ተንቀሳቃሽ ስልክ ሂሳቤን ማንቀሳቀስ እችላለሁ					
1.3.	አገልግሎቱን ገንዘብ ለማስተላለፍ እጠቀምበታለሁ					
1.4	አገልግሎቱ የቋንቋ ችግር የለበትም					
1.5	ፕሮግራሙ ለአጠቃቀም ምቹ ነው					
1.6	በአገልግሎቱ እምነት አለኝ					
1.7	አገልግሎቱ እራሴን እንድችል አድርጎኛል ምክንያቱም ሂሳቤን በራሴ ማየት እና ማንቀሳቀስ ስለምችል					
1.8	በአገልግሎቱ ዙርያ ችግሮች ሲፈጠሩ ከባንኩ አፋጣኝ እርዳታ አገኛለሁ					
1.9	ከሰራተኞች ጥሩ ማብራሪያ ስለአገልግሎቱ አግኝቻለሁ					

1.10	በማንኛውም ቦታና ሰዓት መጠቀም እችላለሁ				
1.11	የትም ሆኔ ሆሳቤን መቆጣጠርና መገበያየት እችላለሁ				
	<b>2. ኤ.ቲ.ኤም</b>				
2.1	በተለያዩ ቋንቋዎች መጠቀም ይቻላል				
2.2.	አገልግሎቱ ገብቶኛል(ተረድቼዋለሁ)				
2.3.	በምንጠቀምበት ጊዜ ስጋት አይገባኝም				
2.4.	ያለፉ ግብይቶችን ማየት እችላለሁ				
2.5.	ባንኩ ችግሮችን ለመፍታት እውቀት ያላቸውን ሰራተኞች አዘጋጅቷል				
2.6.	በማንኛውም ሰዓት በአገልግሎቱ ዙርያ ችግሮች ቢፈጠሩ ፈጣን እርዳታ አገኛለሁ				
2.7	ሰራተኞቹ ስለአገልግሎቱ ለማስረዳት እና ለመተግበር ፍላጎት አላቸው				
	<b>3. ፖስ</b>				
3.1	አገልግሎቱን በደንብ ተረድቼዋለሁ				
3.2.	ማሽኑን እንዴት መጠቀም እንዳለብኝ አቅጣጫ የሚሰጠኝ የሽያጭ ሰራተኞች ስላሉ የእኔን የትምህርት ደረጃ አይጠይቅም				
3.3.	ችግር በገጠመ ጊዜ ከአገልግሎቱ ጋር በተያያዘ ፈጥን ምላሽ ከባንኩ አለ				
3.4	የሂሳቤን ግብይት ማየትና ሂሳቤን መቆጣጠር እችላለሁ				
3.5.	በማንኛውም ገበያ ቦታ ልጠቀመው እችላለሁ				
	<b>4. የደንበኞች እርካታ</b>				
4.1	በሳምንት 7ቀን በቀን 24 ሰዓት አገልግሎቱን ተጠቅሜ ሂሳቤን ማንቀሳቀስ እችላለሁ				
4.2.	በኤሌክትሮኒክስ ባንኪንግ አገልግሎት በመጠቀም ማንኛውም የፈለኩትን ነገር መገበያየት እችላለሁ				
4.3.	ከስራ ሰዓት ውጪ ገንዘብ ብፈልግ ያለምንም ችግር በኤ.ቲ.ኤም ገንዘብ ማውጣት እችላለሁ				

4.4.	በዚህ አገልግሎት ስህተት እምብዛም ነው					
4.5.	የፈለኩትን ያህል ገንዘብ በኤ.ቲ.ኤም ተጠቅሜ ማውጣት እችላለሁ					
4.6.	ማሸኖቹ ከአገልግሎት እና ከብር ውጪ ሆነው አያውቁም					
4.7.	በአገልግሎቱ ላይ እምነት አለኝ					
4.8.	የኤሌክትሮኒክስ ባንኪንግ ለአጠቃቀም በጣም ቀላል ነው					
4.9	የባንኩ ሰራተኞች ከኤሌክትሮኒክስ ባንኪንግ አገልግሎት ጋር በተያያዘ ቴክኒካል ችሎታ አላቸው					
4.10	ባንኩ አዳዲስ ቴክኖሎጂዎችና እቃዎች አሉት					
4.11	ባንኩ በቂ ፖስ እና ኤ.ቲ.ኤም ማሸኖች አሉት					
4.12	የሰራተኞቹ አቀራረብ ደንበኛን የሚስብ እና ደንበኞች ወደ ሌላ ቦታ እንዳይሄድ የሚይዝ ነው					
4.13	ባንኩ የደንበኞች አገልግሎት ተወካዮች አሉት					
4.14	የባንኩ ሰራተኞች ከደንበኞች የሚነሱ/ የሚቀርቡ ጥያቄዎችን ለመመለስ የሚያስችል በቂ እውቀት አላቸው					
4.15	ባንኩ በሚሰጠው የኤ.ቲ.ኤም አገልግሎት ደስተኛ ነኝ					
4.16	ባንኩ በሚሰጠው የፖስ አገልግሎት ደስተኛ ነኝ					
4.17	ባንኩ በሚሰጠው የሞባይል ባንኪንግ አገልግሎት ደስተኛ ነኝ					
4.18	በአጠቃላይ የአንላይን ባንክ አገልግሎት ከጠበኩት የተሻለ/ በላይ ነው					
4.19	ይህን አገልግሎት ብዙ ጊዜ እጠቀማለሁ					
4.20	ለንደኞቻቸው እና ቤተሰቦቻቸው ይህንን አገልግሎት እንዲጠቀሙ ነገረው ያውቃሉ					

## **Declaration**

I, the undersigned, declare that this thesis entitled “Assessing the effect of E-banking Service in Customer Satisfaction: In CBE Selected City Branches” Submitted by me to undertake a research in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration (MBA) to the School of Graduate Studies, St. Marry University, is my original work, has not been presented for degree in any other university and that all sources of materials used for the thesis have been duly acknowledged.

**Declared by:**

Name: Beza Assefa

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Confirmed by Advisor:**

Name: Mohammed M. (Asst.prof)

Signature \_\_\_\_\_

Date \_\_\_\_\_

Place and date of submission: St. Marry University, June, 2017

## **Endorsement**

This is to certify that Beza Assefa Zeleke her carried out her research work on the topic entitled “Assessing the effect of E-banking Service in Customer Satisfaction: In CBE Selected City Branches”. The work is original in nature and is suitable for the submission for the award of Masters of Business Administration.

**Advisor: Mohammed M. (Asst.prof)**

**Signature: \_\_\_\_\_**

**St. Mary’s university**

**Date \_\_\_\_\_**