



SAINT MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**THE EFFECT OF ELECTRONIC BANKING SERVICE QUALITIES ON CUSTOMER
SATISFACTION:
THE CASE OF DASHEN BANK S.CO**

BY

TIGIST SHIMELES ABAY

SEPTEMBER, 2020
ADDIS ABABA, ETHIOPIA

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ADVISOR:

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***A THESIS SUBMITTED TO SAINT MARY'S UNIVERSITY, SCHOOL OF GRADUATE
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DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of my Advisor, Dr. Yirgalem Tadlele. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

Name

St. Mary's University, Addis Ababa

Signature

September, 2020

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ENDORSEMENT

This thesis has been submitted to St. Mary's University College, School of Graduate Studies for examination with my approval as a university advisor.

Advisor

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List of Abbreviations and Acronyms

ATM	Automated Teller's Machine
POS	Point on Sale
AMEX	American Express
ICT	Information Communication Technology
SERQUAL	Service Quality
EFT	Electronic Fund Transfer
ANOVA	Analysis of Variance
DB	Dashen Bank

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Abstract

This research work reports the findings of a study conducted to investigate The Effect of Electronic Banking service qualities on customer satisfaction: The case of Dashen Bank S.C. The study examined electronic banking service qualities provided by Dashen Bank S.Co by taking a sample of 370 internal and external customers of electronic banking service users using haphazard, or convenience sampling technique from 420 branches found under the four district offices in Addis Ababa.

The data was collected using a 5 point Likert scale questionnaire and it was analyzed and tested using multiple regression model to show the effects of the explanatory variables; reliability, system security, ease of use, performance and availability of electronic banking service qualities on customer satisfaction. Based on the results of the statistical analysis, reliability, performance and ease of use of E-banking service qualities are found to have a significant effect on customer satisfaction in Dashen Bank. The study revealed areas of improvement with possible solutions that can solve the identified major problem areas of electronic banking service qualities in Dashen Bank, which includes continuous reviewing and up grading of the existing performance of the service, reliability and ease of use characteristic of electronic banking services of Dashen Bank., moreover, the management of Dashen Bank has to give due attention to the system security or speed and accuracy of the system and has to make the electronic banking services available to remote customers that cannot find the service.

Keywords: Reliability, performance, system security, ease of use, E-banking and customer satisfaction.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Information Communication technology is a major component for future growth of banks, as it enables the creation of refined services, better market infrastructure and reaching geographically remote and diversified markets. This has led to the emergence of channels such as electronic banking. Gupta(2018). Technology has succeeded in making various aspects of life easier for the societies of today (Rust & Oliver, 1994). More importantly, it has become a fundamental element in improving the quality of services in general and E-Banking services in particular (Joseph & Stone, 2013). E-Banking service is said to rely on the exchange of information between customers and provides services using technological methods devoid of face-to face interaction (Darwish & Lakhtaria, 2017).Banking sectors in most developed countries have initially established the area of electronic banking services and have been actively involved in its continuous improvement. The objective was to try to meet the ever-changing needs and lifestyles of customers.

Most of the previous studies examined the adoption and E-Banking service quality measurement, but few have studied about the effect of the quality of E-Banking services on customer satisfaction.

E-banking service, is transforming the banking sector with respect to the type of basic products and services in the bank, and the bank's approach to deliver this products and services,. E-banking is a valuable and influential tool in advancing progress, supporting development, invention and improving competitiveness (Kamel, 2015). Information technology is being embraced by banks and business enterprises to enhance their efficiency, quality of their services and attract more customers (Kannabiran & Narayan, 2016). The introduction of new technologies has led to significant changes in bank strategies and branch banking is converted to virtual banking due to increased use of electronic banking services. Globalization, competition, changing social trends and especially information communication technology (ICT)

advancements have caused intense restructuring of the banking industry (Loonam & O'Loughlin, 2008).

Due to the growing competition in financial services, regarding cost minimization, products superiority and excellent services, the quality of service is continuously playing a significant role. This is widely considered a result of continuous transactions, positive word of mouth recommendations and customer loyalty (Bearden & Teel, 1983). Lovelock, (1996) states that providing quality services are associated with high returns, cost reduction and securing a market share for the business. Therefore, issues associated with service quality cannot be underestimated.

Thus, measuring quality of services is the most critical task of service companies, as it needs to formulate strategies to evaluate quality performance. Service quality is thus can be considered as the outcome of consumer weighing between his/her expectation of the service and their observations after the service (Oliver, 1997).the service quality is considered as outstanding, if the service expectation is equal to the perception, and the service is considered bad. if the expectations did not meet the perception of the customer.

Service quality can also be defined as a subjective judgment made by a customer on the quality of service that they hope to get and that which they really get (Gefen, 2002). Service quality is regarded as a company asset and a crucial determining factor of marketing and business performance (Yasin *et al.*, 2004). Mohamed & Shirley, (2009) emphasized that banks have to care about their quality of services since it is considered the essence or core of strategic competition.

The rapid expansion of Electronic banking Systems throughout the world, forces the banking industry to implement and improve E-Banking Service qualities.

E-banking is one of the most recent phenomenon in the financial services organizations. This method was established in the mid-1990s, there after it becomes more important (Allen L & Rai, 1996). It has been widely used in developed countries. However, in developing countries, the spread is much limited. As suggested by Classens et al (2002), developing countries in general have an advantage as they can learn from the experience of advanced countries. Today, almost all banks in Ethiopia are adopting electronic banking as a means of enhancing service quality. It also increases customer satisfaction in delivering banking services (Shittu, 2010).

1.2. Statement of the problem

The rise and fast development in computer-based information systems, especially online systems, has led to major changes on how businesses interact with consumers (Parasuraman & Zinkhan, 2002; Bauer *et al.*, 2005). The challenging commercial environment in the financial markets has also brought in more pressure on banks and financial institution to develop and exploit different service delivery channels, with intent to attract more customers, better customers' perceptions, and encouraging customer loyalty (Bauer *et al.*, 2005; Lee and Lin, 2005; Parasuraman *et al.*, 2005). Traditional brick and mortar banks are utilizing new technology to overcome challenges brought about by online banking, as well as minimizing the cost of offering services that used to be provided solely by staffs at the bank (Joseph *et al.*, 2003). Offering quality services to customers is strategic in achieving high returns. The significance of service delivery and its effect on improving satisfaction and retaining of clients, increase transactions and market segment, and also bank's image cannot be underestimated (Lewis *et al.*, 1994).

Yang & Lily, (2001) asserted that electronic banking service is continuously growing more significant in defining the achievement or failure of e-commerce, it is also presenting customers with a greater experience with respect to the interactive flow of information, consequently, transforming the way business is transacted (Kumbhar, 2011). Banks need to measure and determine the quality of service they offer, so that they can establish a competitive advantage in the market, this will help them retain their clients and fulfill their requirements.

(Hall, 1995; Saha & Nesa, 2011). Petruzzellis *et al.*, (2006) observed that there is a direct relationship between customer satisfaction and quality of service, high quality would result to a more satisfied customer. Banks have realized the strategic importance of customers' value and they seem to begin innovation to build better customer relationship (El Essawi & Abd El Aziz, 2012).

The American Bankers Association, (1994) observed that in the previous decade banks had witnessed their client base dropped. Measures to control this drop include, employing good customer services, since it has been demonstrated that researching on customer expectations and

establishing clients' wishes is important. Research has demonstrated that coming up with plans that consider clients' expectations are essential in the implementation of an effective client relations environment (Zeithaml *et al.*, 1990). This directly points to carrying out of an effective customer satisfaction program that will measure and deliver products and services. Additionally, other researches have revealed that quality of service is the most important determinant of customer satisfaction in banking services (Sobhy, 2013; Soteriou & Stavrinides, 1997). This advocates for bank management to make sure that the banking atmosphere focuses on an unbiased and quick services to clients. It is basically the best way of offering competitive edge to banks.

According to Ojo, (2010), in the present markets, customers are not so loyal to one particular bank. Hence, banks being forced to consider ways to sustain customer retention to win the aggressive competition. Despite these challenges, new entrants are coming into the banking industry further expanding the already competitive environment. This in turn is creating a more intense competitive environment, which if not supported by continuous innovations will lead to lose customers. So, every bank is now trying hard in order to launch attractive and new products and services in order to find new clients (Onditi *et al.*, 2012). Those banks that have large numbers of clients are trying to hold their clients and establish loyalty. Attracting different customers and getting high returns is still a goal to be achieved. This is only possible when the clients are pleased with the service quality being offered (Kariru & Aloo, 2014).

Customers have emerged to be demanding because of the technology developments and customers' awareness in the markets (Ghost & Gnanadhas, 2011). Customers know the product value they need and they also demand quality service they receive (Akbaba, 2009). Even with leading technology to offer services, if an organization offers services below the customer expectations, with time it will lose business to competitors in the same industry (Lau *et al.*, 2013). Many times, especially in the service industry, business is won or lost based on the quality of service provided (Ahmed, 2010).

At Dashen bank S.co, electronic banking service platforms have been established to achieve better services and products, and improve service delivery speed, while reducing operational costs. This is especially through the e-platforms that are more secure, reliable, having good performance and easy to use like automated teller machines/ATM, mobile Banking, internet banking Amole and others. These electronic Banking systems offer the choice of accessing

accounts anywhere and be able to carry out transaction through internet connectivity. This transaction may include, viewing account balances, performing monetary transaction such as cash transfer, cash withdrawals or deposit. Dashen Bank S.C has already introduced e-banking service as one instrument to control the growing competition by investing on card acceptance network expansion which in fact makes the network to raise to 390 Automatic Teller Machines (ATMs), and 1590 Point of Sale (POS) terminals and number card holders to 2,000,000 as at June, 2019. Those ATMs are able to accept international cards that generates foreign currency like VISA, MasterCard, Union Pay American Express cards and recently Amole. Moreover, the Bank also gives Internet Banking, mobile banking and agent banking services the latter two are targeting more to welcome the Unbanked societies to the banking business, in accordance with Proclamation No. 718/2011 of “National Payment System Proclamation” and “Regulation of Mobile and Agent Banking Services” Directives No. FIS /01/2012 issued by National Bank of Ethiopia (NBE).

E-banking services qualities in Dashen Bank has become a challenge to the bank recently. These service quality problems include operational challenges which are being attributed to the complexities of the online banking system which resulted in complains by a large number of customers. Other problems experienced include: processing errors resulting to miss-routing of funds thus leading to inconveniences; system disruptions due to low or lack of connectivity to the server, weak control and security shortcomings; unanticipated events resulting in the banks inability to deliver e-services such as system failures; fraudulent actions due to system failures, which created a high reputational risk. Sharing of negative word of mouth among customers of Dashen bank has created the bank’s reputation at risk. There is also a legal risk which arises from misuse or third party access of accounts during the use of e-banking services at Dashen Bank. All these challenges has initiated the researcher to study the service quality perceptions of electronic banking services at Dashen Bank and its consequences on customer satisfaction. .so far there are a few studies conducted on the effect of electronic banking service qualities on customer satisfaction in Dashen Bank. This study therefore, investigates the effect of electronic banking service qualities on customer satisfaction of Dashen Bank Customers.

1.4 objectives of the study

1.4.1. General objective of the Study

The general objective of the study is to examine the effect of Electronic Banking Service Quality on customer satisfaction of Dashen Bank.

1.4.2. Specific objectives of the Study

To examine the effect of reliability of e-banking services qualities on customer satisfaction of Dashen Bank

To investigate the effect of availability of e-banking services quality on customer satisfaction;

To determine the effect of system security of e-banking services quality on customer satisfaction;

To determine the effect of transaction performance quality of e-banking services on customer satisfaction;

To examine the effect of ease of use of e-banking services quality on customer satisfaction

1.5 Significance of the study

The research work provides a feedback to Dashen Bank S.co. to improve the customer satisfaction with respect to E-Banking services qualities provided by the bank based on the findings and recommendations of the study.

In addition, it can also be used as a reference to other researchers as an input for conducting similar researches in the future on the same topic.

. 1.6. Scope(Delimitation) of the study

This study considers only the customers' satisfaction perspectives with respect to E-banking banking services like ATM, including Gold & Green American express cards, POS Mobile banking and Amole types of E-banking Services provided by Dashen Bank S.C. The study is conducted on selected e-banking service internal and external customers of Dashen Bank selected from four district offices found in Addis Ababa.

1.7 Limitation of the study

This study is limited to investigating the effect of Electronic banking service qualities on customers satisfaction at Dashen Bank S.Co in selected Addis Ababa Branches only.It doesn't consider other services provided by the bank.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURES

2.1. Theoretical literature review

2.1.1. Definition of E-Banking

Electronic Banking means the ability to conduct banking and financial transactions electronically via the Internet or mobile telephone applications. Jamil Hammoud, Rima M. Bizri¹, and Ibrahim El Baba¹,(2018).

E-Banking service is said to rely on the exchange of information between customers and providers using technological methods devoid of face-to face interaction Darwish & Lakhtaria, (2011).

Daniel, (1999) defines electronic banking as the delivery of banks' information and services by banks to customers through different delivery channels that can be used with different electronic devices such as computer and a mobile phone with browser software, telephone or digital television.

Pikkarainen et al, (2004) defines electronic banking as an "internet portal, by which customers can use different kinds of banking services ranging from bill payment to making investments". Apart from withdrawals of cash, electronic banking gives customers access to distinctive sorts of banking transaction just by the snap of a mouse. De Young,(2001).

In fact the use of electronic banking as an option for the dissemination of financial institutions has turned into a competitive tool rather than only an approach to accomplish competitive advantage of preference with the appearance of globalization and fiercer rivalry Flavián et al, (2004); Gan and Clemes, (2006).

Timothy, (2012) electronic banking allows to the utilization of the Internet as a remote conveyance channel for giving administrations, for example, opening a bank account, transferring funds among diverse accounts and electronic bill payment . This can be offered in two ways. The first one is A bank with physical offices can build up a Website and offer these services to its clients despite its customary delivery channels.

Second, to set up a virtual bank, where the PC server is housed in an office that serves as the lawful location of such a bank. The banks offer their clients the capacity to make deposits and

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2. Each paragraph (work of others) should be cited with appropriate citation
3. Use APA or Harvard style for citation and referencing cases
4.Focus on the concepts that are only related to your research topic and objectives. Electronic banking, services quality, customer satisfaction, r/p b/n ebserqual and cs, effect of eb service quality on customer satisfaction
5. Ignore irrelevant points....importance, challenge....

withdraw funds by means of ATMs Automated Teller Machines or other remote delivery channels claimed by different foundations, for which an administration expense is required Ahasanul, (2009) Electronic banking is modern delivery channel of banking services.

E-banking has been defined by different scholars differently but all of them of explains similar concept.

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 an 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 Furs t and Nolle,(2002),

E-banking is the use of a computer to retrieve and process banking data like 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. 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 or 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).

2.1.2. Types of E-Banking

2.1.2.1 Automated Teller Machines (ATM)

Rose, (1999) as cited in Abor, describes ATMs as follows: “an ATM combines a computer terminal, database system and cash vault in one unit, permitting customers to enter the bank’s book keeping system with a plastic card containing a PIN or by punching a special code number into the computer terminal linked to the bank’s computerized records 24 hours a day”. It offers a great deal of banking services to clients.

ATM’s are mostly situated outside the banks. It was introduced initially to serve as cash dispensing machines. However, as a result of the rapid increase in technology, ATMs go to the

extent of given account balances and bill payments. Banks use this electronic banking device, to gain competitive advantage. The combination of automation and human tellers gives more productivity for the bank during banking hours. It additionally spares time in customer service delivery as customers do not queue in banking halls, and along these lines can invest such time to other productive activities.

ATMs are efficient method for getting higher profitability as it accomplish higher efficiency per duration of time than human tellers ;as compared to human tellers ATMs perform around 6,400 exchanges every month in contrast to human tellers that perform only 4,300 transactions per month performed (Rose, 1999). Furthermore, ATMs ability to work after banking hours provides continuous service to customers.

2.1.2.2 American Express ATM Cards

An American Express card is a special type of visa card that offers better privileges to customers like Cash Back Rewards which is a special reward that the customer receives by being American Express Card member. Every time the customer uses his/her Green card for payment at merchant locations, they will enjoy a refund of 1.0% of the transaction value.

2.1.2.3 Telephone Banking

"Telephone Banking can be considered as a form of remote or virtual banking, which is essentially the delivery of branch financial services via telecommunication devices where the bank customers can perform retail banking transactions by dialing a touch-tone telephone or mobile communication unit, which is connected to an automated system of the bank by utilizing Automated Voice Response (AVR) technology" Balachandher et al, 2001).

As indicated by Leow, (1999), telephone banking offers several advantages for customers and banks. It provides convenience, easy access and customers also save time. On the part of the banks telephone-banking services are less costly than those of branch based services. It has almost all the benefits of ATMs, except that it lacks the productivity generated from cash dispensing by the ATMs. Customers get access to banking services at their various offices and homes.

2.1.2.4 Personal Computer Banking

Personal Computer Banking is a sort of service which provides the bank's clients to access their

banking data through a restrictive system, through software installed on their personal PC. By having access the customer can perform a great deal of banking services. The significance of PC proficiency has brought about expanding the utilization of PCs. This positively bolsters the development of PC banking. Customers have access banking services even at their homes and offices Abor,(2005).

2.1.2.5 Internet banking

According to (Essinger, 1999) internet banking is: “to give customers access to their bank accounts via a web site and to enable them to enact certain transactions on their account, given compliance with stringent security checks” as per the Federal Reserve Board of Chicago’s Office of the Controller of the Currency (OCC) Internet Banking Handbook (2001), Internet banking is described as “the provision of traditional (banking) services over the internet”. Internet banking provides convenient and flexible services to customers. It enables customers to transact almost all their banking transactions online. One could check accounts, query the bank and also transfer funds to other people on different accounts, it is the most financially innovative method for yielding higher profitability. Another feature of internet banking is that, it gives a 24/7 access to customers.

2.1.2.6 POS /point of Sale/

Point of sale 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).

2.1.2.7 Mobile Banking

Mobile banking also known as M-Banking is a term used for performing balance checks, account to 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 and Buse, (2007).

Literally this is banking on the mobile phone. Mobile banking is a system or platform in which customers are automatically updated on any changes in their account. These changes may come in the form of account debits and credits or any charges to the account. All it needs for mobile banking is a mobile phone with a well-functioning text messaging system. SMS banking falls under this category. This system uses short text messaging system to inform customers about the movement of their account

2.1.2.7 Branch Networking

Networking of branches can be depicted as the computerization and communication between geographically diverse stand-alone bank branches, into a framework of Wide Area Network (WAN) for making and sharing of solidified client data Abor, (2005). It provides quick inter-branch transactions and hence the effect of time and distance are eliminated. Almost all banks in Ethiopia have various branches across the country networked each other. Regardless of where a customer opened his or her accounts, he or she can access it at any branch in that bank.

2.1.2.8 Amole

Amole is a Digital Banking service, on which customers can get access to internet banking using all types of search engines like Mozilla fire fox, chrome etc... all over the world.

2.1.5. Service Quality

Service quality can be defined as the customer judgment about a service providers overall excellence Jelena, Natalja & Konstantins, (2013). It is considered as a critical factor that can be used to make a difference from other competitors Nagabhushanam, (2011).

E-banking provides a twofold advantage: the banks adopt a better, faster, and cheaper way to market and deliver services and products online, whereas customers are enabled to conduct banking transactions over the internet anytime and anywhere Lussier & Hendon, (2017);

Polatoglu & Ekin, (2001).The bank began to communicate to customers, a quality online experience Manju,(2020); as a result, web-based banking grants continue to evolve and have become an unstoppable underlying competitive agent for banks to attract and retain customers Sadowski, (2017). Kassim and Abdullah (2010) emphasized that by leveraging the internet, business organizations can free up revenues through online websites, provide customers with higher value levels in new ways, and provide opportunities for companies and customers to interact more.

E-service quality defined as the ability to which a web site can facilitate efficient and effective shopping, purchasing and delivery of products and services (Zeithaml et al. 2000).

The present business era is now named as “Quality Era” because perceived quality of the product is becoming the most important competition factor in business world (Bedi, 2010). It is now the most powerful competition weapon and organization’s life giving blood.

The main objective of this research is to understand to what extent the quality of electronic Banking services offered by banks would affect the satisfaction of the customer in the the banking sector. According to Gr.nroos (1998), there is a steady and positive relationship that gathers both the E-service quality and customer satisfaction.

Indeed,Parasuraman, Zeithaml, and Berry (1988) also concluded in his study that the relationship between quality of service and customer satisfaction is very strong and durable (Parasuraman et al., 1988). , Jain has justified this relationship and reaches the conclusion that great customer satisfaction greatly depends on receiving a better and higher quality service Jain & Gupta, 2004). Perceived service quality refers to the consumer’s global attitude or judgment of the overall excellence or superiority of the service. It is a result from comparisons by consumers expectations with their perceptions of service (Caruana& Malta, 2002). That means it can be termed as the extent of matching or the degree of discrepancy to which the service delivered matches customer expectations (Parasuraman, Zeithmal, & Berry, 1988). Delivering quality service means conforming to customer expectations on a consistent basis (Thakur, 2011).

Today one of the most dominant topics of research in services is service quality. It is necessary for service providers to understand how customers evaluate the quality of service. When customers consume a product, they compare the quality of the service with their prior expectations, which leads to their satisfaction or dissatisfaction (Thakur, 2011).

2.1.6. Customer Satisfaction

Customer satisfaction Anouze et al., (2019) and quality are parallel Liljander & Strandvik, (1995). E-banking(Sardana & Singhanian, 2018) plays a more critical role in the development of the banking industry by boosting customer satisfaction levels through reliability and tenability Al-Zadjali et al., (2015). Customer satisfaction is a crucial factor in all sectors, especially in the service sector Pooyaet al., 2020; Tseng & Wei, (2020). Customer satisfaction is related to the people who pay for goods or services and the use of these goods and services (Ling et al., 2016). Client perceptions and service quality preferences have an enormous impact on the success of the bank (Gupta & Bansal,2012). Customer satisfaction is associated with high-tech electronic banking, business performance, and customer intentions. When the customer is satisfied, business performance is enhanced, and hence the business can be flourished. Satisfaction has a strong connection to quality of service. Online banks must seem to be more concerned about the customer perception of online banking services because the advantages of competitive services can easily be measured (Santos, 2003). Customer pleasure is the support of the absolute achievements of the quality revolution, which is mainly reliant on customer's cognizance of overall service quality(Husnain & Akhtar,(2016) as stated by Tooret al. (2016).

Achievement of customer satisfaction integrates with accuracy in services promises, having the product and delivering the product in promised time (Zethaml et al, 2002). This process will lead to improve the customer satisfaction Saha & Zhao, 2005; Khan & Mahapatra, 2009; Tharanikaran et al. (2017).

customer satisfaction is a customer's feeling or pleasure or displeasure after he or she has distinguished a performance of a product/ or service with respect to his or her expectancy Keller & Lehmann, (2006).

A happy and satisfied customer is always the priority of any successful business, especially the banks. Higher the affiliation of the customer with the bank, higher its market shares and profitability Asiyanbi & Ishola, 2018; Kondo,(2001). According to Fornell (1992), variability in a customer's level of satisfaction differs from past choices; he further expressed that quality is measured by the customer, and the most critical quality assessment is the process by which it

influences consumer loyalty. Customer satisfaction is associated with modern electronic banking, business performance, and customer intentions. When the customer is (2020):

Customer satisfaction is a measure of how products and services supplied by a company meet or exceed customer expectation. Customer satisfaction is also defined as the number of customers whose reported experience with a firm exceeds specified satisfaction goals. Another definition of customer satisfaction refers to the extent to which customers are happy with the products and/or services provided by a business. Further definition of customer satisfaction states that it is a term generally used to measure a customer's perception of a company's products and/or services (Ahmed, 2005). It's not a straight forward science. Customer satisfaction will vary from person to person, depending on a whole host of variables which may be both psychological and physical.

Customer satisfaction is defined as a collection of outcome of perception, evaluation and psychological reactions to the consumption experience with a product/service. In other words customer satisfaction is a result of a cognitive and affective evaluation where some comparison standard is compared to the actually perceived performance. If the performance perceived is less than expected, customers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, customer will be satisfied.

In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. Therefore, it is essential for organizations to effectively manage customer satisfaction. To be able do this, organizations need reliable and representative measures of satisfaction.

In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying.

2.1.7. Customer Satisfaction in Banking

Customer satisfaction Anouze et al., (2019) and quality are parallel Liljander & Strandvik, (1995). E-banking (Sardana & Singhania, 2018) plays a more critical role in the development of the banking industry by boosting customer satisfaction levels through reliability and tenability

Al-Zadjali et al., (2015). Customer satisfaction is a crucial factor in all sectors, especially in the service sector Pooya et al., 2020; Tseng & Wei,(2020).

Customer satisfaction is a key determining factor why customers leave or stay with a bank. However, keeping customers is also dependent on a number of other factors. These include a wider range of service choices, greater convenience, better prices, and enhanced income Thakur, (2011).

Ioanna, (2002) cited in Thakur, (2011) further proposed that differentiation is nearly impossible in a competitive environment like the banking industry. Banks everywhere are delivering nearly same services. Thus, bank management tends to differentiate their firm from competitors through service quality.

Service quality is a crucial element which impact customers' satisfaction level in the banking industry. Generally in banking, quality is a multivariable concept, which includes differing types of convenience, reliability, services portfolio, and critically, the staff delivering the service Storbacka et al., (1994) cited in Thakur,(2011).

Minimum price with maximum usage and profit always breeds higher level of satisfaction Jamal And Kamal, (2004) cited in Afsar, (2010). When pricing is not suited to the needs of the customers, dissatisfaction usually occurs. In banking industry also, the interest rates on loans and charges on the usage of online services such as ATM machines and the processing fee is a major source of conflict between the bank and its customers. If customers think that the charges are more than it should become comparing to their needs, they switch. Competition is now fierce in banking industry as it has become too easy to open an account in any other bank that results switching cost to be very minimal. But if a customer is satisfied, the loyalty injects automatically and the customer remains with the current banker for a longer and longer period of time Fox & Poje, (2002) cited in (Afsar , 2010).

2.1.8. The Relationship between Service Quality and Customer Satisfaction

Comment [12]: with out having a detailed concept regarding service quality, how did u review their relationship with the dep variable?

service quality and customer satisfaction contribute to the success and continuity of the work Daniel & Berinyuy, 2010; Sadowski,(2017).

Customer pleasure is the support of the absolute achievements of the quality revolution, which is mainly reliant on customer's cognizance of overall service quality Husnain & Akhtar, (2016) as stated by Toor et al. (2016). Many studies have established the relationship between service quality and customer satisfaction. Companies and organizations strive hard to achieve high customer satisfaction, especially those companies that consider a long-term relationship with customers as an asset. However, understanding the service quality components remains to be a subject of discussions and arguments. in the banking sector, customer satisfaction has become a key consideration for successful business operations although identification of service quality characteristics may not be fully understood Belas & Gabčova, (2016)

The status or prestige of an organization is determined by the quality of the provided services. Organization of high quality level of its services has a high competitive position. Achieving higher level of service to meet the need of customers. Studies confirmed that service quality and customer satisfaction have strong relationship (Alagheband, 2006; Bedi, 2010; Keiningham, 2005). When the customer receives high quality service his behavior and attitude towards the organization will be positive and that would strengthen the relationship with the organization and vice versa. Customer satisfaction is the most important criteria that enable organizations to ensure the quality of their goods or services Parasuraman et al., (1985).

In case of the banking sector, recognized standard scales to measure the perceived quality of a bank service is not available. Thus providing high quality service is being taken as an important weapon to survive and to gain and maintain competitive advantage (Bateson, 1985) cited in (Thakur , 2011).

For commodity like products, quality can be measured easily by its features. But quality of service depends heavily on the quality of the personnel of service provider or the provider himself. Studies on customers' switching from banks have found that they do so because they considered to be poorly serviced. Quality service improved customer satisfaction and reduced

customer erosion (Thakur, 2011).service quality is the key to measure e-banking user satisfaction. Researchers have paid much attention to the close relationship between service quality and customer satisfaction (Parasuraman et al., 1985).

2.1.9. Measuring Customer Satisfaction

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products (David, 2010).

It is also well recognized that measuring service quality is more difficult than to measure good's quality because of the unique characteristics of services. The main characteristics of services in general and banking services in particular are the following (Parasuraman, Zeithmal, & Berry, 1988): It's intangible, since services are not material and cannot be touched. The production and consumption of service happens at the same time, which means that it is produced upon request. Service cannot be stored .

Most researchers found that service quality is the antecedent of customer satisfaction (Bedi, 2010; Kumar et al., 2010; Kumar et al., 2009; Naeem and Saif, 2009; Parasuraman et al., 1988). Quality customer service and satisfaction are recognized as the most important factors for bank customer acquisition and retention (Jamal, 2004; Armstrong and Seng, 2000; Lassar et al., 2000). Service quality is considered as one of the critical success factors that influence the competitiveness of an organization. A bank can differentiate itself from competitors by providing high quality service. Service quality is one of the most attractive areas for researchers over the last decade in the retail banking sector (Avkiran, 1994; Stafford, 1996; Johnston, 1997; Angur et al., 1999; Lassar et al., 2000).

According to (Tse& Wilton, 1988) customer satisfaction is the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product.

2.1.10. Customer Satisfaction and its Consequences

Satisfaction has been considered as one of the most important theoretical as well as practical issues for most marketers and customer researchers (Jamal, 2004). Satisfaction reflects a post-purchase evaluation of product quality given pre-purchase expectations (Kotler, 1991). On one hand, within literature on services marketing,

Satisfaction has traditionally been defined as a cognitive-based phenomenon (Westbrook, 1987). Cognition has been studied mainly in terms of the expectations/ disconfirmation paradigm; also known as the confirmation/ disconfirmation paradigm, which states that expectations originate from the customer's beliefs about the level of performance that a product/service would provide (Oliver, 1980).

Many marketing scholars (Tse and Wilton, 1988 Anderson and Sullivan, 1993; Patterson et al, 1997), indicate that customer satisfaction is related to the size and direction of disconfirmation, which is defined as the difference between the post- purchase and postusage evaluation of the performance of the product/service and the expectations held prior to the purchase. On the other hand, other studies (Dube-Rioux, 1990; Homburg et al, 2006) have recognized that the affect experienced during the acquisition and consumption of the product or service can also have a significant influence on satisfaction judgments.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Organizations of all types and sizes have come to realize that their main focus must be to satisfy their customers.

This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations and every subgroup within an organization. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firm. Organizations are increasingly interested in retaining existing customers while targeting non- customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

2.2. Empirical Evidences

Some related studies are conducted by different researchers in different parts of the world. However, only limited numbers of studies conducted in Ethiopia on e-banking service technology. Specifically (Gardachew, 2010) conducted a research on the opportunities and challenges of e-banking in Ethiopia. The study was focused on analyzing the status of electronic banking in Ethiopia and investigates the main challenges and opportunities of implementing e-banking system. The author conducted a survey on the existing operating style of banks and identifies some challenges of using e-banking system, such as, lack of suitable legal and regulatory frame works for e-commerce and e- payments, political instability in neighboring countries, high rates of illiteracy and absence of financial networks that links different banks.

As Mekdes (2015) mentioned in (Wondossen&Tsegai, 2005) also studied the challenges and opportunities of e-payments in Ethiopia; their objective was studying of e-payment practices in developing countries. The authors employed interview and on site observation to investigate challenges to e-payment in Ethiopia and found that, the main obstacles to the development of e-payments are, lack of customers trust in the initiatives, unavailability of payment laws and regulations particularly for e-payment, lack of skilled manpower and frequent power disruption. According to (Wondwossen&Tsegai, 2005), an adequate legal structure and security framework could foster the use of epayments, which is contradicting with the finding of the previous study.

The study of (Bultum, 2014) aims to identify factors that affect adoption of e-banking in the Ethiopian banking industry. The study was conducted based on the data gathered from four banks in Ethiopia; three private banks (Dashen bank, Zemen bank and Wegagen bank) and one state owned bank (commercial bank of Ethiopia). A mixed research approach was used to answer the research questions that emerge through the review of existing literature and the experiences of the researcher in respect of the e-banking system in Ethiopia. The study statistically analyzes data obtained from the survey questionnaire.

A research framework developed based on technology-organization environment model (TOE) developed by Tornatzky and Fleischer. The result of the study indicated that, the major barriers Ethiopian banking industry faces in the adoption of electronic banking are: security risk, lack of trust, lack of legal and regulatory frame work, lack of ICT infrastructure and absence of competition between local and foreign banks.

The study suggests a series of measures which could be taken by the banking industry and by

government to address various challenges identified. These measures include establishing a clear set of legal framework on the use of technology in banking industry, supporting banking industry by investing on ICT infrastructure and banks needs to be focused on technological innovation competition rather than traditional bases of retail bank competition.

Furthermore (Assefa, 2013) conducted a study on the impact of e-banking on customer satisfaction in two private banks in Gondar city. The researcher employed descriptive and inferential statistics in analyzing this study and it was limited to customers of two private banks only. The results of the study implied that majority of users of e-banking are the young, the educated, salaried and students, business men and women are not actively using the service of e-banking, e-banking currently provided for saving and current accounts holders only, e-banking reduced frequency of bank hall for banking service, reduced waiting time for customers, there are customers who don't know the fee charged for being e-banking users, the bank customers satisfaction increased after being e-banking users, enabled customers to control their account movements and there is high opportunity to expand e-banking service in the city.

The study of AlaEddin&Hasan, (2011) on e-banking functionality and outcomes of customer satisfaction in Jordanian commercial banks, it aims to explore the adoption of e-banking functionality and investigates the impact of e-banking on the outcomes of customer satisfaction. A purposive sampling technique was employed to recruit 179 customers representing the desired range of demographic characteristics (e.g. gender, age, and computer use), previous internet experience levels and product-related knowledge. The research showed that adoption of e banking (accessibility, convenience, security, privacy, content, design, speed, fees and charges) had a positive effect on Jordanian Commercial Bank customers' satisfaction.

Gerrard et al (2006) in their study in Singapore identify risk to be an important factor for Internet Banking adoption. All respondents who did not use internet banking services had a negative perception of the security in Internet Banking. The respondents perceived that there were many security risks when using the internet. They felt the privacy was a concern, feeling all their financial information could be in jeopardy. Risk was one of the two most frequently mentioned factors in their study, concern about risk was mentioned by all respondents. An empirical investigation conducted by (Sathye, 1999) on the adoption of Internet Banking by Australian consumers also identified, security concerns as key factor in internet banking adoption. A report on Internet Banking in Australia finds that, security concerns among banks and customers are

keeping both away from Internet Banking (Sathye, 1999).

The study of (Kerem, 2003) on the adoption of electronic banking: underlying consumer behavior and critical success factors conducted in Estonia, was intended to study the further understanding of, how consumers perceive electronic banking in the heyday of interactive channels in Estonia, as Estonia is internationally renowned for being a pioneer in the acceptance of new technologies. A series of an in depth interviews was conducted with leading industry experts in Estonia. The selection criterion for the respondent was mainly their involvement with the development of Internet banking systems from the early days of its emergence.

The survey conducted for this research addressed six different issues influencing the adoption of Internet banking (Better prices, Recommendations, Better service, marketing efforts, better access and higher privacy). The most important factors in starting to use Internet banking are first and foremost better access to the services convenience, better prices and higher privacy. Better service (i. e. preferring self-service over office service) was also of above average importance. Two factors that the respondents did not consider relevant to their adoption decision were banks" marketing activities and personal recommendations from friends and colleagues. Also the survey conducted six main obstacles (computers are difficult, no access to internet, internet banking is expensive, low security, have had no chance to try and I prefer personal contact) in adopting Internet banking (results of a preliminary study, 100 respondents), the most important factors discouraging the use of Internet banking are lack of Internet access and not having a chance to try out Internet banking in a safe environment. Finally the research indicates that banking activities alone may not be sufficient in achieving growth if general infrastructure, economic environment and government initiatives are not supportive.

The aim of the study was to collect South African data in order to test out the hypotheses regarding the factors, which affect adoption of Internet banking and compare these results with those collected in other countries. Online questionnaire was used to collect empirical data and the results of the study shows that intention to adopt internet banking can be predicted by attitudinal factors, perceived behavioral control factors to lesser degree, and not by subjective norms. All attitudinal factors except banking needs are found to be significant, with complexity and risk showing a negative relationship.

(Jannatul, 2009) in his study of e-banking & customer satisfaction which focus on understanding

the impact of variables of e-banking, on customer satisfaction in Bangladesh, five service quality dimensions namely reliability, responsiveness, assurance, empathy, and tangibles are established based on the SERVQUAL model and the literature review. These variables are tested in e-banking to explore the relationship between service quality and the customer satisfaction. The study shows that these factors are the core service quality dimensions for customer satisfaction in e-banking. It also explores that reliability, responsiveness, and assurance have more contribution to satisfy the customers of e-banking in Bangladesh.

In general, most of e-banking related studies are too remote for our cases and even the study of (Assefa, 2013) which is found to be similar to the present topic were done in qualitative approach also ignores private banks e-banking customers. Thus to address the current gap in the literature, methodology and question of representativeness this study is designed to examine the effect of e-banking service qualities on the satisfaction of customers of Dashen BankS.,Co

2.3. Conceptual framework

The service quality variables identified by (Parasuraman et al., 1994) are reliability, responsiveness, competence, accessibility, courtesy, communication, credibility, security, understanding and tangibility. Service quality leads to overall customer satisfaction. It is one of the service factors contributing to customers' satisfaction judgments and can be considered in multi-level and multi-dimensional (Caruana& Malta, 2002).

Yang, Jun, & Peterson (2004) identified five online service quality dimensions (responsiveness, reliability, competence, access and security) and their relationships with the customer satisfaction. (Wolfenbarger&Gilly, 2002) observed that reliability and fulfillment are the strongest predictors for customer satisfaction. (Lui& Arnett, 2000) identified five critical dimensions of online service quality in relations to customer satisfaction in the website. Among these, the quality of information that is relevant, accurate, timely, customized and complete are given priority for the customer satisfaction in the online service. (Johnston, 1997) identified attentiveness, responsiveness care and friendliness as the main sources of satisfactions (satisfiers) in banking services, and integrity, reliability, availability and functionality as the main sources of dissatisfaction. (Khalil & Pearson, 2007) have found that trust significantly affects attitude towards internet banking acceptance. To encourage internet banking adoption, banks need to develop strategies that improve the customer's trust in the underlying technology. The other factors include quick response, assurance, follow-up and empathy. Security, correct transaction,

customer control on transaction (personalization), order tracking facilities and privacy are other important factors in the online service that affect the customer satisfaction. (Joseph, McClure, & Joseph , 1999) investigated the influence of internet on the delivery of banking services.

They found six underlying dimensions of e-banking service quality as convenience and accuracy, feedback and complaint management, efficiency, queue management, accessibility and customization. (Jun &Cai, (2001) identified 17 service quality dimensions of Internet banking service quality. These are reliability, responsiveness, competence, courtesy, credibility, access, communication, understanding the customer, collaboration, continuous improvement, content, accuracy, ease of use, timeliness, aesthetics, security and divers features. They also suggested that some dimensions such as responsiveness, reliability and access are critical for both traditional and internet banks.

(Hua , 2009) conducted an experiment to investigate how user's perception about online banking is affected by the perceived ease of use of website and the privacy policy provided by the online banking website. In this study, it also investigates the relative importance of perceived ease of use, privacy, and security. Perceived ease of use is of less importance than privacy and security. Security is the most important factor influencing user's adoption.

(Jun et al, 1999) revealed reliable/prompt responses, attentiveness, and ease of use had considerable impacts on both customers perceived overall service quality and satisfaction. It also indicated that there is a significant positive relationship between overall service quality and satisfaction. Yang & Jun (2002) redefined the traditional service quality dimensions in the context of online services, and suggested an instrument consisting of seven online service dimensions (reliability, access, ease of use, personalization, security, credibility, and responsiveness). Joseph et al (1999) considered banking service quality with respect to technology use, such as ATMs, telephone, and the internet and identified six dimensions. They were convenience/accuracy, feedback/complaint management, efficiency, queue management, accessibility, and customization.

Zeithaml et al (2000) developed SERVQUAL for measuring e-service quality. They identified 11 dimensions: access, ease of navigation, efficiency, flexibility, reliability, personalization, security/privacy, responsiveness, assurance/trust, site aesthetics, and price knowledge.

Thus, this study will investigate the effects of e-banking service quality dimension such as reliability, security, availability performance and ease of use factors on customer satisfaction Dashen Bank customers.

2.3.2. Definition and Features of Independent Variables

Reliability

Reliability refers to the ability to perform the promised service accurately and consistently. It involves accuracy in billing, keeping records correctly, and performing the service at the designated time. Reliability consists of providing services as promised, dependability in handling customers' service problems, prompt reply to customer enquiries, provide services at the promised time and maintaining error-free record. Reliability is the most important factor in conventional service (Parasuraman, Zeithaml, & Berry 1988).

performance

service performance efficiency is the ability of the customers to get any of e-banking service, find the desire product and information associated with it, and check out with minimal of effort. Service performance efficiency also can be understood as performance of e-banking base on some elements:like,up to date information, Performance is the operating quality of each e-banking service and feature offered by banks. It includes whether e-banking services provide in multi-language or not, e-banking provide 24 heures-7 days service, allow to transfer funds between banks (Garvin, 1987).

response time, download time, complete product information, tutorial/demonstration, and help function (Leelapongprasut et al, 2005).

Service Security

Security is defined as the freedom from danger, risk, or doubt. It involves physical safety, financial security and confidentiality. It consists of employees who instill confidence in customers, making customers feel safe in their transactions, employees who are consistently courteous and employees who have the knowledge to answer customer question (Parasuraman, Zeithaml& Berry, 1985). Moreover, security is defined as personal and possessions safety of the customers. It also includes confidentiality maintained by service providers (Johnston, 1997).

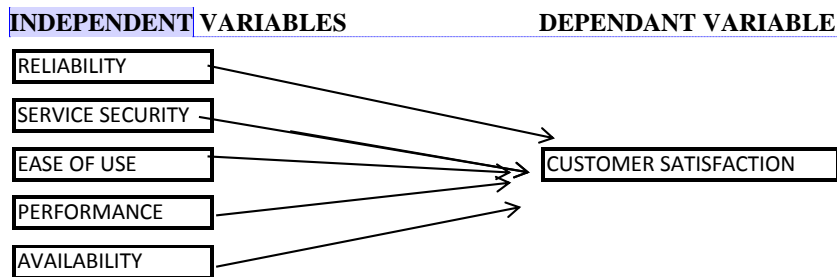
Ease of Use

Ease of use is important in using e-banking, which related to customer apprehension about the efforts required to learn to use e-banking (David, 2010). It is considered as the factor influencing the adoption of e-banking, and related to an easy-to-remember pin codes and URL address, well organized and usable software, easy of site navigability, concise and understandable contents, terms and conditions (Alagheband, 2006).

Availability

Refers to the availability of e-banking services near to the customer and the availability of efficient and fast service and also the availability of good customer service which includes the willingness of the staff to assist and communicate customers responsively.

In addition to this, availability refers to the presence of ICT/Information Communication Technology/ infrastructure in Dashen Bank which is convenient to provide E-Banking Services..



Comment [13]: Where are the variables

2.3.1 Research hypothesis

H1.the quality of E-Banking service reliability has a significant effect on customer satisfaction.

HO. the quality of E-Banking service reliability has no significant effect on customer satisfaction

H2.E-banking Service performance efficiency quality has a significant effect on customer satisfaction

HO. E-banking Service performance efficiency quality has no significant effect on customer satisfaction

H3. Availability of e-banking service quality has a significant effect on customer satisfaction

HO. Availability of e-banking service quality has no significant effect on customer satisfaction

H4. Ease of use of E-banking service qualities has a significant effect on customer satisfaction

HO. Ease of use of E-banking service qualities has no significant t on customer satisfaction

H5. E-banking service system security quality has a significant effect on customer satisfaction

HO.E- banking system security quality has no significant effect on customer satisfaction

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Design

Mouton (2001) defines research design as a plan or blueprint of someone intending to conduct a research. Research design involves how the researcher has planned to carry out the research. In this study Explanatory and descriptive research designs is used. Explanatory research design refers to a research which explores a certain phenomenon with the primary aim of understanding and explaining a phenomenon or situation using descriptive statistics.

Explanatory research is used to get clarity and define the problem at hand clearly. As an explanatory study the researcher aims at establishing the relationship between electronic banking service qualities and customer satisfaction so as to add to the existing literature on the subject matter.

Descriptive designs were used to describe the current state of the effects of e-banking service qualities on customer satisfaction in Dashen Bank S.Co.

3.2. Research approach

Quantitative research approaches were used. Quantitative research is a structured way of collecting and analyzing data obtained from different sources. It involves the use of computational, statistical and mathematical tools to drive results. Since this study was deductive which intended to test hypothesis formulated based on the literature, quantitative research approach is used.

3.3 Population and Sampling Techniques of the Study

3.3.1 population of the Study

The population for this research analysis was the customers of Dashen Bank. The target populations from which the sample was selected are 40,000 E-banking services external & internal customers selected from six branches found under the four district offices in Addis Ababa.

3.3.2 Sample Size Determination

Based on a target population of 40,000 E-banking service customers and staffs found under the four district offices in Addis Ababa, a sample of 380 persons were chosen for the study at assumed 95% response rate. This sample size was determined using the Table developed by Krejcie and Morgan (1970) when the population size is known.

3.3.3 Sampling Technique.

The selections of the sample respondents were made using haphazard or convenience sampling techniques. Out of the 420 branches under the four district offices in Addis Ababa; taking the relative size, year of operation of the branches, cost and availability of time for the study into consideration, six branches namely Amoudi ,Beklobet ,Piazza, Megenagna,AfricaAndinet ,and Tana branches were selected for the study.

In order to make generalizations with confidence about the case under investigation, the appropriate sample size was considered. The sampling design for this population was haphazard or convenience sampling technique.

3.3. 5 source of Data and collection procedures

Quantitative and qualitative data were gathered from both primary and secondary data sources. While the study basically depended on primary sources of data from e-banking service users of Dashen Bank internal and external customers, it also used secondary sources of data to fill the gap. The primary data was collected from customers through a five point Likert scale type of questionnaires. Primary data are described as those items that are original to the problem under investigation. This primary data was collected from respondents sampled for the study. Primary data are necessary in order to get relevant, original and reliable first-hand information about the

problem under study. Questionnaires are the major tool of capturing the primary data because of its advantages over the other methods and its efficiency or ability to capture more information from the source.

Secondary data were gathered from the available literatures, journals, reports and documents written about the available services of E-banking in Dashen Bank. Secondary data's like reports, journals and written papers are also used in order to get information that are not possible to find in primary data's.

3.4. Method of data analysis

The collected data were analyzed using quantitative data analysis method. Descriptive analysis such as frequencies and percentage are used to present quantitative data in the form of tables and graphs. Data was coded and entered in to the computer using statistical package for social science (SPSS Version 25) for analysis. It gives means, standard deviations, correlations and Regression of each independent and dependent variable. Customer satisfaction regressed against the five independent variables using the regression model. The mean and standard deviation are the most descriptive statistical methods used in this study to give a clear description of the data.

3.8. Ethical Considerations

The Researcher had considered and respected some ethical issues of Respondents like the right to participate or not, the researcher had informed respondents about the purpose of the survey and the confidentiality of their response were also ensured while conducting the study, emerging ethical issues were also considered and attention had been given.

For this purpose the introduction part of the questionnaire stated the purpose and importance of the study and its confidentiality. Respondents were informed that filling the questionnaire is based on their willingness.

In order to collect primary data, questionnaires were distributed and only general information was written in the paragraph of the questionnaire to protect their response from predisposition. The confidentiality of respondents was protected and respondents' identities were not disclosed. Finally, all research findings has not been covered and is is free from any plagiarism by acknowledging every reference used. In addition to this, the study was done in an open minded manner and attitudes were expressed as they are. Nothing was modified and changed. Hence information collected is presented as they are and all the literatures gathered for the purpose of this study were appreciated in the reference.

CHAPTER FOUR

4.1 DATA PRESENTATION, ANALYSIS AND DISCUSSION

A total of 380 questionnaires were personally handed to the respondents with clear orientation and guideline as to how to fill the questionnaire and 370 of the respondents filled and returned their questionnaire which constitute 97.3% of the total expected respondents the remaining ten questionnaires were not filled and returned, constituting only 2.7% of total respondents.

Several questions that measure customers' satisfaction on the e-banking services qualities provided by Dashen Bank S.Co are included in the questionnaire. The questionnaires distributed to staffs and customers of six selected branches that are located under Addis Ababa district offices.

The basic assumptions are e-banking service selected service quality factors namely reliability, availability, system security, ease of use and transaction performance influence customer satisfaction.

A multiple regression approach was used as an effective method for studying the relationships. The result of this linear regression model is analyzed and discussed.

The statistical analysis of this study was done by SPSS software version 25, the result of study shown in inference and descriptive section. In descriptive section tables and graphs are used and in inference section the result of multiple regressions was analyzed.

4.2. Respondents' profile

The questionnaire include a segment of customer's profile such as an collection of demographics and other factors that likely influence the degree of customer satisfaction with respect to the e-banking services qualities offered by Dashen Bank S.co.

It is important to analyze the background information of the respondents. This is because people's social background influences their thinking pattern and to a larger extent what they do. The background information comprised of age, gender, educational level, occupation and the type of E-banking service they use.

Table 4.1 Demographic profile of Respondents

	Description	Frequency	Percentage
Gender	Male	270	73%
	Female	99	26.8%
Age	18-25	115	31.1%
	26-35	215	58.1%
	36-45	38	10.3%
	>45 years old	2	0.5%
Educational Background	High School	54	14.6%
	Diploma	115	31.1%
	First Degree	100	27%
	Masters & Above	101	27.3%
Occupation	Student	60	16.2%
	Employee of Gov't & private Organization	210	56.8%
	Private co. owners	100	27%
Types of E-Banking services used by Respondents	ATM	249	67.3%
	Mobile Banking	51	13.8%
	Internet Banking	40	10.8%
	Amole	30	8.1%

Own study (2020)

The Gender of respondents, as shown in the above table indicates, 270 of them are male and the rest 99 are female with 1 missing variable This shows that the major E-Banking service participants at Dashen Bank S.Co.are male.

Concerning the age group of respondents,the majority of respondents belongs to age group of 26-35 years which accounts for 58.1%, followed by 18-25 years which is 31.1% and, 36-45 years constitutes 10.3% and >45 years having 0.5% of the total respondents. This shows that the majority of Dashen Bank's E-banking service customers are between the age of 18 and 35. this implies that the service users are dominated by youth age groups and indicates that most of the customers are within the working age group as they are highly involved in transacting using Electronic Banking systems in Dashen Bank.

Regarding educational Background of respondents, diploma holders constitute 115 persons which is 31.1% , first degree holders are found to be 100 or 27%, masters Degree & above are 101 which is 27.3% and the rest high school graduates are 54 which is 14.6% of the total respondents. This shows that most of the users of E-Banking services are educated customers.

The occupation of most of the respondents fall under employees of Government & private organizations which constitutes 210 or 56.8% of the total respondents and 100 or 27% of them are private business owners the rest 60 or 16.2% are students.

As it can be seen from the table above, ATM users show the highest figure 249 or 67.3% the next E-banking service type is mobile banking which is 51 or 13.8%, then internet banking users are found to be 40 or 10.8% and the recently introduced E-Banking service Type Amole Constitutes 30 respondents or 8.1% of the total respondents. This result implies that ATM machines play a very important role in delivering E-banking service. The fact that ATM machines work 24 hours a day and 7 days a week even when the banks are closed on weekends the use of ATM technology is highly convenient for customers and users. Bank customers can easily obtain cash from their accounts without having to be physically present at the bank premises. Apart from benefit of convenience, the ATM innovation is one of the most secure means for customers to access their cash.

There are virtually no queues in banking halls, no time limit for cash withdrawals and customers can easily access their bank balances. It is also one of the simplest e- banking products as customers do not go through difficulties in cash withdrawal. All these benefits have contributed to make the ATM innovation one of the most successful banking innovations.

T able 4.2. Mean and standard deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
PERFORMANC E	370	4.64	.545
AVAILABILIT Y	370	2.78	1.416
EASE OF USE	370	4.44	.959
RELIABILITY	370	3.73	1.485
SYSTEM SECURITY	370	4.04	1.380
Valid N (listwise)	370		

(Source SPSS Output), 2020

Based on the above table, the responses of the respondents mean and standard deviation was computed. The standard deviation describes the variation of all responses from the mean. Analysis has been done by comparing these mean scores and deviations among respondents. The reason for using descriptive statistics is to compare the different factors that affect the level of customer satisfaction.

As per the result of the descriptive statistics, the mean value shows the overall customer’s satisfaction. on e–banking service qualities is above satisfactory level with a mean value of 3.73 and above on a 5 point Likert scale questionnaire.

As per the above table, all e-banking service quality dimensions rated above have an effect on customer satisfaction except availability with a mean value of 2.78. out of the -banking service quality dimensions ,ease of use and performance with a mean value of of 4.44, and 4.64 respectively have a major role on e-banking service quality and in turn on the overall e-banking service customer satisfaction.

From this we can assume that all explanatory variables play a fundamental role on customer satisfaction of e-banking service qualities provided by Dashen Bank S.co.

Empirical evidence in this research also suggests that e-banking service quality factors have a significant degree of influence on customer satisfaction. ...

Comment [14]: You need to state the description statistics of customers satisfaction as you did above for service quality

Table 4.3 mean and Standard Deviation of overall customer satisfaction

Descriptive Statistics			
	N	Mean	Std. Deviation
OVERALL CUSTOMER SATISFACTION IN E-BANKING SERVICES QUALITIES OF DASHEN BANK	370	4.18	.958
Valid N (listwise)	370		

Source (SPSS output, 2020)

as per the above table, the customer satisfaction measuring variables indicate that most of the respondents strongly agree that E-banking services qualities has a great impact on customer satisfaction with a mean value of 4.18 and above on a five point likert scale questionnaire responses. Where 5=Strongly Agree,4= Agree 3= Neutral 2=Disagree and 1=Strongly Disagree.

4.3 Regression Analysis

in order to understand the relationship between customer satisfactions on e-banking service quality explanatory variables, regression analysis has been conducted. But, before applying regression analysis, some diagnostic tests were undertaken in order to ensure the appropriateness of the data to the assumptions of regression analysis as follows:

4.4 Correlation Test between Study Variables

The correlation between customer satisfaction in e-banking service quality explanatory variables; reliability, availability, system security, ease of use, and transaction performance has been presented and analyzed by a correlation matrix which is used to ensure the correlation between the above variables.

table 4.4 Correlation Between Dependent and Independent variables							
		PERFORMANCE	AVAILABILITY	EASE OF USE	SYSTEM SECURITY	RELIABILITY	OVERALL CUSTOMER SATISFACTION IN E-BANKING SERVICES QUALITIES OF DASHEN BANK
PERFORMANCE	Pearson Correlation	1	.453**	.692**	.903**	.098	-.039
	Sig. (2-tailed)		.000	.000	.000	.061	.453
	N	370	370	370	370	370	370
AVAILABILITY	Pearson Correlation	.453**	1	.382**	.618**	.012	-.004
	Sig. (2-tailed)	.000		.000	.000	.812	.934
	N	370	370	370	370	370	370
EASE OF USE	Pearson Correlation	.692**	.382**	1	.679**	.292**	-.196**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	370	370	370	370	370	370
SYSTEM SECURITY	Pearson Correlation	.903**	.618**	.679**	1	.181**	.001
	Sig. (2-tailed)	.000	.000	.000		.000	.980
	N	370	370	370	370	370	370
RELIABILITY	Pearson Correlation	.098	.012	.292**	.181**	1	.408**
	Sig. (2-tailed)	.061	.812	.000	.000		.000
	N	370	370	370	370	370	370
OVERALL CUSTOMER SATISFACTION IN E-BANKING SERVICES QUALITIES OF DASHEN BANK	Pearson Correlation	-.039	-.004	-	.001	.408**	1
	Sig. (2-tailed)	.453	.934	.000	.980	.000	
	N	370	370	370	370	370	370

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

Source (SPSS output,2020)

The correlation between dependent and independent variables along with its effect was analyzed using Statistical Package for Social Science SPSS V 25. The above correlation matrix provides the correlation between variables with Pearson correlation coefficient to show the strength of relationship among the independent & dependent variables.

Pearson correlation analysis was used to provide evidence of convergent validity and its coefficients reveal strength and direction of relationships either positive, zero or negative. Correlation is perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

Cooper & Schindler (2009) suggested that a correlation coefficient above 0.8 between explanatory variables should be corrected because it is a sign for multi co-linearity problem. Malhotra (2007) argued that the correlation coefficient can be 0.75. Lastly, Hair et al. (2006) argued that correlation coefficient below 0.9 may not cause serious multi co-linearity problem. The greater the absolute value of the correlation coefficient the stronger the relationship and vice versa.

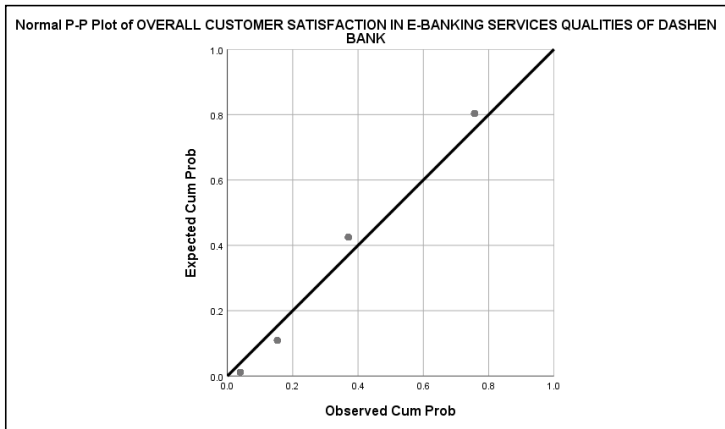
4.5 Correlation between dependent and independent variable

As per the above table, the result of correlation between customer satisfaction, ease of use and reliability showed a positive correlation of 0.196 and 0.408 respectively indicating a very strong relationship between the dependent and the independent variables.

However, the correlation coefficients of performance, system security and availability showed a negative figure which means that there is a weak relationship between these explanatory variables and customer satisfaction.

4.4 Linearity Test

Linearity refers to the degree to which the change in the dependent variable caused by the change in the independent variables. To determine whether the relationship between the dependent variable; customer satisfaction and the independent variables reliability, performance, system security, ease of use, and availability is linear; plots of the regression residuals using SPSS/Statistical package for social Science V 25 software had been used as shown in the graph below.



Source (SPSS output,2020)

4.6 Reliability Test

Reliability is the degree to which the measure of a construct is consistent or dependable. The reliability test was executed by Cronbach's alpha coefficient and items which scored above the acceptable value were retained.

asTavakol&Dennick (2011) said, if a test has more than one concept or construct, it may not make sense to report alpha for the test as a whole as the larger number of questions will inevitably inflate the value of alpha. In principle therefore, alpha should be calculated for each of the concepts rather than for the entire test or scale.

The coefficient of alpha varies from 0 to 1 and the value of 0.5 or less is generally indicates unsatisfactory internal consistency reliability and unacceptable (Ramayah, 2011).

According to Zikmund et al., (2000) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability and acceptable.. Based on the above range all the variables designed were found to be a good measure of the internal consistency .An alpha coefficient of greater than 0.6. is considered. Table 4.5 Cronbach's alpha Co-efficient of study variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.774	8

(Source: SPSS Output), 2020

Accordingly, the alpha coefficients of the study as shown in the table above is 0.774 indicating that the required internal consistency between study variables is maintained.

4.7 Test of normality of the Data

Among others, one of the assumptions was to test the normality of the data using skewness which tells the amount and direction of the data distribution from horizontal symmetry before running the regression analysis. According to Fieled (2005), normally distributed data assumed that the data are from one or more normally distributed populations. The rationale behind hypothesis testing relies on having normally distributed populations and so if these assumptions are not met then the logic behind hypothesis testing is omitted.

Therefore, value of Skewness and Kurtosis and their respective standard errors were computed. An absolute value between -0.5 and +0.5 score for Skewness and Kurtosis is expected to be significant at $p < 0.05$. Large sample give rise to small standard errors and so when sample sizes are big, significant values arise from even small deviations from normality for both skewness and Kurtosis (Fieled, 2005)

Table 4.6 skewness and Kutosis for normality of Data

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
PERFORMANCE	370	-1.158	.127	.346	.253
AVAILABILITY	370	-.409	.127	-1.763	.253
EASE OF USE	370	-2.000	.127	3.554	.253
RELIABILITY	370	-.307	.127	-1.916	.253
SYSTEM SECURITY	370	-.754	.127	-1.405	.253
Valid N (listwise)	370				

Source(SPSS output,2020)

As it can be seen from the above table ,most of the absolute values of skewness and the kurtosis

values are between -0.5 and +0.5. Which means the data is normally distributed.

Table 4.7 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.326	.316	.792
a. Predictors: (Constant), RELIABILITY, AVAILABILITY, PERFORMANCE, EASE OF USE, SYSTEM SECURITY b. Dependent Variable: CUSTOMERSATISFACTION				

Source(SPSS output,2020)

As clearly described in the table above, R- values for the regression model is 0.571. This indicates the explanatory variables; reliability, performance, service security, availability and ease of use have an effect on the level of customer satisfaction by 57% satisfaction. The remaining 43 percent of customer satisfaction of Dashen Bank Customers are explained by other variables which are not included in this model. Therefore, e-banking service dimensions reliability, performance, service **No table of figures entries found.**security, availability and ease of use are good explanatory variables of the satisfaction level of Dashen Bank S.co e-banking services customers.

However, all these factors of e-banking service quality dimensions doesn't have equally significant correlation with customer satisfaction level.

The results of the multiple linear regression analysis indicate that there is variation in the effect of e-banking service quality dimensions on customer satisfaction.

Table 4.8 ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.305	5	22.061	35.134	.000 ^b
	Residual	228.563	364	.628		
	Total	338.868	369			
a. Dependent Variable: OVERALL CUSTOMER SATISFACTION IN E-BANKING SERVICES QUALITIES OF DASHEN BANK b. Predictors: (Constant), RELIABILITY, AVAILABILITY, PERFORMANCE, EASE OF USE, SYSTEM SECURITY						

Source(SPSS output,2020)

The ANOVA table above shows that there is a relationship between customer satisfaction and all the explanatory variables because the result of significant value or P is less than 0.05.

Table 4.9 Co-efficients of variables

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.033	.647		4.686	.000
	PERFORMANCE	.481	.199	.274	2.418	.016
	AVAILABILITY	.062	.040	.092	1.555	.121
	EASE OF USE	-.572	.063	-.572	-9.029	.000
	SYSTEM SECURITY	-.010	.087	-.014	-.110	.912
	RELIABILITY	.355	.030	.550	11.651	.000

a. Dependent Variable: OVERALL CUSTOMER SATISFACTION IN E-BANKING SERVICES QUALITIES OF DASHEN BANK

Similarly, the regression table shows the overall significance/ acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of (.000), which is less than $p < 0.05$. Thus, the model is significant which indicates that the variation explained by the model is not due to chance.

As stated earlier, this study aims to identify the most contributing independent variable in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion of the dependent variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in the dependent variable that is caused by an independent variable has; bring the most important determinant in predicting the dependent variable.

From the above table we can develop the following major findings:

Coefficient analysis shows the relationships between dependent variables and independent variables. Accordingly, ease of use, reliability, and performance were statistically significant at 1% level in agreement with the hypothesis. This means they have great contribution to improve customer satisfaction. Whereas, the sig. of system security and availability are greater than 0.05 and it can be concluded that the variables have no significant effect on customer satisfaction.

Therefore, we can express the relationship between the dependent and the independent variables

By the basic formula as:- $Y=a + bv + e$

Where;

Y= the Dependent Variable that is The Overall Customer Satisfaction on E-Banking Service Qualities provided by Dashen Bank

a= is the constant, in this case the Beta coefficient(B) which is 3.033

b=the slope, which is the standardized Beta co-efficient for each study variable

$$OCS=3.033+0.274V1+0.92V2+0.572V3+0.14V4+0.55V5+e$$

Where;

OCS= Overall Customer Satisfaction

V1=Performance

V2=Availability

V3=Ease of Use

V4=System Security

V5=Reliability

Thus, the Regression formula can be developed as :-

$$0.274V1+0.92V2+0.572V3+0.14V4+0.550V5+e(.647*.199*.040*.063*.087*.030)$$

Regression analysis shows the relationship between dependent variable and independent variables. Accordingly the Significant value of V1 performance, V5 Reliability and V3 Ease of

use are statistically significant at 1 percent significant level in agreement with the hypothesis. Which means; reliability, ease of use and performance have high contribution to improve customer satisfaction in e-banking services. Whereas the sig. value of V2 and V4 or Availability and system security is greater than 0.05 and it can be concluded that the variables has no significant impact on customer satisfaction from using e-banking.

- performance = 0.274, implying that 100% change in service security leads to 27.4% positive change in customer satisfaction level.
- Availability =0.92, implies 100% change in ease of use leads to 92% positive change in customer satisfaction level.
- Ease of Use = 0.572, implies 100% change in performance leads to 57.2% positive change in customer satisfaction level.

All explanatory variables have a significant positive effect on customers' satisfaction except system security and Availability which exhibited statistically insignificant results. This shows that system security and Availability has no significant effect on e-banking customer satisfaction in Dashen Bank S.co..

The findings provide significant support for the reliability, ease of use and performance literature which advocates that the variables have an influence up on customer satisfaction in Dashen Bank S.Co. The findings are also consistent with other research findings of Namibar,k.Ramanathan N,Sudhir,Prashar V,(2019)

CHAPTER FIVE

5.1 SUMMARY CONCLUSION AND RECOMMENDATION

5.1.1. Summary

The primary objective of this study was to examine the effect of e-banking service qualities on customer satisfaction in the case of Dashen Bank S.Co.

five determinants of Electronic banking service quality dimensions were used. These are reliability, transaction performance, service security, ease of use and availability. Hence, this study has attempted to identify which dimension has the highest influence on customer satisfaction of e banking service qualities of Dashen Bank S.co..

the study has also tried to test the hypothesis stated on the empirical literature review part. The demographic analysis of respondents revealed that the majority of the customers of e banking service of Dashen Bank are male and most of the respondents fall under the age bracket of 26-35 years which means that e-banking service customers of Dashen Bank are dominated by the young group

as far as the educational background and occupation of respondents are concerned ,most of the respondents are diploma holders and above which indicates that educated persons highly use electronic banking services than illiterates. Government and private organization employees constitute the highest number of respondents and among the various types of E-banking services ATM takes the largest share to be used by respondents.

The researcher used the descriptive statistical methods such as mean, standard deviation and also correlation and regression methods to understand the relationship between dependent variable, customer satisfaction and independent variables performance, reliability ,ease of use, system security and availability to analyze the data collected from respondents using a questionnaire.

According to the results of the study, all of the explanatory variables have an effect on customer satisfaction but reliability ,ease of use and transaction performance are found to have the highest impact on customer satisfaction.

5.1.2. Conclusion

Customer satisfaction is the major factor contributing to the success of the service sector. E-banking has become a major facility required by the existing and potential customers. All the

service sectors depend on customer and their satisfaction and the banks are no exception. One of the ways for achieving high customer satisfaction and gaining the loyalty of customers for banks is to offer high quality services.

In this research the level of satisfaction of customers with the different quality dimensions pertaining to the theoretical model was evaluated. Accordingly, the major findings are presented as follows:

Descriptive analysis revealed that the majority of current e-banking users are youth between the age of 18-35, occupationally employee at government and private organization. Educationally, the respondents were predominantly degree holders.

Customer satisfaction on e-banking is above satisfactory level with mean value of 3.30 on a 5 Likert scale out of the e-banking service quality dimensions reliability (mean of 3.76), service security (mean of 3.64), ease of use (mean of 3.67) and performance (mean of 3.5) are the majors to improve e banking services and customer satisfaction.

As it was described in the report findings adjusted R-square values for the regression model was 0.587. This indicates the explanatory variables; reliability, transaction efficiency, service security, performance and ease of use in this study explain approximately about 59 percent of the variation in the level of customer satisfaction. The remaining 41 percent of the variation in the level of customer satisfaction of are explained by other variables which are not included in the model.

Reliability, service security, ease of use and performance has positive relationship with customer satisfaction in agreement with the hypothesis.

Any increase in reliability, , ease of use, and performance leads to increase in customer satisfaction by 15.4%, 22.5%, and 40.8% respectively. These results are significant at 1% level of precision.

5.1.3. Main Recommendation

The findings of this research work reveals that the majority of Dashen bank's e banking service customers are males. It is therefore, important to encourage female customers of Dashen Bank to use Electronic Banking services and also Dashen Bank should work much in increasing the number of customers of Electronic banking services from all aspects that is from age, educational status and occupation.

The study also shows that ATM is the most preferable electronic banking service among other type of services. The researcher therefore recommends that Dashen bank has to increase the number of ATM machines to reach the customers found in remote areas and also should improve The quality of ATM services by increasing the cash holding capacity of ATM machines and by minimizing the network interruption in collaboration with Ethio-Telecom.

In addition to this, the bank has to create awareness by continuously introducing the other electronic banking service methods like mobile banking, Amole, internet banking.

As reliability, transaction performance and, ease of use dimensions have a highly significant impact on the level of customer satisfaction; Dashen Bank has to better focus on these dimensions to bring higher level of satisfaction to customers. In connection with this the bank Has to give due attention to the system security and the availability of electronic banking service dimensions too.

Dashen Bank needs to increase the confidence of their customers as well as develop their skills and knowledge in using e-banking services by employing video presentations at bank branches and by using various mass medias to introduce the user friendliness of such services. This will help customers to be more familiar with the e-banking services.

5.1.4. Recommendation for Future Research

Electronic banking services have become one of the typical banking strategies globally. In spite of it numerous advantages there have been some challenges which hinders its optimum usage both to the public and the bank themselves. The complexities associated with e-banking investment are so large that a single study could not discover all. Again, due to limited resources and time this study considers only a sample of six branches of Dashen bank S.Co even though the study could have covered a broad setting.

This study also investigates the dimensions of e-banking service quality that has major effects on customer satisfaction of Dashen Bank S.co. But, the variables included in the study were not exhaustive. Future researchers could include other variables which are not included under this study.

The researcher also recommends that funds be made available for the study to be replicated in the other banks since the effect of electronic banking services have a great effect on customer satisfaction. Recommendations from such a study would lead to a much better administration and investment to increase the level of electronic banking services qualities for economic growth and development of the society at large.

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Comment [15]: Use appropriate referencing style

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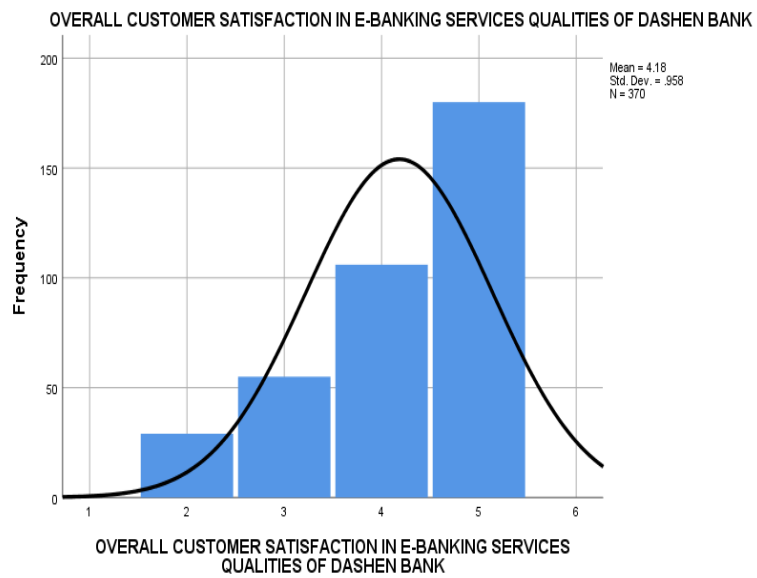
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APPENDIX

Appendix 1	Histogram Graph
Appendix 2	Questionnaire
Appendix 3	Demographic Profile of Respondents(SPSS V25 Output
Appendix 4	Sample size Determination table

APPENDEX -1 Histogram Graph



Above Masters

4. Monthly income (in Eth. Birr):

2001-3000

4001-5000

3001- 4000

Above 5000

5. Working Unit (for Dashen Bank Staff's only)

EBSD

IT

Branch

6. Total service year within your current position _____

Section II: Questionnaires related with the effect of E-Banking Services on Customer Satisfaction.

Instruction: please put a tick (√) mark in front of your choice.

Note: SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SD- Strongly Disagree

	Major E-Banking Service qualities that affect customer satisfaction in Dashen Bank	SA	A	N	D	SD
	I. Questions related to Security of E-Banking Service Qualities					
1	The security features of E-Banking services provided by Dashen Bank is not good because I usually face double deduction from my account and my ATM card is usually captured by the machine and wait for a long time to get my money and my card back.					
2	I am not confident with the security aspects of e-banking services provided by Dashen Bank S.Co.					
3	Lack of sufficient government support affects customers willingness to use E-Banking Services in Ethiopia in general and specifically in Dashen Bank					
4	E Banking services security risks affect Electronic banking service qualities in Dashen Bank					
5	Electronic Banking Services provided by Dashen Bank are convenient and trusted.					
6	E-Banking services provided by Dashen Bank do not allow others to access my accounts					
7	E-Banking services provided by Dashen Bank offers secure personal privacy					
	II. Questions Related to Availability of E-Banking Services					
1	The availability of ICT/Information Communication Technology/					

	infrastructure in Dashen Bank is convenient to provide E-Banking Services..					
2	availability of technological equipments to provide E-Banking services in Dashen bank is good					
3	There is no problem in the Availability of appropriate maintenance upon failure Of E-Banking Service systems in Dashen Bank.					
4	There is no frequent available service in Dashen BankWhen I apply for E-Banking Service like a new ATM card or Replacement for lost or damaged card.					
	III. Questions Related to Perceived Ease of Use of E-Banking services					
1	E Banking services of Dashen Bank makes banking Services easy					
2	In the case of mobile and internet Banking Services of Dashen Bank customers can simply use banking service by using their cell phones					
3	From the customers perspective, it is easy to use E Banking services to accomplish banking transactions					
4	Using E- Banking service systems simplifies the activity of clients to get banking services					
5	The application installed on web browser for-E banking services like Amole , internet banking and mobile banking is very slow and complicated					
6	The management of Dashen bank provides training courses for its staff when introducing new E -Banking services to maintain and increase service qualities					
7	Adequate demonstration is provided to customers on how to use E banking services in Dashen Bank					
8	E Banking provided by Dashen Bank enables users to complete banking activities more quickly and easily					

1	E Banking service of Dashen Bank are fast and time saving					
2	E-Banking Service of Dashen Bank are convenient, because it is available 7 days a week and 24 hour a day ,to access my bank account					
3	E Banking service provided by Dashen Bank are more accessible and convenient than visiting its Branches					
4	The transaction performance or speed of internet banking,mobile banking and Amole types of Dashen Bank's E-banking services are slow					
5	Due to the frequent interruption of network, I cannot properly use the E-Banking Services of Dashen Bank					
V. Questions Related to Reliability						
1	E Banking services delivered by Dashen Bank are reliable and dependable					
2	I am satisfied with E Banking service of Dashen Bank because it create better service qualities					
3	E Banking service of Dashen Bank has as better customer information control tools					
VI. Question Related to Customer Satisfaction						
1	I am satisfied with the performance or transaction processing efficiency of E-Banking services provided by Dashen Bank					
2	I am satisfied with Dashen Bank's E-Banking services system security					
3	Dashen Bank's E-Banking service quality is reliable					
4	I am satisfied with the Dashen bank's e-services AVAILABILITY.					
5	I am satisfied with user friendly (easy to use) nature of E-banking services delivered by Dashen Bank					
6	E Banking service of Dashen Bank has as better customer information control tools					
7	I am satisfied with the Dashen bank's e-services quality..					

APPENDIX 3- Demographic Profile of Respondents

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MAL E	270	73.0	73.2	73.2
	FEM ALE	99	26.8	26.8	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	115	31.1	31.1	31.1
	26-35	215	58.1	58.1	89.2
	36-45	38	10.3	10.3	99.5
	Greater than 45 years old	2	.5	.5	100.0
	Total	370	100.0	100.0	

EDUCATIONALBACKGROUND					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DIPLOMA	115	31.1	31.1	31.1
	FIRST DEGREE	100	27.0	27.0	58.1
	MASTERS DEGREE AND ABOVE	101	27.3	27.3	85.4
	HIGH SCHOOL GRADUATE	54	14.6	14.6	100.0
	Total	370	100.0	100.0	

OCCUPATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EMPLOYEES OF GOV'T OR PRIVATE ORGANIZATIONS	210	56.8	56.8	56.8
	PRIVATE BUSINESS OWNERS	100	27.0	27.0	83.8
	STUDENTS	60	16.2	16.2	100.0
	Total	370	100.0	100.0	

TYPES OF E-BANKING SERVICES USED BY RESPONDENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ATM	249	67.3	67.3	67.3
	MOBILE BANKING	51	13.8	13.8	81.1
	INTERNET BANKING	40	10.8	10.8	91.9
	AMOLE	30	8.1	8.1	100.0
	Total	370	100.0	100.0	

APPENDIX-4

TABLE FOR APPROPRIATE SAMPLE SIZE FOR KNOWN POPULATION

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Source: Krejcie and Morgan (1970); N = Population and S = Sample