OSUN STATE UNIVERSITY

3080

LIVING SPRING OF KNOWLEDGE AND CULTURE

UNIOSUN INTERNATIONAL JOURNAL OF BUSINESS ADMINISTRATION (UIJBA)

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

OSUN STATE UNIVERSITY, OSOGBO.
OSUN STATE, NIGERIA

VOL. 1 NO 3.

JULY 2017

DEPARTMENT OF BUSINESS ADMINISTRATION

BUILDING WORLD CLASS MANAGEMENT

UNIOSUN INTERNATIONAL JOURNAL OF BUSINESS ADMINISTRATION

VOL. 1 NO.3, 2017

FACULTY OF MANAGEMENT SCIENCES

OSUN STATE UNIVERSITY, OSOGBO

OSUN STATE, NIGERIA

Published by:

Department of Business Administration Faculty of Management Sciences College of Management and Social Sciences; Osun State University, Okuku Campus Oshogbo, Osun State, Nigeria.

Email:

Tel: 08033589304

Disclaimer:

UNIOSUN International Journal of Business Administration 1 (3),2017 UNIOSUN International Journal of Business Administration Faculty of Management Sciences, Department of Business Administration, Osun State University, Osogbo, OsunState, Nigeria.

Acknowledgments

We are grateful, in the first instance, to the Osun State University Administration, without whose approval and support for this publication would not have been possible. Our profound gratitude go to the Vice Chancellor, Prof. Labode Popoola. We appreciate the effort of the Dean Prof. D.I Akintayo who, despite his tight schedules assisted in reviewing the articles. We also thank Prof. M.A Oladoja, Dr. Solomon Ojo, and Dr. Suleiman for the review of the papers. We also want to show our gratitude to all authors and those who have contributed one way of another to the success ofthis publication.

Dr. O.A. Ilesanmi
Editor-in-Chief
Department of Business Administration
Faculty of Management Sciences
Osun State University, Okuku,
Osogbo, Osun State, Nigeria

EDITORIAL GUIDELINES FOR AUTHORS

Aims of the Journal

The UNIOSUN International Journal of Business Administration (UIJBA) is a double-blind peer reviewed journal which offers scholarly work and publishes highly readable articles in the various business disciplines and other facets of management. Published bi-annually (June and November), it provides a focus for worldwide expertise in the required techniques, practices and areas of research; covers all areas relating to, Business Management, Business Law, Business Ethics, Business Administration, Operations Management, Financial Management, Human Resources Management, Production Management, Investment Management, Entrepreneurship Development, Management Information Systems, Marketing Management and E-Commerce, E-Business Policy, Strategic Management, Project Management, Human Capital Development, Tourism and Hospitality Management.

Submission of Manuscripts

Author(s) should send their manuscript to the journal bye-mail: uijoba@yahoo.com.bayoogogal5@yahoo.com.All manuscript should be in Microsoft Word file (doc). Submission of the original manuscript is highly required and it must not 'be under consideration for publication anywhere else.

Deadline for Submission

- Abstract should be submitted latest 30th June, 2017 for the next edition
- Full length paper latest 15th July, 2017.

The journal aims to encourage information exchange of relevant academic research andinformauthors within first three weeks of submission.

Form of Manuscripts Accepted for Publication

The length limit of each manuscript in no more than 15 pages including figures, tables and others.

Title: The title of the paper should be concise and informative. Author's full name, academic or professional affiliation(s) and complete address.

Abstract: 150-200 words. A list of three (3) keywords should be included. Text format should be Times Roman 12pt or equivalent font.

Literature Citations

In the text, references should be indicated in the text by author name(s) followed by date of publication, all in parenthesis, for example (Brown & Allen, 2001) or for a work by more than two authors (Van der Meer et al, 2005). In a list of references put oldest first. At the end of the article, references should-be listed (unnumbered) ordered alphabetically by author name. Do not use et al here, RATHER, GIVE THE FULL LIST OF AUTHORS. IF more than reference has identical date and authorship use a,b, ... after the date to distinguish, for example (Allen, 2001 a).

Tables

Tables should be typed on separated pages, and numbered with Roman numerals according to their sequence in the text. Column headings should be short and self-explanatory. A brief title should be given above each table, and any footnotes below (see section 8).

Headings
The following sequence of headings should be used: Capitals at the margin, italics at the margin indented, italics in the line. Iffurther subdivision is needed below the level of the fourth heading, use (1), (2), etc., and (a), (b), etc.

References
References should be indicated in the text by author name(s) followed by date of publication, all in parenthesis, for example, (Bill & Aty, 2010) or more than two authors (Tan, Mon & Dan, 2005).
For Journals, Bill V.G. (2000). Application of Linear Programming model to supply chain system; Journal of Applied Research 5 (5),18-531.

Books
Glover F & Laguna M (1997). Training and Development; 2nd Edition London, Kluwer Academic publishers: Unpublished reports and theses. Mitty I. (2009). Integer and Dynamic Programming methods for mutually objectives: Unpublished PhD theses, University of London.

Internet sites:
Example: George R. & Tan N. (2013). Recruitment and Training.http://www.stsc.hill.af.millcrosstalkl2003/0 I/George.html,accessed15June2014.e Body: Headings
and Sub-headings in the text should indicate the organization of content.

Tables: All illustrations, photographs, tables, etc., should be integrated into the submitted manuscript, and in a ready to publish style.

Illustrations
- All illustrations should be submitted in a form suitable for reproduction (not pdf).
- Lettering and symbols should be clearly defined either in the caption or in a legend provided as part of the figure.
- Figures should be restricted to single-column width unless this would make them illegible.
- Lettering should be done professionally with a Leroy ruler.
- Photographs should be glossy prints. The author's name and figure number should be indicated on the back of each illustration.

References: American Psychological Association (APA) 6th edition format should be followed. For further enquiry contact:

The Managing Editor
UNIOSUN International Journal of Business Administration (UIJBA)
Department of Business Administration,
Faculty of Management Sciences,
Osun State University,
P.O.Box 4494, Okuku Campus.
Tel: +2348033589304, +2347036356111

CONTENTS

EVALUATION OF E-BANKING AS A DRIVER OF CUSTOMER SATISFACTION IN NIGERIA

ADEBISI, Adebola Olubunmi
B.Sc., M.Sc., (Ado-Ekiti),Ph.D (Ilorin)
adebisiadebola12@gmail.com
Lecturer,Department of Banking and Finance,
School Management and Business Studies,
Yaba College of Technology,
Yaba,Lagos.

&

IMOUOKHOME, Ebun Omoniyi
B.Sc., M.Sc., Ph.D (Ilorin)
omolebun@yahoo.co.uk
Lecturer,Department of Marketing,
Faculty of Management Sciences,
University of Ilorin.
Ilorin, Kwara State

Abstract

This paper examines the impact of E-Banking on bank customers' satisfaction in Nigeria.The top five banks that automatically accounted for 60% market share of the banking sector and asset base were purposively selected in order to ensure proper coverage and generalisation in the study.Purposive and convenience sampling techniques were used to select the account holders due to the homogeneous characteristics of the target population.385 customers of the five banks were sampled with a questionnaire designed on 7 points Likert scales. Statistical tools used included multiple regression, PPMC and student's t' test. The hypothesis tested in the study (R^2 = .948; F =3431.286; Sig 0.000; $p < .05$) ; Introduction of Automatic Teller Machine (ATM) has higher contribution with Beta = .563, $p < .05$ and t-value = 21.621; Internet Banking System (EBS) contributes Beta= .438, $p < .05$ and t-value = 16.821. The contributions of both variables were significant to Customers Satisfaction in Nigerian Banking Sector.The overall regression model was statistically significant in terms of its goodness of fit. Hence, the null hypothesis was rejected.The study concluded that there was increased customer satisfaction with service quality which is mainly due to e-banking. Nigerian banks must be prepared for strategic investment into another phase of the technological enhanced banking operations given the huge and tremendous impact that e-banking and ATM services have on banking operations.

Introduction

Customer's satisfaction has become increasingly challenging in the Nigerian banking industry. Generally, a user of a service has a few characteristics and attributes in mind that he or she uses as a basis for comparison among alternatives. Lack of one attribute may eliminate a specific service firm from consideration. Service quality is difficult to measure and evaluate. Therefore, customers' perceptions of service quality are of major concern to both business managers and researchers. This was corroborated by Palmer (1995) who opined that practitioners and academics alike are keen on accurately measuring service quality in order to better understand its essential antecedents and consequences, and ultimately establish methods for improving quality to achieve competitive advantage and build customer satisfaction.
Service sector such as the banks are therefore obliged to provide excellent services to their customers in order to have sustainable competitive advantage (El- Saghier, & Nathan, 2013).

Banks and other financial institutions operating in Nigeria are under intense pressure to develop quality services as a strategy to retain their present customers and to win over competitors' customers in the market. In modern day, product offering is no longer a major competitive advantage; rather, most banks now embark on marketing campaign more in the area of customer loyalty through various promotion strategies. Most of these banks also move into the growth of Information and Communication Technology (ICT) in their service offerings-such as internet banking, mobile banking, e-banking, telephone banking, Automated Teller Machines (ATMs) among others .All these channels of interaction are more of service offerings.

Many organisations today practically find it very difficult to implement quality customer service programmes that are competitive enough to attract and retain good and quality customers. The Nigerian banking industry has witnessed significant rise in competition in the past three decades due to different deregulation, recapitalization and consolidation policies of government and the advent of the electronic banking regime across the world. This trend fosters a scenario of continuous fight for customers' share and includes the desire to increase and build loyal customers through effective customers' services activities (Mendzela, 1999).

The Nigerian banking sector has not been immune from this challenge. Today most Nigerians open non-functional accounts in search of better banking services to enhance longer satisfaction. This has given birth to banks having several dormant accounts as a result of many layers of dissatisfaction on the part of customers. The fact is that, no organisation intends to provide poor service, gaps usually arise because of differences in perception between what the business thought it was providing and what the customers believe they received. Hence, the need for empirical investigation into this area of study

What is the level of satisfaction derivable by banks' customers in Nigeria with the introduction of e-banking?

Evaluate the impact of e-banking on the level of satisfaction derivable by banks' customers in Nigeria

The introduction of e-banking in Nigeria has not enhanced the level of satisfaction derivable by banks' customers

The study covers the top five banks in Nigeria that have been dominating the market share of the banking sub-sector for about two decades now. These banks accounted for 60 percent of the banking sector assets in Nigeria (The Banker, 2015) they are: Access Bank, First Bank, Guaranty Trust Bank, United Bank for Africa and Zenith Bank.

Literature Review

Conceptual Overview of Customer Satisfaction

Customers' satisfaction is the corner stone for relationship between marketing and management, and the source of competitive advantage for organisations. Customers' satisfaction leads them to use current service and creates loyal customers for future. Drucker (1973) opined that customer satisfaction is the base for business success. Customers who are loyal are reported to produce higher retention rates, tend to commit a higher contribution of their category spending for the firm, and are more likely to pursue others to join the list of customers in the firm (Zeithaml, 2000). It is believed that the goal of every organisation is to meet the needs and the requirements of its stakeholders. Meeting the needs and the requirements of the stakeholders will not only ensure the survival of the organisation but also allow it to flourish. Customers are presumed to be one of the most important stakeholders in any organisation because without them, organisations are not likely to succeed. Customer satisfaction is now becoming a corporate level strategy (Rust & Zahorik, 1993).

It is however noted that one of the ways through which banks can meet the expectations of their customers who are the back-bone of the banks' business is via the understanding of customers' behaviour.Satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations (Zeithaml & Bitner, 2003). Happy and satisfied customers behave in a positive manner. Customers' satisfaction is derived largely from the quality and reliability of products and service. The emergence of customers' satisfaction in financial institutions has been widely studied and it is discovered that the primary goal of any organisation, especially banks is geared towards customers' satisfaction. Full understanding of this issue is important for researchers and officials (Arbore &Busacca, 2009). Hardly can any business survive without the consent of customers. Customers' satisfaction is a result that is obtained as a comparison of actual performance before buying with expected performance of the client.

Bolton (1998) modelled the duration of the customer–firm relationship at the individual level. The research found that prior cumulative satisfaction is weighed more heavily than satisfaction from recent events, and that satisfied customers have longer relationships, and generate greater revenues and profits (for contractual relationships). Howeversome customer satisfaction literature are developed around the idea that satisfaction is influenced by the difference between expectations and experience (Oliver, 1999).Ogunaike (2010) examined the relationship between service quality and customer satisfaction in the Nigerian banks. It was found that service quality has significant effect on customer satisfaction therefore banks should focus more on their customers rather than on the products and services, which they sell because customers are the true business of every company. Boulding, Richard and Michael (1993) brought together two streams of service quality research showing that both expectations and predictions (expectations about what will happen) and normative expectations (expectations about what should happen, often based on communications from the service provider) are important in determining perceived service quality that brings about customer Satisfaction. Verhoef (2003) found that, if customer assessments primarily reflect cognition (without an affective component), it may prove difficult to predict customer retention or share of the wallet.

At the aggregate level, data from the American Customer Satisfaction Index and Compustat showed that customer satisfaction plays a major role in increasing cash flow and enhancing its stability.Customer satisfaction with a bank relationship is a good basis for loyalty (Bloemer, Ruyter & Peters 1998; Pont & McQuilken, 2005), although it does not guarantee it, because even satisfied customers switch banks. One important reason for switching is pricing (Colgate & Hedge, 2001). Hence, banks have launched customer loyalty programmes that provide economic incentives. Although the effectiveness of loyalty programmes has been questioned (Sharp & Sharp, 1997; Stauss, Schmidt & Schoeler, 2005), research has shown that they have a significant, positive impact on customer retention, service usage, and/or share of customer purchases.

Concept of E-Banking

Smith and Chaffey (2001) described E-Banking as the achievement of marketing objectives through the use of electronic communications technology. The success factor in e–marketing is achieving customer satisfaction through the electronic channel in terms of the ease of use, performance and quality of service The terms E–Banking, Internet Banking and Digital Banking can be described as synonymous. Internet banking, however, is now used as the term for new age banking system. Singhal and Padhmanbhan (2008) opined that Internet banking is the use of the Internet to deliver banking activities such as funds transfer, paying bills, viewing current and savings account balance, paying mortgages and purchasing financial instruments and certificates of deposits. Internet banking is also called online banking, e–payment and e–banking. It is also a means whereby banking businesses are transacted through automated processes and electronic devices such as personal computers, telephones, and fax machines, Internet card payments and other electronic channels (Turban,Veihland& Lee 2006). The electronic communications used in Internet banking includes: Internet, e–mail, e–books, data base and mobile phones. In the recent times, the development in technology has affected business organisations in several ways, most especially in terms of management and control; marketing and research; operations and decision making. It is therefore, the vogue that every organisation wants to tap the benefits that accrue from technology development. In other word, most organisations find means of enjoying the advantages encapsulated in the new technologies (Larpsiri & Speece, 2004).

Ching, (2008) emphasised that the electronic delivery of banking service has become ideal for banks in meeting customers' expectations and building close customer relationships. Internet banking started with simple functions such as real time access to information about interest rate, checking account balances and computing loan eligibility. However, these services have graduated to online bill payment, transfer of funds between accounts and cash management services for corporate organisations and individuals (Singhal & Padhmanbhan, 2008). The development experienced in Internet and other global online networks have thus created new commercial opportunities for e–commerce and creation of completely new sets of global and national trading relationships. This consequently, led to the perception that e - banking and e-commerce are now inevitable aspect of financial services (Harris & Spencer, 2002). Singhal and Padhmanbhan (2008) opined that the use of e–banking has brought many benefits amongst which include: Convenience, services offered at minimal cost, transformation of traditional practices in banking; the only way to stay connected to the customers at any place and any time is through internet applications. All these have resulted in high performance in the banking industry through faster delivery of information from the customer and service providers. Customers prefer the use of e–banking because it saves time; it makes possible the use of innovative product or service at a low transaction fee and it encourages queue management which is one of the important dimensions of e–banking service quality. Harris and Spencer (2002) believed that there are certain issues on e–banking that are considered as major problems of Internet banking amongst which include: the case of Internet criminals and fraudsters attempt to steal customer information through various methods such as phishing and pharming. In other word, there is increased concern about privacy and security of customers' information as a result of the fragility of information collected and held electronically and transferred via computer – mediated communications. Other problems include: easy access for criminals to hide their transactions, inaccessibility to e–banking due to poor internet operation, customer inflexibility to new technology, low educational level, poor computer literacy and in constructive use of Internet services, language barrier, cultural and logistic barriers, different legislation and information overload to customers (Harris & Spencer, 2002). As a result of the aforementioned problems, online banking services have thus become a crucial concern of financial institutions during this era of sophisticated technological breakthrough The fact therefore remain that the various electronic banking services and products have no doubt exposed customers to new ways of convenience rather than the conventional banking.

Theoretical Framework

The Expectancy Disconfirmation Paradigm

Expectancy-Disconfirmation Paradigm (EDP) is the most promising theoretical framework for the assessment of customer satisfaction. The model implies that consumers purchase goods and services with pre-purchase expectations about the anticipated performance. The expectation level then becomes a standard against which the product is judged. That is, once the product or service has been used, outcomes are compared against expectations. If the outcome matches the expectation confirmationoccurs. Disconfirmation occurs where there is a difference between expectations and outcomes. A customer is either satisfied or dissatisfied as a result of positive or negative difference between expectations and perceptions. Thus, when service performance is better than what the customer had initially expected, there is a positive disconfirmation between expectations and performance which results in satisfaction, while when service performance is as expected, there is a confirmation between expectations and perceptions which results in satisfaction. In contrast, when service performance is not as good as what the customer expected, there is a negative disconfirmation between expectations and perceptions which causes dissatisfaction.

This theory is in line with the research aim of measuring satisfaction or dissatisfaction among banks' customers in other to determine whether E-Banking leads to satisfaction among the banks customers under review.

Empirical Framework

Gbadeyan and Akinyosoye (2011) found that out of the 360 respondents under survey, 75% indicated they access e–bankingservice with their banks compare to 25% that do not. It was also revealed that 9% are not aware of the e-bankingservices provided by their banks while 15% preferred the face to face or conventional banking. This means that85% prefer e–banking to the traditional banking system. The major types of e–banking services enjoyed by thecustomers in the following order are ATM banking (60%); Money Transfer (30%); and all Internet bankingfacilities (10%). Thereare 71% respondents that indicated they were satisfied with the e–banking services provided by their bankswhile 29% are not satisfied. The reasons given by those respondents who are satisfied include: easy access(69%); customer friendly environment (20%);

faster than conventional banking (13%) and password protected(8%); while those respondents not satisfied with the e–banking services gave the following reasons: slowresponse of Internet connection (63%) and inaccessibility (37%). The following benefits of e-banking areidentified from the study: speedy transfer (30%); efficient transactions (24%); regular check of transaction andstatement details (15%); easy access (12%); saves transaction costs (10%); lower transaction fees (6%) andoffers third party facility of fund transfer (3%). The expected associated risks of e–banking identified by therespondents from the study are: cyber fraud (25%); cyber theft (20%); security concerns (12.5%); risk ofhackers (9%); Leaked customer information (6.5%); making closed system open up (5%); third partyintervention (4.7%); transaction process (4.3%) and wrong information/code from sender (4%) and others suchas card retrieval problem, delay due to wrong codes, unreliable power supply, slow Internet connectivity, systemfailure/error and lack of knowledge (9%).

Agboola (2001) also examined the impact of computer automation on the banking services in Lagos and discovered that Electronic Banking has tremendously improved the services of some banks to their customers in Lagos.Balogun, Ajiboye and Dunsin, (2013) and Mahmood, (2013) found the factors that influence customer satisfaction with E- Banking in Nigeria and Pakistan respectively. They found that internet banking products have significant effect on customers' satisfaction.

Oladejo and Akanbi, (2012) also agreed that lack of specific laws to govern internet banking which allow unfair and deceptive trade practice by the supplier and unauthorized access by hackers has made Nigerian banks' customers to be dissatisfied.

Methodology

In this study, descriptive research design was employed. The strategy adopted in this research work is the case study approach. Multiple methods of qualitative and quantitative data were used in this study to answer the research questions and better evaluate the extent to which research findings can be trusted and inferences made from them. The qualitative data were gathered using the 7 points Likert Scale questionnaire designed to elicit information from customers of the selected banks in this study for the survey carried out.

The population of the study was defined as the total of all customers of the selected banks. The study covered the top five banks which have been dominating the market share of the banking sub-sector. These banks accounted for 60 percent of the banking sector assets in Nigeria (The Banker, 2015) and they are Public Limited Liability Companies quoted on the Nigerian Stock Exchange (NSE). These banks include Zenith Bank, Access Bank, First Bank, Guaranty Trust Bank and United Bank for Africa.Godden (2004) sample size formular for *infinite population* was employed to have at384 minimum customers to be sampled.

This study adopted different levels of sampling techniques to execute the tasks of gathering data that were used for the various analyses carried out in the chapter four of the study. Purposeful Sampling (non-probability sampling technique) was used to select the banks sampled for this study out of the Deposit money banks in Nigeria as at year end 2015. Access bank, First Bank, Guarantee Trust Bank, United Bank for Africa (UBA) and Zenith Bank were purposefully selected because the five banks controls above 60% of the market share in the banking industry (The Banker, 2015).

Quota sampling technique was used for the administration of the questionnaire designed to elicit information from the customer. 500 copies of the questionnaire were administered on the customers of the selected five banks in 100 copies per each bank's customers across the five divisions of Lagos State (which comprised Badagry, Epe, Ikeja, Lagos Island and Yaba Mainland Divisions). From the administered copies of the questionnaire, 387 copies representing 77.4% rate of return were collected. This was equally considered as very adequate for the analyses carried out in this study. Lagos being the commercial hub of Nigeria made it very convenient to sample people of all tribes in Nigeria in Lagos Metropolis. Besides, Lagos State is where the five banks have the majority of their branches and head offices.

The hypotheses was tested in the study with the use of Multiple Regression Analysis, Pearson's Product Movement Correlation (PPMC),Student 't' test. The various analyses carried out in the study were executed with the use of SPSS version 21 and E-view version-6

Results and Discussion of Findings

$H0_1$. The introduction of e-banking in Nigeria has not enhanced the level of satisfaction derivable by banks' customers.

The relationship in this study is defined as: SDC= f (E-banking), where E-banking is determined by two other variables that are modified in accordance with the focus of the study. Hence in testing this hypothesis, multiple regression model was used;

i.e. SDC = f (IBS, ATM). Hence we have:

$SDC = \beta o + \beta_1 IBS_1 + \beta_2 ATM_2 + Ce$ ....*(iv)*

where:

SDC= Satisfaction Derivable by Customers

IBS= internet Banking System

ATM= Automatic Teller Machine

H_{01}. *The introduction of e-banking in Nigeria has not enhanced the level of satisfaction derivable by banks' customers.*

The relationship in this study is defined as: SDC= f (E-banking), where E-banking is determined by two other variables that are modified in accordance with the focus of the study. i.e. SDC = f (IBS, ATM); Hence $SDC = \beta o + \beta_1 IBS_1 + \beta_2 ATM_2 + Ce$

Table 1: Multiple Regression Analysis of e-banking and Customers satisfaction

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
1	.974	.948	.948	.258	1.230

Source: Field Survey's SPSS Output (2016) *p<0.05

a. Predictors: (constant) Introduction of Automated Teller Machine (ATM), Internet/Online Banking System (EBS).

b. Dependent Variable: Customers Satisfaction.

Table 2: Contribution of each Predictor to Customers Preference

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.302	.063		4.799	.000
Electronic Banking System (EBS)	.411	.024	.438	16.821	.000
Introduction of Automatic Teller Machine (ATM)	.547	.025	.563	21.621	.000

Source: Field Survey's SPSS Output (2016) *p<0.05

Table 3: Multiple Regression Analysis of Predictors of Customer Satisfaction

Model	Sum of Square	df	Mean Square	F	Sig
Regression	458.551		2	229.276	3431.286
.000					
Residual	25.057	382	.067		
Total	483.608		386		

Source: Field Survey's SPSS Output (2016) *p<0.05

Table 1 above revealed the value of R (.974) and R^2 (.948). This implied that the model is predicting 94.8% of the variance in Customer satisfaction derivable from Nigerian Banking System by the availability of online banking system and introduction of Automatic Teller Machine (ATM). The model therefore confirmed that the introduction of ATM and Online banking system strongly influenced customers' satisfaction positively. The Table 2 showed the contribution of each of the predictors in the model. In this case, Introduction of Automatic Teller Machine (ATM) has higher contribution with Beta = .563, $p < .05$ and t-value = 21.621; Internet Banking System (EBS) contributes Beta= .438, $p < .05$ and t-value = 16.821. The contributions of both variables were significant to Customers Satisfaction in Nigerian Banking Sector. Table 4.1(c) showed the overall regression model as indicated by the F-Statistics which was statistically significant in term of its goodness of fit (i.e. F =3431.286; Sig 0.000; $p < 0.05$) meaning that Automatic Teller Machine (ATM) and Internet Banking System (EBS) introduction is highly significant in enhancing the level of Customer Satisfaction. Hence, the null hypothesis was rejected. Therefore, the resulting prediction equation became $Y = .302 + .536\ (ATM_{1)} + .438\ (EBS_{2})$

Conclusion and Recommendations

The outcome of this study has shown increase customer satisfaction with service quality which is mainly access to e-banking.Nigerian banks must be prepared for strategic investment into another phase of the technological enhanced banking operations given the huge and tremendous impact that E-banking and ATM services have had on the operations of banks in Nigeria. It became evident in this study that, banks services' satisfaction is daily measure by customers, based on the performances of the technologically enhanced banking services, other than the traditional banking services done on the counter. This means that, there is now a paradigm shift completely from the conventional banking services that usually occur on the counter to the convenience banking services that can be experienced and enjoyed 24 hours in a week at the comfort of the existing and prospective customers. What this holds for a competitive bank, is to be on the alert, to drive technological innovation once the taste and demand of the banks customer change as a result of desire for convenience, accessibility, speed of service and adequate security. Therefore, since technology is never static and extremely dynamic, serious minded banks should begin to anticipate the next phase of technological growth and demand and make adequate provision for the required investment and be ready to lead the innovation. This is very important, given that, many banks in the Nigeria banking sector during the early introduction of the on-line real-time banking services died, because, they could not cope nor respond to the then demand of technological business environment.

References

Agboola, A. A. (2001). Impact of electronic banking on customer services in Lagos, Nigeria.*Ife Journal of Economics and Finance, 5,* 1 - 2.

Arbore, A., & Busacca, B. (2009). Customer satisfaction and dissatisfaction in retail banking: Exploring the asymmetric impact of attribute performances. *Journal of Retailing and Customer Services*, 16, 271-280.

Balogun, O.J, Ajiboye, F.A&Dunsin, A.T (2013).An Investigative Study On Factors Influencing The Customer Satisfaction With E-Banking In Nigeria. *International Journal of Acadmic Research in Economics and Management Sciences.*Vol. 2, No. 6, pp 64-73.

Bloemer, J., Ruyter, K., & Peters, P. (1998).Investigating drivers of bank loyalty: the complex relationship between image, service quality and satisfaction. *International Journal of Bank Marketing*, 16(7), 276-286.

Bolton, R. (1998). A Dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. *Marketing Science*, 17(1), 45-65.

Boulding, W. & Staelin, T , Ehret, M. & Johnson, W. (2005). A Customer Relationship Management Road Map; what is Known, Potential Pitfalls and Where to Go.*Journal of Marketing* 69(4), 155-166.

Ching, P (2008). User's adoption of E–banking Services: The Malaysian Perspective, *Journal of Business and Industrial Marketing, 23 (1)*, 59 – 69.

Colgate, M., & Hedge, R. (2001).An investigation into the switching process in retail banking services.*International Journal of Bank Marketing*, 19(5), 201-212.

Drucker, P. (1973). *Management: Tasks, Responsibilities and Practices,* New York: Harper and Row.

Gbadeyan, R.A & Akinyosoye, O.O (2011). Customers' preference for E-Banking services: Acase study of selected banks in Sierra Leone. *Australian Journal of Business and Management Research* 1 (4) 108-116

Larpsiri , R & Speece M. (2004). Technology Integration: Perception of Sales Force Automation in Thailand's Life Assurance Industry. *Journal of MarketingIntelligence planning, 22(4)*, 392 – 406.

Mahmood.F (2013).Impact of Information Technology Usage by Banks on Customer Satisfaction in Banking Sector of Pakistan.*Management and Administrative Sciences Review.*2(2), 221-232

Mendzela, E. (1999). Managing customer risk. *The CPA Journal 6 (1) 140-152.*
Ogunnaike.K.(2010). Customer Service: A determinant of customer satisfaction.*International Journal of Business and Communication Marketing Studies*, 5(1),43-48
Oladejo M & Akanbi .T (2012). Bankers perceptions of electronic banking in Nigeria: A review of post consolidation experience. *Research Journal of Financial and Accounting.*3(2), 1-11.
Oliver, R.L. (1999). Whence consumer loyalty.*Journal of Marketing*, 63(4) (special issue), 33-44.
Palmer, A. (1995). The effects of gender on the development of relationships between Clients and financial advisers.*International Journal of Bank Marketing*, 13(3),67- 90.
Rust, R., & Zahonk, A. (1993). Customer satisfaction, customer retention, and market share.
Sharp, B., & Sharp, A. (1997). Loyalty programs and their impact on repeat-purchase loyalty patterns, International *Journal of Research in Marketing,* 14(5), 473-486.
Stauss, B., Schmidt, M., &Schoeler, A. (2005). Customer frustration in loyalty programs, *International Journal of Service Industry Management*, 16(3), 229-252.
Singhal, D & V. Padhmanabhan (2008). A Study on Customer Perception Towards internet Banking: Identifying major contributing factors. *The Journal of Nepalese Business StudiesV(1)*,101–111.
Smith, P. R & D Chaffey (2001). E–marketing excellence: at the heart of e business. Butterworth Heinemann, Oxford U. K.
The Banker (2015). 5 Banks own 60% assets of Nigeria's Banking Sector.The Banker 10 April,1-3
Turban, E; Veihland, D & Lee, J (2006). Electronic Commerce: A Managerial Perspective. New Jersey:PrenticeHall
Verhoef, P. C.(2003). Understanding the effect of CRM efforts on customer retention and customer share development. *Journal of Marketing* 67(4), 30–45.