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DETERMINANTS OF CUSTOMER SATISFACTION IN NIGERIAN BANKING INDUSTRY

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Abstract

The inability of banks to address frequent customer complaints ranging from poor service delivery and other inconveniences confronting bank customers has generated a lot of ill feelings among customers about the quality of service delivery in Nigerian banking sector. This study examines the determinants of customer satisfaction in Nigerian banking industry. The Chi-square and factor analysis were employed as the techniques of analyses. The latter technique aimed at emphasizing the priority ranking of the factors in order of their importance to customer satisfaction in Nigeria; being the gap existing in the empirical study. With the adoption of survey method, one hundred and seventy-one respondents were involved in the survey through the administration of the structured questionnaire. Reliability and validity of the research instrument were ascertained with the use of the Cronbach's Alpha tests and the Pearson Product Moment Correlation Coefficient respectively. The results obtained imply that service quality, corporate image, perceived value and service charge determine bank customer satisfaction. Finding further indicates that service quality is the prime among other factors that determine customers' satisfaction. Banks should ensure excellent service quality to all customers at all times. It is expedient for the banks to ensure good corporate image and distance their entity from any activity that can smudge their image; customers should always be seen as the king, the costumer perception of the value of banking and bank charges should be fair and commensurate with service rendered.

Key Words: Bank Service Quality, Corporate Image, Customer Satisfaction, Perceived Value, Service Charge

1. Introduction

There has been a paradigm shift from traditional banking to electronic banking which is driven by the technological innovation, market uncertainty, and competition. This development has raised the bar of customer expectations leading to a high quest for customer satisfaction. The importance of customer satisfaction for firms has been discussed over the years (Zalatar, 2012). In the marketplace, businesses compete for people to patronize their products and services, this made customer satisfaction a key factor and element in business strategies. This situation has encouraged the consideration for the understanding of determinants of customer

satisfaction more than ever before, and with the knowledge of its importance, firms continue to search for information on the factors that will make a customer satisfied. Although the literature is replete with mixed findings regarding what actually determines customer satisfaction (Akanni, Olonade & Iduma, 2014).

Banks like any other business enterprise is floated to achieve profit, a goal that is unattainable without the profitable customer. Survival and continuity in existence can only be possible when profit is made in business. Today, banks' survival in a competitive and global financial market is premised on how satisfied the customers are (Cohen, Gan, Yong & Choong, 2006; Ishaq, 2011). Bank customer satisfaction can be regarded as the ability of the bank to fully meet its consumer anticipation (Bloemer, Ruyter, and Peeters 1998). In Nigeria, banks provide some products and service to their customers. Banking services include mobile banking, SME banking, internet banking, SMS banking, credit card, ATM services, foreign currency account, locker service, and loan and advances (term loan, car loan, education loan etc. They also offer corporate banking, loan syndication, real-time online banking for corporate customers.

In today's globalized and borderless market, customer dissatisfaction poses a challenge for the survival and growth of all firms (Boohene & Agyapong, 2011). The Nigerian banking industry in the years back was not like today, banking operation and or transaction now are more complex with high expectations by customers of banks. According to Odusina (2014), in the recent time, the complexity of human demand and or business transaction informed the influx of customers in and out of banking halls, which in one hand requires either the need for additional hands or stretching the services of the available staff on the other hand. The inability of banks to address this issue has generated a lot of ill feelings among customers about the quality of service delivery among others which has led to frequent customers complaints on poor service quality, cloudy bank atmosphere, crowded banking halls, poor customer-staff relationship, unreasonable interest rates and charges, unavailable and inconvenient services, unavailability of ATMs, among others are some of the challenges confronting bank customers thereby causing dissatisfaction among customers.

In view of the above-mentioned ill-feelings among customers and in tandem with the objective thrust of this study, which is to examine the factors that determine customer satisfaction in Nigerian banking industry. Also, none of the previous research has observed the ranking of these factors in order of their importance to customer satisfaction. These studies discussed on the presumed factor(s) as it affects customer satisfaction. Apart from looking at the factors that are responsible for customer satisfaction in Nigerian banking sector, the study considered the factors that have the highest priorities or ranking order of importance using principal component of factor analysis; being the gap existing in the study. This will be of benefits to all the

stakeholders through enrichment of the literature in several ways: first, the study will be of high significance to the general body of knowledge and provides empirical outcomes for the determinants of customer satisfaction in the Nigeria banking industry. Secondly, this research enhanced customer relationship management in the contemporary banking system by increasing understanding of the factors such as service delivery, handling customer complaints in a timely manner, etc. that can determine customer satisfaction. For banks, its worker's customer relationship management unit to recognize factors that determine customer satisfaction; they can reposition customer relationship management system in order to manage these factors for the probability of success of the industry.

2.0 Literature Review

Customer satisfaction can be seen as the status of satisfaction derive which will differ from person to person through the systematic evaluation of how products and services of a company meet up or exceed user expectation. Satisfaction is the outcome of a number of both psychological and physical factors which associate with satisfaction behaviours. Kotler (2000) defined satisfaction as 'a person's feeling of pleasure or disappointment ensuing from the judge against the outcome of a product or service in relations to the end user expectations. Consumers deem it fit to compare the utility derive and their expectations. This comparison results in three types of consumers: dissatisfied customers are in the category where the service delivery below their expectations; a satisfied customer is when the outcome of service is beyond their anticipation while indifferent consumers, when the outcome and the anticipated goal is at par. Overall satisfaction is the outcome of customer's evaluation of a set of occurrences directed towards the specific service provider.

Customer satisfaction has become a top priority of organization, especially bank to stand the test of increased competition in order to stand firm among others (Haron et al. 1994). Satisfaction is a post purchase evaluative finding related to a particular purchase assessment (Churchil & Suprenant, 1992). The customer satisfaction is indispensable for the continued existence of any profit oriented firm. Constant measurement of satisfaction level is necessary with use of the systematic approach that can help the organisation to accomplish customer satisfaction by providing the actual needs and wants of consumers (La Barbera & Mazursky, 1983). Pairot (2008) defined customers' satisfaction as 'the firm's capacity to provide psychological needs of its customers'. In the words of Oliver (1981), it is 'the summary psychological state resulting when the emotion surrounding disconfirmed hope tied with the consumers' perception of the consumption experience. The existing literature shows that customer satisfaction is highly affected by many factors borne out of the fact that the organizational context influences organization setup (Gan, Clemes, Wei & Kao, 2011; Uddin & Akhter, 2012; Odusina, 2014; Abdullah, Manaf, Yusuf, Ahsan & Azam, 2014).

Service Quality

Service quality is an important primary concern of every service organization (Abdullah, Manaf, Yusuf, Ahsan&Azam, 2014).Service quality entails the seeming quality of a given service will be the result of an assessment procedure in which customer judgment against the outcome of service delivery and the anticipated goals that is, what he put forward to achieve and the actual service delivery received (Gronroos, 1984).Service quality could be as the variations amid customers' expectations about the service before its use and their observation in the receipt of the service. Quality factors vary from one to another in reference to the importance and their effect on the level of satisfaction received by consumers. It was found that specific activities like increasing the level of communication to the consumers also add more to customers-firm relations. On the other hand, it was reported that service quality is the subjective comparison amid what consumer demand and what they get (Gefan, 2002). The studies of Lee, Lee, &Yoo (2000), Buttle (1996) assumed that customer satisfaction is a function of service delivery.

According to Uddin & Akhter (2012), the five (5) measures of service quality yardsticks are below: Reliability: This is the ability to perform the promised service consistently and dependably. It also helps to assess the accuracy and credibility of bank services. The customer's perspective of service quality is to weigh the possibilities of banks in fulfilling the needs of customers promptly (Ashfaq, 2009). Responsiveness: Is a reflection of the willingness or readiness of employees to provide quick services to customers. Customers are very keen to employees' behavior in services industry especially in the banking industry that is why Gollway (1996) found that correct match between staff skills and customers' expectation resulted in better service quality towards customers. Assurance: This element indicates the employees' knowledge, courtesy and their ability to convey trust and confidence. Empathy: This element shows the magnitude of caring and individual attention given to customers. Ashfaq (2009) emphasized the importance of customer care and attention as a prerequisite of organizational effectiveness in the banking sector due to its dynamic and high competition in its business operations. In the banking sector, customer care and individual attention are indispensable for the better performance due to stiff competition. Bank customers considered empathy as an important dimension of service quality (Jabnoun & Al-Tamimi, 2003). Tangibility: This element shows the physical aspects of the services as physical facilities, the appearance of staff and facilities available for the delivery.

Service Charge

Over the past three decades, academics have devoted a great deal of energy to discussing and documenting the major aspects that define services. A prevalent theme of this research has been the characterization of 'services', particularly their cost. A service charge is a type of fee charged that enraptured services associated to

the actual product or service being purchased. In finance, service charge is named as the total sum of compensation giving to the service provider. It can be any variable sum of money paid by an individual which is payable, directly or indirectly, for services, maintenance or improvements of service. Service price is established by numerous aspects such as the willingness of the buyer to pay, willingness to accept, costs, mark-up, legal environment, intensity of competition, price, substitute products etc. (Voss, Parasuraman &Grewal, 1998).

Corporate Image

The idea of corporate image is certainly not new as it has been reported by numerous authorities (Christensen &Askegaard, 2001). Corporate image can be defined as a particular type of feedback from those in a given market concerning the integrity and personality claims that the organization makes (Cretu & Brodie, 2007). It is the impression held by an individual or a group towards an organisation. It is variedly defined as a critical assessment of the current outlook which can be viewed in three ways: (1) Perceptions, a mental picture or impressions of a firm in the mindset of people; (2) Cognitive view and (3) Beliefs and feelings. The organisational behaviour literature centered on 'organisational picture' and observes the way others see the organization (Dutton and Dukerich, 1991). Balmer (1998) described corporate image as an outlook portraying an organisation to the general public. Similarly, sociologists discuss business organization picture as a sense of its ability (Alvesson, 1990). The marketing literature conceptualises company image mostly from the perception of beneficiary (Grunig, 1993) i.e. image is located in the minds of individuals and cannot be judge by the organisation itself (Brown, 1998; Stern et al., 2001).

Perceived Value

Perceived value is customers' emotional assessment regarding the product and services about the utility derived compare to the consumer goals. In recent times, value perceptions have been the focus of marketing researchers toward clarification of consumer fulfillment and dependability (Lin and Wang, 2006). To assess value perception customers, consider perceived benefits relative to sacrifice (Lee, Yoon, & Lee, 2007). Except monetary sacrifice perceived value appraisal comprises of psychological approach and non-monetary costs such as search cost, transaction cost, negotiation cost, and consumption of time (Kuo, Wu, & Deng, 2009; Chen and Tsai, 2008). Various studies on the impact of value/pricing on customer satisfaction have been empirically discussed by scholars. Matzler, Wurtele, and Renzi (2006) described the position of price as the factor that determines purchase and after the purchase process. Prior research in value-satisfaction interaction includes price policy, money-back guarantees (Heskett, Sasser, & Hart, 1990), low and fixed prices

and fair and honest pricing (Ayres and Nalebuff, 2003). The results of these studies are similar, where “good” value (price) causes an increase in customer satisfaction. Value perceptions are considered to be the result of a cost benefit trade-off (Zeitharnl, 1988), that compares the price customers have to pay for the quality they receive (Monroe, 1990).

Customer Satisfaction in Nigeria Banking Industry: The First Bank of Nigeria Plc Perspective. The Banking sector in Nigeria commenced its full operation as far back as 1952. Since then, the industry has witnessed a lot of changes which have affected customer level of satisfaction. Globalization brought sporadic transformation in the manner services were rendered to customers and electronic banking services promote and possess challenges to effective service delivery that transcends to customers' satisfaction. The adoption of Electronic banking in First Bank of Nigeria Plc was an attempt to offer satisfactory services to customers. From the introduction, its application for e-banking to a more conducive atmosphere, the bank is positioned to deliver maximum satisfaction to her teeming customers

Theoretical Framework

Vroom's theory is founded on the assumption that people prefer certain outcomes from their behaviour over others. It was anticipated that feelings of satisfaction should be the preferred outcome. It emphasizes on the tendency to predict the possible outcome of behaviour. The expectation theory is all about self-indulgency and satisfaction as an individual seek to improve their pleasure and reduces distress. If generalized, the expectations theory could serve as predictor of human behaviour within a particular period, where they have to choose between two and more alternatives. Expectancy theory believes that human being is urged to display certain behaviour and character in ways that produce preferred mixture of anticipated results. Perception plays a central role in expectancy theory because it emphasizes tendency to anticipate likely consequences of people disposition. The theory of expectancy theory is entrenched by principle of hedonism. Hedonistic people strive to maximize their self-gratification and satisfaction and reduce their suffering. Generally, expectations theory can be used to predict human disposition in any situation and allow choices to be made.

Disconfirmation theory argues that 'satisfaction is seen as degree of uncertainty that occurs as a result of comparing between service performance and expected output:

The meta-analysis that the disconfirmation paradigm is the best predictor of customer satisfaction. Ekinici (2004) cites Oliver's updated definition on the disconfirmation theory, which states satisfaction is the guest's fulfillment reaction. It is a judgment that a product or service feature providing a pleasurable level of

consumption-related fulfillment. Other study shows how the service was delivered is more important than the result of the process leading to that service, and discomfort towards the service often simply occurs when guest's perceptions do not meet their expectations.

Empirical Review

It is germane to refer briefly to the previous studies and research in the related areas of customer satisfaction to find out and to fill up the research gap, if any. A review of studies on the determinants of customer satisfaction in the banking industry (Anderson and Sullivan, 1993; Levesque and McDougall, 1996; Cohen, Gan, Yong, & Choong, 2006), identified some of these determinants. In the study conducted in Sweden by Anderson and Sullivan (1993) it was revealed that there is positive relationship between perceived service quality and bank customers' satisfaction. Anderson and Sullivan's (1993) findings are consistent with observation that service quality brings customer satisfaction.

Levesque and McDougall (1996) examined the factors that determine customer satisfaction in retail banking (Canada). The sample size of 325 respondents with 17 items to determine service quality using 7 –Likert scale while factor analysis and regression analysis were employed as technique for analyses. The results showed that, service quality dimensions (e.g. getting it right), service features (e.g. competitive interest rates), service problems, service recovery and products used are significant. The study established that service problems and the bank's service recovery ability have a major impact on customer satisfaction and intentions to switch.

Kangis and Voukelatos (1997) revealed in the study on the perception of service quality and expectations among the bank customers in Greece with personal interview carried out to 163 respondents. The findings showed that 'quality expectations' and 'evaluation of services received' are more operational and effective in the private sector than in the public sector.

Lassar (2000) examined the effect of service quality on customer satisfaction in South American banks. Another research objective was to examine the value of disjointedly evaluate customer satisfaction from the perspective of well-designed facets of the service demand and delivery processes. For the primary survey, samples of 80 respondents were chosen and Ordinary Least Square (OLS) regression was employed for the analysis. The results showed that functional quality was positively influencing each of the satisfaction measures.

Abdullah and Rozario (2009) carried out research on influence of service quality on

customer satisfaction. 149 questionnaires were dispersed to the respondents in popularly known Hotel in Malaysia. Psychometric testing is conducted to determine the reliability and validity test of the questionnaire. The finding shows significant relationship between service quality and customer satisfaction.

Addo and Kwarteng (2012) assess the factors that can determine customer satisfaction and the quality of service offered by private banks in Ghana, using the service quality dimensions through questionnaires dispersed to 140 respondents by taking measure from their perception on five dimensions of service quality as regards their banks using factor and correlation as technique for analyses and the results indicate that all the five dimensions of service quality influence customer satisfaction in retail banks in Ghana.

3.0 Methodology

The target population for the study was male and female customers maintaining individual or corporate account with First Bank Nigeria Plc in Osun State. Survey design is adopted for the study. The exercise was carried out through the administration of questionnaire on customers of FBN in Osun State, Nigeria. Osun State is a nascent commercial centre in Southwest, Nigeria with numerous developments. It is among the youngest states in Southwest with over 1.2 million people.

There were eighteen branches of First Bank of Nigeria Limited in Osun State and the sample size of the study was made up of four branches of First Bank of Nigeria Limited in Osun State which were randomly chosen from the four sub-groups (Oyo sub-group, Ife sub-group, Ijesha group and Igbomina sub-group) locations in the State. The study made use of both convenience and purposive sampling techniques to select participants in the study with fifty (50) respondents from each of the branches along these categories of customers' status (business men/ traders, artisan, salary earners, and students) and cut across gender status. Therefore, the total sample size of respondents was 200 respondents (customers).

The purpose of this research is the determinants of customer satisfaction as measured by four variables namely Service quality (reliability, responsiveness, assurance, empathy, and tangibility), service charge, corporate image, and perceived value. The survey adopted the administration of questionnaire on the field to customers of First Bank Nigeria Limited. The questions were close-ended to aid the respondents in the filling. They were issued to the customers of First Bank Nigeria Plc. The questionnaire as research instruments were into two (2) sections: Section A: Demographic variables, to capture detailed profile of the respondents (customers) and Section B: Bank customer satisfaction to be measured by a seven (7) scale

instrument of Amoah-Mensah (2010) with 21 items. In this study, respondents were asked to rate their opinion on the seven (7)-point scale (1 indicating very dissatisfy and 7 indicating very satisfy). The instrument was piloted in order to validate its content. It involves the use of questionnaire in collecting data from selected First Bank customers.

The responses of the participants were analyzed through statistical package for social sciences (SPSS 21) for accuracy of estimates and devoid of mechanical computations that are prone to error. The techniques of analyses hinge on the Chi-Square and the Factor Analysis. The former method is to conduct a first order condition of significance of each variable that determine customer satisfaction while the latter; through its principal component variants, is to further reinforce which of these variables rank highest and lowest in succeeding order of importance to customer satisfaction in First Bank of Nigeria Plc in Osun State. As way of robustness of research instrument employed for this study, both reliability and validity test were conducted. The former test was conducted through the use of the Cronbach Alpha (α) reliability test while the latter test was performed by the correlation test of Pearson Product Moment Correlation Coefficient (PPMCC). These tests have been ascertained to be the most superior of reliability and validity tests (Asika, 2001).

4.0 Results and Discussion

This section discusses the empirical results for this study. There are two Hundred structured questionnaires administered to our targeted respondents who are the business men, traders, artisan, salary earners, and students.

However, there are one hundred and seventy-one (171) usable questionnaires from the one hundred and eighty-six (186) returned. With eighty six percent (86%) of the questionnaire available for analysis, this is considered sufficient for empirical analysis and do not demand that the questionnaire is discarded or call for its re-administration (see Table 1 below).

Table 1: Analyses of Administered Questionnaire

Questionnaires Administered	Questionnaire Returned	Questionnaire Usable	% of Used Questionnaire
200	186	171	86%

Source: Field Study (2016)

For its reliability, the estimate obtained for the Cronbach's Alpha is 0.962; which is far greater than the required benchmark of 0.75 (Asika, 2001). Also, the validity test for this study is obtained through the Pearson Product Moment Correlation Coefficient (PPMC) with a value greater than 0.7. This suggests that the instrument

of analyses employed for this study is both reliable and valid and it is the most appropriate for a study such as this. More so, the rate of usable questionnaires from the number of questionnaires administered is 86 percent.

This further reinforces the reliability of the instrument employed for the analyses of this study (see Table 2 below).

Table 2: Reliability Test (see Appendix

Cronbach's Alpha			No of Items	
0.962			22	
Validity Test (PPMCC)				
	SERVQUA_EXP	BANK_IMAGE	FEE_CHARGES	VALUE_SATISFY
SERVQUA_EXP	1	0.956	0.893	0.926
BANK_IMAGE	0.956	1	0.945	0.962
FEE_CHARGES	0.893	0.945	1	0.950
VALUE_SATISFY	0.962	0.962	0.950	1

Source: SPSS Output Correlation is significant at the 0.01 level (2-tailed)

Table 3 above describes the demographic characteristic of the respondents ranging from sex, age group, marital status, educational status and category of customer patronizing the bank in order to justify their suitability for this study. The male counterpart shares the highest volume of the respondent with 56.1% above female respondent of 43.9% although the difference is not that wide but shows men patronize banks than women because of their prominent role in business activities and as breadwinner of family. The majority of the respondents are married with 56.7% while 43.3% are single this could be as a result of student respondents. The responses for the educational qualification are 17.5% for those having SSCE. They have vast experience in their various area of occupation while those with qualification from OND/NCE, B.Sc/HND to Postgraduate/Masters/Professionals with 28.1%, 40.9% and 13.5% respectively shows the percentage of customer who can provide full detail about customer satisfaction and quality of service derive from bank.

Demographic Characteristics

Table 3: Respondents' Demographic Characteristics

Sex		
Gender	Frequency	Percentage
Male	96	56.1
Female	74	43.9
TOTAL	171	100

Determinants of customer satisfaction in Nigerian Banking Industry

Age group	Frequency	Percentage
15-24	38	22.2
26-40	50	29.2
41-55	40	23.4
56-65	28	16.4
66 and above	15	8.8
TOTAL	171	100
Marital Status		
Status	Frequency	Percentage
Single	74	43.3
Married	97	56.7
TOTAL	171	100
Educational Status		
Qualification	Frequency	Percentage
School Cert/HSC	30	17.5
OND/NCE	48	28.1
BSc/HND	70	40.9
Post-graduate/Professional	23	13.5
TOTAL	171	100
Category of Customer		
Category	Frequency	Percentage
Business man/Traders/Consultants	50	29.2
Student	45	26.3
Salary earners	76	44.4
TOTAL	171	100

Source: Field Study (2016)

The elicited responses on category of customer show that about 44.4% of the respondents are salary earner while 29.2% and 26.3% are businessmen and student respectively shows that the state is more of civil service because of its nascent commercial nature and still among the youngest state although there is improvement as the percentage of business owners and self-employed are gradually increasing. This has shown an improve standard of living in the state. Other explicit response from the age group show that 22.2 %, 29.2% and 23.4% are within the age group of 15-25, 26-40 and 41-55 respectively show that the active age group takes higher percentage in the population density in Osun despite being the youngest and nascent commercial center while 16.4% and 8.8% are of the aged age group within 56-65 and 66 and above respectively where both are moving toward retirement and inactive age.

Hypothesis Testing

This section considers the five hypotheses which are below stated. We hinge each hypothesis on a given research question and we employ the seven Likert Scale of Strongly Satisfied (SS), Satisfied (S), Somehow Satisfied (SHS), Indifference (I), Somehow Dissatisfied (SHD), Dissatisfied (D), Very Dissatisfied (VS) also the Chi-Square techniques is employed to empirically examine the determinant of customer satisfaction in First Bank Nigeria Osun State. The hypotheses are as follow:

Hypotheses

- H₁:** Service quality positively affects customer satisfaction
Question: To what extent can service quality affect customer satisfaction?
H₂: Corporate image has a positive impact on customer satisfaction
Question: What is the impact of corporate image on customer satisfaction?
H₃: Perceived value has a positive impact on customer satisfaction
Question: To what extent can perceive value influence customer satisfaction?
H₄: Service charge positively affects customer satisfaction
Question: What is the impact of service charge rate on customer satisfaction?

From the table 4 below there is an indication that about 94% of the respondents which are classified into 38.6, 46.8% and 9.4% are scaled on very satisfied, satisfied and somehow satisfied respectively whose responses are elicited on question one (1) agreed that service quality is key to customer satisfaction, 2.4% of these respondents against the view while 2.9% of the respondents remain indifferent; meaning that those in support of the view are more than those that are on contrary. For the case of research question two, 35.7%, 43.9% and 9.4% of respondents are very satisfied, satisfied and somehow satisfied respectively on the view that corporate image plays significant role in customer satisfaction while 5.8% are indifferent and 2.9%, 1.2% and 1.2% are somehow dissatisfied, dissatisfied and very dissatisfied respectively meaning that those in support of the view are more than those who against. From the respondents of question 3, the total of 16.5% are in contrary view that perceived value influences customer satisfaction whereas 27%, 32% and 21% that are very satisfied, satisfied and somehow satisfied respectively in support of the questions while 9% are indifference which shows that those in support are greater than those that are against. The total number of 89% of the respondents believe that Fees charges for transactions are reasonable from questions 4 while 6% is indifference and 5% are not satisfied with the fee charges.

Table 4: Analyses of Responses from Targeted Respondents

Hyp othe ses	Research Questions	VS (7)	S (6)	ShS (5)	I (4)	ShD (3)	D (2)	VD (1)	Tota l	Percentage (%)
1	To what extent can service quality affect customer satisfaction?	66(38.6)	80(46.8)	16(9.4)	5(2.9)	2(1.2)	1(0.58)	1(0.6)	171	100
2	What is the impact of corporate image on customer satisfaction?	61(35.7)	75(43.9)	16(9.4)	10(5.8)	5(2.9)	2(1.17)	2(1.2)	171	100
3	To what extent can perceived value influence customer satisfaction?	46(26.9)	55(32.2)	35(20.5)	15(8.8)	8(4.7)	7(4.1)	5(2.9)	171	100
4	What is the impact of service charge rate on customer satisfaction?	51(29.8)	75(43.9)	26(15.2)	10(5.8)	4(2.3)	3(1.8)	2(1.2)	171	100
	TOTAL								171	100

Source: Field Survey (2016). Note: VS denotes Very Satisfied; S= Satisfied; ShS= Somehow

Satisfied; I= Indifference; ShD= Somehow Dissatisfied; D= Dissatisfied; VD= Very Dissatisfied

The chi square estimation results are highly significant for all the questions. The X^2 has a statistics value of 281.053; 227.509; 104.456 and 198.690 for questions 1, 2, 3 and 4 values respectively coupled with probability values of 0.00 for all (see Table 5 below). The implication is that the alternative hypothesis that Service quality positively affects customer satisfaction while its null counterpart is rejected at the 5 percent level from the question one. Hence, we conclude that Service quality positively affects customer satisfaction.

More so, the alternative hypothesis for research question 2 which states that there is positive impact of corporate image on customer satisfaction was also accepted at the 0.05 significance level while null hypothesis was rejected. This also affirms that corporate image have significant impact on customer satisfaction. This position extends to the view of Bloemer, Ruyter and Peters (1988) which agreed that image of a bank has a clear, positive influence on service quality which the hypothesis one above confirmed related to customer satisfaction.

For the third hypothesis, the null hypothesis for research question 3 which states the impact of service charge rate on customer satisfaction was also rejected while alternative hypothesis is accepted. Meaning that service rate charge in the First Bank is moderate and positively affects customer satisfaction. This assertion is in line with the opinion of Lien & Yu- Ching (2006) perceived price fairness relate to different level intangible services has direct and indirect effect on customer loyalty in case of banks as a sign of customer satisfaction.

Lastly, the hypothesis four tested for perceived value has a positive impact on customer satisfaction which signifies acceptance of alternative H1 and rejection of Null hypothesis meaning that perceive value has a positive impact on customer satisfaction. This assert the opinion that Ayres & Naleburff (2003), Matzeler, Wurtele and Renzi (2006) had that the 'good' value (price) causes an increase in customer satisfaction.

Table 5: Chi-Square Estimations

Research Questions	Chi-Square Statistics	Prob. (Chi-Square)
SERVQUA SASTIS	281.053	0.00
BANK IMAGE	227.509	0.00
FEE CHARGES	104.456	0.00
VALUE SATISFY	198.690	0.00

Source: Field survey (2016).

N.B: Servqua_satis denotes: To what extent can service quality affect customer satisfaction?; Bank image denotes What is the impact of corporate image on customer satisfaction?; Fee charges denotes What is the impact of service charge rate on customer satisfaction? Value satisfy denotes To what extent can perceive value influence customer satisfaction?

In furtherance of this analysis, we conduct an analysis of the principal component factor analysis (see Tables 6A-6c below). From the results obtained, we found that service quality remains the major factor that contributes to customer satisfaction among others as the initial eigen value of other factors with values 0.11, 0.44, and 0.28 are discounted (see Table 6B) since they are less than one (1); being the benchmark while only that of service quality with value of 3.817 is identified. Also, the component matrix suggests that all these variables are well represented in the component but bank image represents the highest with 0.989 follow by perceived value represented with 0.983 which is also significant and fee charges 0.970 while service quality represents the least in the component matrix, however, this cannot be discounted as it has 0.966 component matrix.

Table 6A: Principal Component Analysis – Communalities

	Initial		Extraction
	Initial	Extraction	
Servqua_sastis	1.000	.933	
Bank_image	1.000	.978	
Fee_charges	1.000	.940	
Value_satisfy	1.000	.966	

Table 6B: Principal Component Analysis – Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.817	95.423	95.423	3.817	95.423	95.423
2	.111	2.787	98.209			
3	.044	1.089	99.298			
4	.028	.702	100.000			

Extraction Method: Principal Component Analysis.

Table6C:PrincipalComponent Analysis -Component Matrix^a

	Component	
	1	
SERVQUA_EXP	.966	
BANK_IMAGE	.989	
FEE_CHARGES	.970	
VALUE_SATISFY	.983	

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

4.3 Discussions of Findings

Findings from the survey results arising from the determinants of customer satisfaction in Nigerian banking industry, as noted in this survey, these determinants (service quality, corporate image, perceived value, and bank charges) continue to determine customer satisfaction in the banking industry in Nigeria using First Bank of Nigeria as study area. The finding of the study revealed that the combination of these factors (service quality, corporate image, perceived value, and service charge) determines bank customer satisfaction. Finding further indicates that service quality is the prime factor that determines customers' satisfaction and that the quality of service of any bank adds to customer retention and increased market share as whole. The finding corroborates with Lee, Lee & Yoo (2000); Bahia & Nantel (2000); Gan, Clemes, Wei & Kao (2011); Uddin & Akhter (2012); Odusina (2014); Abdullah, Manaf, Yusuf, Ahsan & Azam (2014), they reported the priority of service quality in the minds of customers.

Moreover, this finding has also revealed the strength of corporate image as a factor that determines bank customer satisfaction and this image has been formed in the mind of customers based on personal experience and report from people over time which has either encourage their stay or defection to another bank. The finding supports the opinion of Bloemer, Ruyter, and Peters (1998) and Chen & Chang (2005), they all affirmed the place of image of firm on customer's level of satisfaction.

Furthermore, the finding also established that perceived value is an important factor that contributes to customer satisfaction. If reality falls short of expectation, customer is dissatisfied and that was the opinion of Matzler, Wurtele, and Renzi (2006) when they described the role of price as the determinant during the purchase and after the purchase process. It was also found that service charge though not fully impactful but carries weight. Customers do not really see it as a determinant perhaps

because it was not too high a rate, otherwise, it would have turned to a dissatisfier. As observed by Lien and Yu- Ching (2006), when the service charge rate is unreasonable it creates effect whether directly or indirectly on customer loyalty which is a product of satisfaction. In summary, this finding shows that these four factors are inevitably relevant to the level of bank customers' satisfaction.

5.0 Conclusions and Recommendations

This study has empirically provided insight on the determinants of customer satisfaction in Nigerian banking industry. The findings of the study established that service quality, corporate image, perceived value, and service charge influence bank customer satisfaction. The finding revealed that the combination of these factors is relevant in determining a satisfied customer. Respondents are satisfied with the First Bank performance in their locality because of their ability to meet up with their expectations. The study also concludes that service quality is prime among other factors as the quality of service of any bank to her teeming customers contribute to customer retention and continued profitability of that bank. Also, it was revealed that bank image is significant factor as the image has been formed in the mind of customers based on personal experience and report from people over time which has either encourages their stay or defection to another bank. Perceived value is met in the words of respondents while expectations are met absolutely, thus customers in Osun State were satisfied with what they have as value for having the First bank as their bank. The fourth determinant 'service charge' was also significant to customers in this locality. Many were of the view that service charges are reasonable. The finding implies that First Bank of Nigeria Plc in Osun State is doing very well when it comes to customer satisfaction. With the importance attached to research and development, Banks should ensure excellent service quality to all customers at all times; it is expedient for the banks to ensure good corporate image and distance their entity from any activities that can smudge their image; customers should always be seen as the king and appreciate the value of banking and Bank charges should not be seen as exploitations by customers. In this light, it must be fair and commensurate with service rendered to them at a competitive rate.

5.1 Suggestions for Further Studies

This study was carried out in First Bank Nigeria Plc in Osun State, to represent Nigerian Banking Industry. This scope was limited to the selected First bank branches in Osun State, therefore, future studies should engage more banks and may engage the geopolitical zones or cosmopolitan cities in the country to represent the industry. Also, effort could be advance on covering other forms of banks outside deposit money banks such as development banks or other service industry such as insurance.

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