



St. Mary's ቅድስት ማርያም
University የኢክሰት
Committed to Excellence

St. Mary's University
School of Graduate Studies
Department of Business Administration

The Effect of Electronic Banking Service Qualities on Customer Satisfaction: The Case of Commercial Bank of Ethiopia

By: Beza Gezahegn
Advisor: Mesfin Tesfaye (PhD.)

July, 2025
Addis Ababa, Ethiopia

**The Effect of Electronic Banking Service Qualities on Customer
Satisfaction: The Case of Commercial Bank of Ethiopia**

**A Thesis Research submitted to St. Mary's University School of
Post- Graduate Studies in Partial Fulfillment of the Requirements
for Degree in Masters of Business Administration**

By: Beza Bezahegn

Advisor: Mesfin Tesfaye (PhD.)

July 2025

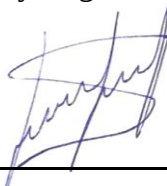
Addis Ababa, Ethiopia

Declaration

I, Beza Gezahegn, hereby declare that the thesis entitled: The Effect of Electronic Banking Service Qualities on Customer Satisfaction: In the Case of Commercial Bank of Ethiopia Kirkos District and Selected Branches submitted by me for the award of MBA program is an original work carried out by me and it has not been submitted previously in part or full to this or any other University for the award of any Degree or Diploma or Prize.

Beza Gezahegn

Name of student



Signature

July, 2025

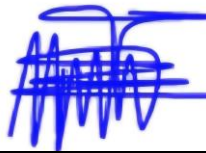
Date

Certification

This is to certify that the thesis entitled : The Effect of Electronic Banking Service Qualities on Customer Satisfaction: In the Case of Commercial Bank of Ethiopia Kirkos District and Selected Branches submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration from St. Mary's University and is a record of original research thesis carried out by Beza Gezahegn, under my supervision, and no part of the research thesis has been submitted for any other degree or diploma. The assistance and help received during this investigation have been duly acknowledged. Therefore, I recommend it be accepted as fulfilling the proposal requirements. _____

Mesfin Tesfaye (PhD)

Name of advisor



Signature

July, 2025

Date

ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**THE EFFECT OF ELECTRONIC BANKING SERVICE QUALITIES ON
CUSTOMER SATISFACTION: THE CASE OF COMMERCIAL BANK OF
ETHIOPIA.**

BY:

BEZA GEZAHEGN

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies

Signature



Mesfin Tesfaye (PhD)

Advisor

Signature



Ermias Moges (PhD)

External Examiner

Signature

Shoa Jemal (Asst. Prof.)

Internal Examiner

Signature

Acknowledgements

First, I would like to express my heartfelt gratitude to the Almighty God, the source of all wisdom, knowledge, and inspiration. I am grateful for the blessings and opportunities that have enabled me to complete this research. I would also like to extend my deepest gratitude to my supervisor, Dr. Mesfin Tesfaye, for his unwavering guidance, support, and mentorship throughout the research process. His constructive feedback and suggestions were instrumental in helping me refine my research questions, design, and methodology, and his encouragement and motivation enabled me to stay focused and committed to the project.

Furthermore, I would like to acknowledge the support and resources provided by St. Mary's University, which helped me to conduct this research. The university's commitment to promoting academic excellence and encouraging innovation has been instrumental in my research development. Lastly, I would like to extend my appreciation to the customers of Commercial Bank of Ethiopia Kirkos District and Selected Branches, who participated in this study and shared their valuable experiences and perspectives with me. Their willingness to participate in this research has contributed significantly to the validity and reliability of the findings, and has helped me to gain a deeper understanding of the complex issues surrounding Effect of Electronic Banking Service Qualities on Customer Satisfaction."

Table of Contents

Acknowledgements	i
Table of Contents	ii
List of Tables	vi
List of Figures.....	vii
Acronyms	viii
Abstract	ix
CHAPTER ONE: INTRODUCTION	1
1.1. Background of the Study	1
1.2. Statement of the Problem	3
1.3. Research Questions	5
1.4. Objectives of the Study.....	6
1.4.1. General Objective	6
1.4.2. Specific Objectives	6
1.5. Significance of the Study.....	7
1.6. Scope of the Study	8
1.7. Operational Definition of Key Words	10
1.8. Organization of the Paper	11
CHAPTER TWO: REVIEW OF RELATED LITERATURE	12
2.1. Theoretical Literature.....	12
2.1.1. Theory of Planned Behavior.....	12
2.1.2. The Technology Acceptance Model (TAM)	13

2.1.3. Disconfirmation Theory	14
2.1.4. Types of E-banking services.....	15
2.1.4.1. Internet Banking.....	15
2.1.4.2. Mobile Banking.....	16
2.1.4.3. Automated Teller Machines (ATMs).....	16
2.1.4.4. Point-of-Sale (POS) Systems	17
2.1.5. Determinant of Service Quality in the banking sector	17
2.1.5.1. Reliability	17
2.1.5.2. Responsiveness	18
2.1.5.3. Privacy and Security	19
2.1.5.4. Customer Service and Support.....	20
2.1.5.5. Transaction efficiency.....	20
2.1.5.6. System availability	21
2.1.6. Customer Satisfaction.....	21
2.2. Empirical Studies.....	24
2.3. Conceptual Framework of the Study.....	26
2.4. Research Hypothesis	27
CHAPTER THREE: RESEARCH METHODOLOGY	29
3.1. Research Design	29
3.2. Research Approach	30
3.3. Population and Sampling Design	30
3.3.1. Target Population of the study.....	30

3.3.2. Sampling Techniques	31
3.3.3. Sample Size Determination	32
3.4. Data Type and Sources.....	33
3.4.1. Primary Source	34
3.4.2. Secondary Source	34
3.5. Data Collection Technique	34
3.6. Data Collection Procedure	35
3.7. Data Analysis	36
3.8. Reliability and Validity	37
3.8.1. Reliability Test	37
3.8.2. Validity Test	39
3.9. Ethical considerations	41
CHAPTER FOUR: RESULTS AND DISCUSSION	42
4.1. Response Rate	42
4.2. Demographic Characteristics of a Respondent	42
4.3. Descriptive statistics.....	45
4.3.1. Descriptive Statistics of Reliability	45
4.3.2. Descriptive Statistics of Responsiveness.....	46
4.3.3. Descriptive Statistics of Privacy and Security.....	48
4.3.4. Descriptive Statistics of Customer Service and Support	49
4.3.5. Descriptive Statistics of Transaction Efficiency	50
4.3.6. Descriptive Statistics of System Availability	51

4.3.7. Descriptive Statistics of Customer Satisfaction.....	52
4.3.8. Descriptive Statistics of Combined Variables	54
4.4. Inferential Statistics.....	56
4.4.1. Correlation Analysis	56
4.4.2. Multiple Regression Analysis.....	59
4.4.2.1. Diagnostics Tests	59
4.4.2.2. Regression Analysis Results	62
4.5. Hypothesis Testing.....	69
4.6. Discussion on Results	71
CHAPTER FIVE: FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.....	74
5.1. Summary of the Study Findings.....	74
5.2. Conclusion.....	75
5.3. Recommendations	76
5.4. Future Research Area	78
References	80
Appendix I: Administered Questionnaire.....	88

List of Tables

Table 3- 1	Reliability Test Results	38
Table 3- 2	Validity Test Results	40
Table 4- 1	Demographic Characteristics of Respondents	42
Table 4- 2	Descriptive Statistics of Reliability.....	45
Table 4- 3	Descriptive Statistics of Responsiveness	46
Table 4- 4	Descriptive Statistics of Privacy and Security.....	48
Table 4- 5	Descriptive Statistics of Customer Service and Support.....	49
Table 4- 6	Descriptive Statistics of Transaction Efficiency.....	50
Table 4- 7	Descriptive Statistics of System Availability	51
Table 4- 8	Descriptive Statistics of Customer Satisfaction.....	52
Table 4- 9	Descriptive Statistics of Combined Variables.....	54
Table 4- 10	Correlation Results.....	57
Table 4- 11	Multicollinearity test.....	61
Table 4- 12	Model Summary	63
Table 4- 13	ANOVA Test	63
Table 4- 14	Multiple Regression analysis results	65
Table 4- 15	Hypothesis Test Results	71

List of Figures

Figure 2- 1	Conceptual Framework Model	28
Figure 4- 1	Linearity test	62
Figure 4- 2	Normality Test	62
Figure 4- 3	Homoscedasticity Test	64

Acronyms

ANOVA:	Analysis of Variance
ATM :	Automated Teller Machine
CBE:	Commercial Bank of Ethiopia
FAQs:	Frequently Asked Questions
PBC:	Perceived Behavioral Control
PIN:	Personal Identification Number
POP:	Point of Purchase
POS:	Point-of-Sale
SERVQUAL:	Service Quality
SMS:	Short Message Service
SPSS:	Statistical Package for the Social Sciences
TAM :	Technology Acceptance Model
TPB:	Theory of Planned Behavior
TRA:	Theory of Reasoned Action

Abstract

This study investigates the effect of electronic banking service quality dimensions on customer satisfaction at Commercial Bank of Ethiopia's Kirkos District and selected branches, employing a quantitative research approach and descriptive and explanatory research design with a sample of 364 active e-banking users. The analysis reveals statistically significant positive relationships between customer satisfaction and four key service quality dimensions: privacy and security ($\beta = 0.454, p < 0.001; r = 0.919$), reliability ($\beta = 0.249, p < 0.001; r = 0.810$), system availability ($\beta = 0.199, p < 0.001; r = 0.855$), and customer service support ($\beta = 0.154, p < 0.001; r = 0.785$). Notably, privacy and security emerged as the strongest predictor, accounting for the highest variance in customer satisfaction. The regression model demonstrated strong explanatory power, with an R^2 of 0.927 indicating that 92.7% of variation in customer satisfaction can be attributed to these service quality dimensions. Contrary to expectations, responsiveness ($\beta = -0.036, p = 0.129$) and transaction efficiency ($\beta = 0.058, p = 0.050$) showed no statistically significant impact. These findings suggest that CBE should strategically prioritize enhancing security measures, ensuring system reliability, and maintaining consistent service availability to optimize customer satisfaction. The study provides empirical evidence for service quality improvement in Ethiopia's banking sector while identifying areas for future research, particularly regarding the contextual factors influencing the non-significant dimensions.

.

Key Words: *Service Quality, Customer Satisfaction, Privacy and Security, Reliability, System Availability, Transaction Efficiency, Responsiveness*

CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

The global financial sector is experiencing a significant transformation due to rapid advancements in information and communication technology (ICT), shifting from traditional in-person banking to digital platforms known as electronic banking (e-banking). E-banking enables customers to conduct financial transactions electronically without direct human interaction, using internet-based or mobile channels (Shahriari, 2014). This shift is not merely about convenience but represents a fundamental restructuring of banking operations, competition, and customer engagement. The rise of e-banking is closely linked to globalization, as financial institutions must now operate across borders while providing seamless, 24/7 services (Turban, 2008). The banking sector, heavily reliant on ICT for data processing and service delivery, has become a key driver of the global economy (Wasike, 2016; Kwashie, 2012).

E-banking adoption is a worldwide phenomenon, influencing both developed and developing economies. Developing nations, in particular, can leverage lessons from advanced economies to accelerate their digital banking transitions (Classens, Glaessner, & Klingebiel, 2002). The expansion of e-banking channels such as ATMs, mobile banking, and internet banking—has revolutionized service delivery, offering customers unprecedented flexibility (Chang, 2003). This evolution has also reshaped banking marketing strategies, enhancing operational efficiency and profitability (Gonzalez, 2008; Mahotra & Singh, 2007). A critical factor in e-banking success is its impact on customer satisfaction, which is essential for maintaining a competitive advantage (Karjaluo, Mattila, & Pento, 2002). Satisfied customers are more likely to remain loyal, recommend services, and contribute to long-term profitability (Madavan & Vethirajan, 2020). In today's highly competitive banking environment, institutions must continuously innovate to meet evolving customer expectations (Kapila, 2001). The internet has played a pivotal role in this transformation, replacing manual banking processes with automated, digital solutions (Mols, 2000). Service quality models like

SERVQUAL (Zeithaml, 1988) have become instrumental in assessing customer satisfaction in digital banking, as they help banks refine their service delivery (Sumra et al., 2011).

In Ethiopia, the banking sector is gradually transitioning toward digital banking, following global trends (Garedachew, 2010). Financial institutions are adopting e-banking to reduce transaction costs, enhance service speed, and optimize distribution channels (Al Smadi, 2012; Wasike, 2016). Although online banking is still in its early stages, its adoption has grown significantly. For instance, while Ethiopia had around 5 million e-banking users in 2015 (Tsion, 2016), this number surged to over 15 million by 2020/2021 in the Commercial Bank of Ethiopia alone (CBE, 2020/2021). The rapid expansion of ICT in Sub-Saharan Africa, including Ethiopia, has revolutionized business operations, introducing cost-effective digital transactions and e-commerce (Abor, 2005). This shift has reduced geographical and regulatory barriers, fostering a more competitive financial landscape (Zafar et al., 2011). However, despite these advancements, Ethiopian banks must continuously assess e-banking service quality to ensure customer satisfaction and retention. Given the substantial investments in digital banking infrastructure, understanding customer perceptions of e-banking services is crucial for sustaining growth and competitiveness.

This study focuses on the Commercial Bank of Ethiopia (CBE), particularly its Kirkos District and selected branches, to evaluate how e-banking service quality influences customer satisfaction. As Ethiopia's largest bank, CBE plays a pivotal role in the country's financial sector, and its adoption of e-banking services significantly impacts customer experiences. With the increasing number of digital banking users, assessing service quality dimensions—such as reliability, efficiency, security, and user-friendliness—becomes essential. Prior research indicates that customer satisfaction in e-banking is driven by service quality (Zeithaml, 1988), and this study aims to validate these findings in the Ethiopian context. By examining CBE's e-banking services, the research will provide insights into how digital banking enhancements can improve customer satisfaction, loyalty, and overall bank

performance. The findings will contribute to policy recommendations for Ethiopian banks seeking to optimize their e-banking strategies in an increasingly digital economy.

This research bridges global e-banking trend with Ethiopia's banking evolution, focusing on CBE's Kirkos District to assess how digital service quality shapes customer satisfaction. The study's outcomes will offer valuable guidance for Ethiopian banks striving to enhance their digital offerings in a competitive and technology-driven financial landscape.

1.2. Statement of the Problem

The Ethiopian banking sector is undergoing a transformative shift due to the rapid adoption of electronic banking (e-banking) services. As customer expectations evolve, priorities have moved beyond basic financial security and savings interest rates toward demands for efficient, fast, and convenient service delivery (Kwashie, 2012). While e-banking has been introduced to meet these demands, its effectiveness depends heavily on the quality of service provided (Kwarteng, 2015). Despite the growing adoption of e-banking in Ethiopia, research on its impact on customer satisfaction remains limited, creating a significant gap in understanding the relationship between service quality and customer experience (Tsion, 2016; Sintayehu Zeleke & Dr. Sapana Chauhan, 2020).

Existing studies on e-banking in Ethiopia have explored various aspects but lack a comprehensive assessment of how service quality dimensions influence customer satisfaction. For instance, Philipos (2013) identified specific operational challenges—such as ATM malfunctions, lack of printed receipts, and network interruptions—that negatively affect customer satisfaction, but his study primarily focused on ATM and mobile banking, neglecting other critical channels like POS and internet banking. This narrow focus limits the broader applicability of his findings. Similarly, Belay and Deribie (2012) found that many customers did not perceive significant advantages in e-banking over traditional banking, suggesting that service quality may not be meeting expectations. Their study, however, did

not quantitatively measure the extent of this dissatisfaction or identify which specific service quality factors were lacking.

Further contributing to this gap, Yohannes (2010) examined internet banking adoption but emphasized demographic factors like education and occupation rather than service quality. He explicitly called for future research to investigate "the effect of e-banking service quality on customer satisfaction," highlighting the need for deeper inquiry into this relationship. Collectively, these studies reveal a critical limitation: while they address adoption challenges or specific e-banking functions, none provide a holistic analysis of how different service quality dimensions—such as reliability, responsiveness, efficiency, customer support, security, and system availability—collectively shape customer satisfaction (Daniel & Storey, 1997; Kwarteng, 2015).

The lack of such research is particularly concerning given Ethiopia's rapidly expanding e-banking sector and the increasing competition among banks (Fetu, 2019). Without a clear understanding of the service quality factors that drive satisfaction, banks risk investing in technology that fails to meet customer needs. This gap is especially relevant for the Commercial Bank of Ethiopia (CBE), the country's largest bank, which serves a massive customer base and is actively expanding its e-banking services. A focused study on CBE's Kirkos District and selected branches is crucial, as prior research has not examined localized service quality variations or their impact on customer satisfaction in this specific region.

Quantitative evidence further underscores the urgency of this research. For example, while ATM usage has grown, studies report that 42% of customers experience frequent transaction failures (Philipos, 2013), and only 31% believe e-banking offers superior convenience compared to traditional banking (Belay & Deribie, 2012). These figures suggest significant dissatisfaction, yet no study has systematically measured how improvements in service quality could reverse these trends.

This study aims to fill these gaps by assessing the impact of e-banking service quality on customer satisfaction, using a multidimensional framework that includes reliability, responsiveness, efficiency, customer support, security, and system availability. By focusing on CBE's Kirkos District and selected branches, the research will provide localized insights while contributing to broader academic and practical discussions on e-banking in Ethiopia. The findings will help CBE refine its e-banking strategies, enhance customer satisfaction, and maintain competitiveness in an increasingly digital financial landscape.

1.3. Research Questions

In light of the above stated problems, this study tried to answer the following research questions:

- ☛ To what extent the reliability of e-banking services significantly affect customer satisfaction at Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches?
- ☛ To what extent the responsiveness of e-banking services significantly affect customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches?
- ☛ To what extent the privacy and security of e-banking services significantly affect customer satisfaction at Commercial Bank of Ethiopia (Kirkos District and Selected Branches?
- ☛ To what extent the customer service and support of e-banking services significantly affect customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches?
- ☛ To what extent the Transactions efficiency of e-banking services significantly affect customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches?
- ☛ To what extent the System availability of e-banking services significantly affect customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of this study is to examine the effects of e-banking service quality on customer satisfaction at the Commercial Bank of Ethiopia specifically at Kirkos District and Selected Branches.

1.4.2. Specific Objectives

The following specific objectives were addressed in order to achieve the general objective of the study.

- ☛ To determine the extent to which the reliability of e-banking services significantly influences customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches.
- ☛ To assess the degree to which the responsiveness of e-banking services significantly impacts customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches.
- ☛ To examine the effect of privacy and security of e-banking services on customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches.
- ☛ To evaluate the effect of customer service and support provided through e-banking services on customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches.
- ☛ To investigate the influence of transaction efficiency of e-banking services on customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches.
- ☛ To analyze the impact of system availability of e-banking services on customer satisfaction at Commercial Bank of Ethiopia Kirkos District and Selected Branches.

1.5. Significance of the Study

1.5.1. General Significance

This research holds substantial importance as it investigates how the quality of electronic banking services influences customer satisfaction at the Commercial Bank of Ethiopia, with a particular focus on the Kirkos District and selected branches. The findings will play a crucial role in enhancing digital banking services, optimizing customer experience, and guiding strategic decision-making for CBE and similar financial institutions. Furthermore, the study adds valuable insights to the existing body of knowledge on e-banking in developing economies, serving as a reference point for future academic research and industry practices.

1.5.2. Specific Significances

For the Commercial Bank of Ethiopia

The study provides CBE with critical insights into how customers perceive the quality of its e-banking services. By identifying areas of strength and improvement, the bank can make data-driven decisions to refine its digital offerings, allocate resources more efficiently, and implement targeted strategies to boost customer satisfaction and loyalty. Given the localized focus on the Kirkos District, the findings will enable CBE to address region-specific challenges and tailor its services to better meet the needs of customers in this area.

For Other Ethiopian and Developing Economy Banks

The research offers valuable benchmarks for other financial institutions operating in Ethiopia and similar developing markets. By analyzing the factors that influence customer satisfaction in e-banking, these banks can adopt best practices to enhance their digital services, improve competitiveness, and attract a broader customer base. Additionally, the study's insights can guide the development of new e-banking features, ensuring they align with customer expectations and technological advancements.

For Academic and Research Purposes

This study contributes to the growing academic discourse on e-banking service quality, particularly in developing economies where digital banking is still evolving. By providing empirical evidence from the Ethiopian context, the research fills a gap in the literature and serves as a foundation for future studies. It also acts as a useful reference for students and researchers examining related topics, offering a framework for understanding customer satisfaction dynamics in digital banking..

1.6. Scope of the Study

Area Delimitation

The geographic scope of this study is specifically limited to the Kirkos District and selected branches of the Commercial Bank of Ethiopia in Addis Ababa. This focused area delimitation is justified by several factors. Firstly, it ensures the manageability of the research project, allowing for efficient data collection and resource allocation within a defined region. Secondly, Kirkos District is expected to be representative of the diverse socioeconomic groups and levels of e-banking adoption found in the city, providing valuable, focused insight into the customer experience. Practicality is another key consideration, as a defined geographical area facilitates easier access to participants and a controlled research environment. Lastly, this localized focus enhances the specificity and relevance of the study's findings, making them more directly applicable to CBE's operations in this particular area.

Concept Delimitation

This research is conceptually delimited to examining the direct relationship between e-banking service quality and customer satisfaction. The study will concentrate on several key e-banking service quality dimensions, namely service reliability, responsiveness, transaction efficiency, customer service and support, privacy and security, and system availability. Customer satisfaction will serve as the dependent variable, measured to assess the influence of these service quality elements. This focused approach allows for efficient data collection and analysis, establishing a clear framework for investigation. By focusing on these defined

variables, the study aligns with existing research on e-banking and ensures a relevant and focused examination of how specific aspects of service quality impact overall customer satisfaction, which is a crucial part of the research.

Methodology Delimitation

The methodological scope of this study adopted a quantitative research approach. Data collection was primarily involved the distribution and analysis of a survey questionnaire. The data collected was analyzed using descriptive and inferential statistical techniques. This methodological choice is justified by the need for efficiency in gathering data from a large sample of CBE e-banking customers within the defined area; this survey approach ensures the reliability and the generalizability of the findings. The quantitative approach also brings objectivity to the research, which is crucial to measure the impact of e-banking on customer satisfaction at CBE.

Time Delimitation

This study was conducted within a clearly defined ten-month period to ensure methodological rigor and practical feasibility. The research timeline was structured into five key phases to maintain an organized and efficient workflow. The first two months were dedicated to conducting a comprehensive literature review and developing the research proposal, laying the theoretical foundation for the study. The subsequent two months focused on survey instrument design, pilot testing, and obtaining necessary ethical approvals to ensure the validity and reliability of data collection methods. Primary data collection was strictly confined to months five and six, allowing for systematic gathering of responses from CBE customers while maintaining temporal consistency in the findings. The seventh and eighth months were allocated for data cleaning, statistical analysis, and interpretation using both descriptive and inferential techniques. The final two-month period was reserved for synthesizing results, drawing conclusions, and completing the thesis write-up.

This structured temporal delimitation served multiple critical purposes. It enabled efficient resource management while ensuring each research phase received adequate attention. The defined timeline also helped maintain the currency of findings in Ethiopia's rapidly evolving digital banking landscape. By setting clear temporal boundaries, the study balanced depth of investigation with practical constraints, ultimately enhancing the reliability and academic rigor of the research outcomes. The ten-month framework proved particularly valuable in preventing scope creep while allowing sufficient time for proper execution of all research activities from conceptualization to final reporting. The explicit limitation of data collection to a two-month window (months five and six) ensured temporal consistency in customer responses, minimizing potential variations that could arise from extended data gathering periods. This approach also aligned with academic best practices for medium-scale thesis projects, demonstrating how strategic time management can yield robust research outcomes within constrained timelines.

1.7. Operational Definition of Key Words

Electronic Banking (E-Banking):

E-banking refers to the electronic platform through which customers conduct financial transactions and services, including online banking, mobile banking, and ATM services (Gonzalez et al., 2019).

Service Reliability:

Service reliability is the ability of an e-banking service to perform the promised service dependably and accurately (Parasuraman et al., 1988).

Responsiveness:

Responsiveness refers to the promptness and willingness of banking staff or digital systems to address customer inquiries or resolve issues (Zeithaml et al., 1990).

Transaction Efficiency:

Transaction efficiency is defined as the speed and ease with which customers can complete banking transactions (Chong et al., 2010).

Customer Service and Support:

Customer service and support is the availability and quality of assistance channels (e.g., chatbots, call centers, in-app support) to guide users through e-banking processes (Ladhari et al., 2011).

Privacy and Security:

Privacy and security in electronic banking refer to the measures taken to protect customer data and ensure that transactions are secure from fraud and breaches (Poon, 2008).

System Availability:

System availability is the degree to which the e-banking system is operational and accessible to customers when needed (Bitner & Hubbert, 1994).

Customer Satisfaction:

Customer satisfaction is defined A quantitative assessment of how well e-banking services meet or surpass user expectations, typically measured through Likert-scale surveys (Oliver, 1980).

1.8. Organization of the Paper

The thesis is divided into five chapters. The initial chapter provides an introduction to the study, including a brief overview of the background of the study, problem statement, research questions, objectives, significance, scope, and organization of the paper. In the second chapter, the pertinent theoretical and empirical reviews of literature and conceptual framework relevant to the study are highlighted. The third chapter provides a description of the methodology and the variables used in the research. The fourth chapter reports on the results of the empirical data analyses. These include various analyses of the descriptive variables; and several test results of inferential analyses to show the effect and relationship among variables. The last chapter, Chapter Five, summarizes the major findings, gives conclusions with recommendations and finally insight into gaps for future research.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1. Theoretical Literature

The foundation of this study is based on the theories of Planned Behavior, Technology Acceptance Model and Disconfirmation theory

2.1.1. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) has been effectively utilized to predict users' acceptance of information technology (Amjad & Wood, 2009). This theory elucidates the relationships between an individual's attitudes and behaviors. Originally proposed by Ajzen (1985), the TPB enhances the predictive capabilities of the Theory of Reasoned Action by incorporating the concept of perceived behavioral control (Koger & Winter, 2010). As one of the most robust persuasive theories, TPB has been employed in various fields to examine the interactions among beliefs, attitudes, behavioral intentions, and actual behaviors, including advertising, public relations, advertising campaigns, and healthcare. The Theory of Planned Behavior (TPB) posits that an individual's behavioral intentions and actions are shaped by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control (Sniehotta, 2009). This framework aids in understanding the mechanisms that drive changes in people's behavior. TPB serves as an advancement over the earlier Theory of Reasoned Action proposed by Ajzen and Fishbein, as noted by Koger and Winter (2010). The evolution of the theory recognized that not all behavior is entirely voluntary and within conscious control, leading to the introduction of the concept of perceived behavioral control (PBC). In this context, "attitude" (ATT) refers to an individual's overall evaluation of the desirability or undesirability of a specific behavior. "Subjective norms" (SN) capture the perceived social or organizational pressures influencing a person's intention to engage in a particular behavior, while "perceived behavioral control" (PBC) conveys an individual's perception of how easy or difficult it is to execute a given behavior.

The Theory of Planned Behavior (TPB) has proven to provide a valuable theoretical framework for understanding and predicting the acceptance of new information systems

(Ajzen, 2002). In their meta-analysis, Armitage and Conner (2001) reviewed previous studies that utilized the TPB. Their analysis indicates that the residual effects of past behavior diminish when the measures of intention and behavior align closely. Moreover, this effect disappears entirely when intentions are robust and well-formed, expectations are realistic, and specific plans for implementing those intentions have been established. The primary conclusion drawn from this research highlights the effectiveness of the TPB while suggesting that further investigation into new variables is necessary to enhance the model's predictive power.

2.1.2. The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Bagozzi, Davis, and Warshaw (1992), is regarded as one of the most extensively utilized frameworks for understanding innovation adoption. This model has been employed in numerous studies to investigate the factors influencing individuals' adoption of new technologies. The sequential relationships outlined in TAM—namely, belief, attitude, intention, and behavior—facilitate the prediction of technology usage by individuals. TAM is essentially an adaptation of the Theory of Reasoned Action (TRA) in the context of information systems, positing that perceived usefulness and perceived ease of use are fundamental determinants of an individual's attitude towards their intention to utilize an innovation. Furthermore, this intention serves as a mediator for the actual use of the system. It is also noteworthy that perceived usefulness is believed to be directly influenced by perceived ease of use (Bagozzi et al., 1992).

The adoption of electronic banking systems has been explored through various theoretical frameworks, notably the Technology Acceptance Model (TAM). According to Hanafizadeh et al. (2014), the TAM posits that perceived usefulness and perceived ease of use are essential factors influencing the adoption and utilization of technology. Supporting this notion, Bankole et al. (2011) corroborate that these two determinants play a critical role in shaping user behavior towards electronic banking systems. In addition to the foundational constructs of TAM, several studies have extended its framework by incorporating additional variables that further influence system adoption. For instance, Chitungo and Munongo (2013) introduced

constructs such as relative advantage and personal innovativeness, while Hanafizadeh et al. (2014) emphasized the significance of perceived risk, perceived cost of use, and compatibility with lifestyle. Furthermore, Hsu, Wang, and Lin (2011) highlighted perceived security as another critical factor affecting user acceptance. Davis (1989) initially devised the TAM, which allows for the integration of external variables to better understand the determinants of perceived usefulness and perceived ease of use. This adaptability of TAM makes it a valuable framework for examining the complexities surrounding electronic banking adoption.

Moreover, the Technology Acceptance Model (TAM) posits that potential consumers have the freedom to act and make choices without restrictions. However, in reality, consumers often encounter various constraints that may inhibit their ability to act freely, such as the persisting reliance on traditional banking channels. As a result, many consumers have shifted towards adopting mobile banking over the past decade (Hanafizadeh et al., 2014). Furthermore, Yousafzai et al. (2010) argue that TAM is a superior model compared to others for understanding online banking behavior, underscoring its significance in exploring consumer adoption of electronic banking services. According to Jongu (2014), electronic banking services offer customers convenience and promptness, alongside cost savings. Additionally, banks are motivated to expand their market reach through the adoption of ebanking services. Kleijnen et al. (2004) noted that advancements in mobile technologies have presented financial institutions with opportunities to introduce innovative financial solutions.

2.1.3. Disconfirmation Theory

Disconfirmation theory posits that customer satisfaction is influenced by the extent and direction of the disconfirmation experience, which arises from comparing actual service performance to pre-existing expectations. Szymanski and Henard (2001) conducted a metaanalysis demonstrating that the disconfirmation paradigm serves as the most reliable predictor of customer satisfaction (as cited in Gardachew, 2010). Furthermore, Fang, Tian, and Tice (2010) reference Oliver's updated definition, which characterizes satisfaction as a fulfillment response from the customer. According to this definition, satisfaction encompasses

a judgment regarding the extent to which a product or service feature, or the product or service itself, has delivered (or is currently delivering) a pleasurable level of consumption-related fulfillment, including the nuances of under-fulfillment or over-fulfillment.

Karjaluoto, Mattila, and Pento (2012) note that one of the most widely recognized theories of satisfaction is the disconfirmation theory, which posits that satisfaction is influenced by the magnitude and direction of the disconfirmation experience that arises from comparing actual service performance against customer expectations. Essentially, satisfaction is derived from direct experiences with products or services, resulting from a comparison between perceived outcomes and a predefined standard. Research further indicates that the manner in which the service is delivered often holds greater significance than the actual outcome of the service process. Consequently, dissatisfaction frequently arises when customers' perceptions do not align with their expectations. Therefore, it is crucial for commercial banks to prioritize customer satisfaction to foster positive feedback and build a reputation. Additionally, satisfied customers can serve as a vital source of new business through referrals (Karjaluoto et al., 2012).

2.1.4. Types of E-banking services

In the banking sector, a variety of electronic banking delivery channels exist to facilitate the provision of services to customers. Key electronic channels utilized in e-banking services include internet banking, mobile banking, Automatic Teller Machines (ATMs), and Point of Sale (POS) systems for electronic fund transfers. These channels are essential in enhancing customer experience and providing seamless banking services (Onodugo, 2015).

2.1.4.1. Internet Banking

Internet banking refers to the use of the internet as a delivery channel for banking services, enabling customers to conduct various transactions remotely. These transactions may include account inquiries, printing statements, funds transfers, and payments for goods and services, all facilitated through electronic tools such as computers and smartphones, without the need to

visit a physical bank branch (Onodugo, 2015). This digital banking approach allows clients to manage a wide range of banking activities from the convenience of their personal devices. For example, customers can view their account balances, transfer funds between accounts, and pay bills electronically (Onodugo, 2015).

2.1.4.2. Mobile Banking

Mobile banking, also referred to as M-Banking or mbanking, encompasses a range of banking services that can be performed via mobile devices such as mobile phones or personal digital assistants (PDAs). These services include balance inquiries, account transactions, payments, credit applications, and other banking operations. Initial mobile banking services were delivered through SMS, commonly known as SMS banking. The adoption of mobile banking is particularly prominent in regions with limited infrastructure, including remote and rural areas, where traditional banking services may be scarce. In many of these locations, banks are primarily found in major cities, requiring customers to travel long distances to access banking services. Mobile banking services often encompass facilities for conducting both bank and stock market transactions, managing accounts, and accessing tailored information (Buse, 2007).

2.1.4.3. Automated Teller Machines (ATMs)

An automated teller machine (ATM) is an electronic device that enables bank customers to access their bank accounts through a secure communication method. The introduction of ATMs has significantly transformed the operational dynamics of bank branches, minimizing the necessity for customers to visit physical branches for routine banking transactions such as cash deposits, withdrawals, balance inquiries, and cheque deposits. With ATMs, banks can offer "Any Where and Any Time Banking" services, empowering customers to conduct transactions independently using their unique ATM cards and personal identification numbers (PINs) provided by the bank (Okechi, 2013). Customers can access ATMs from various locations within the country or globally at any time, resulting in reduced transaction times. Additionally, banks can utilize ATMs for promotional purposes by displaying products on the

screens. The setup cost for ATMs is significantly lower compared to that of traditional branches (Sumra, 2011).

2.1.4.4. Point-of-Sale (POS) Systems

A Point-of-Sale (POS) system, sometimes referred to as point of purchase (POP) or checkout, facilitates electronic payments for credit and debit cardholders at retail outlets. This service provides customers with a range of functionalities, including retail payments, cashless transactions, cash back options, balance inquiries, airtime transactions, and the ability to print mini statements (Sumra, 2011).

2.1.5. Determinant of Service Quality in the banking sector

In today's banking environment, the quality of service provided is crucial for achieving high levels of customer satisfaction. Johnston (1997) emphasized the importance of identifying the determinants of service quality to effectively evaluate and enhance customer perceptions of service quality. Drawing from existing literature, this study identifies six key dimensions of service quality as outlined by Zeithaml et al. (2002) and Santos (2003): reliability, responsiveness, privacy and security, Customer service and support, Transaction efficiency and System availability. These dimensions will be explored in the context of electronic banking services at the Commercial Bank of Ethiopia (CBE) to assess their impact on customer satisfaction.

2.1.5.1. Reliability

Reliability is a critical dimension of service quality that refers to the ability to perform promised services accurately and consistently. This includes aspects such as billing accuracy, proper record-keeping, and delivering services within the specified timeframe (Parasuraman, Zeithaml, & Berry, 1988). The construct of reliability encapsulates two primary concepts: dependability and uniformity in performance. It also signifies the importance of honoring commitments, particularly in areas such as billing accuracy and the promptness of service delivery (Saha & Zhao, 2005). Furthermore, reliability is defined as the correct technical

functioning of self-service technologies and the accuracy of service outcomes, making it a fundamental consideration in evaluating service quality (Zeithaml & Bitner, 2000).

Numerous studies have highlighted the significance of reliability in shaping customers' perceptions of service quality. For instance, Van Gorder (1990) asserted that reliability is the most critical characteristic evaluated by customers when assessing service quality. According to Zeithaml and Bitner (2000), the reliability of advanced technologies can greatly influence customers' perceptions, particularly as they may associate such technologies with inherent risks, including potential malfunctions (Sham Dasani et al., 2008). Additionally, Parasuraman et al. (1988) emphasized that service reliability is a vital determinant of overall service quality. Similarly, Van Gorder (1990) found that reliability stands out as the most crucial factor influencing service quality assessments. Research on the impact of technology on performance and reliability has also underscored its importance, noting that dependability is a key attribute (Davis et al., 1989; Davis et al., 1992). Finally, Dabholkar (1996) concluded that reliability and accuracy serve as appropriate metrics for evaluating technologically-driven services. Together, these findings underscore the vital role that reliability plays in ensuring customer satisfaction within electronic banking services.

2.1.5.2. Responsiveness

Responsiveness refers to the willingness of the service holders to help clients and to give instant service (Hitt et al., 2016). This measurement accentuates mindfulness and instantaneousness in managing client questions, solicitations, issues, and protests. Responsiveness is imparted to clients by the length of time they have to wait for assistance, answers to inquiries, or thoughtfulness regarding issues (Ramya, 2019). In other words, this service quality might be improved through responsiveness. This dimension focuses on the attitude and promptness in dealing with customer requests, questions, complaints, and problems (Hitt et al., 2016). It also focuses on punctuality, presence, and professional commitment of the employees or staff. Responsiveness can be calculated on the length of time customers wait for assistance, answers to questions, etc. (Ramya, 2019). The conditions of

responsiveness can be improved by continuously reviewing the process of service delivery and employees' attitude towards customers' requests (Ramya, 2019).

2.1.5.3. Privacy and Security

Assurance about security pertains to the degree to which a website ensures the safety of customers' financial and personal information, an area that has garnered considerable research attention (Kimery & McCord, 2002). Security can be enhanced by providing a comprehensive privacy statement and detailed information regarding the security of transaction mechanisms. Additionally, the display of logos from trusted third parties serves as a significant indicator of security assurance. Research indicates that such endorsements can significantly influence consumers' perceptions of e-vendor trustworthiness (Jiang et al., 2008). The assurance that banking activities are properly recorded and that account information remains confidential is critical for the adoption of electronic banking (Yang & Fang, 2004; Saha & Zhao, 2005). Security emerges as a fundamental factor influencing consumers' decisions to engage with Internet banking. Concerns regarding security are prevalent and often deter individuals from using online banking services (Madu, 2002). Research conducted by the American Bankers Association (ABF, 1997) revealed that security fears discourage both consumers and financial institutions from embracing Internet banking. Similarly, the Walls report (1997) highlighted that unless improvements are made in security measures, a greater number of households would hesitate to conduct online transactions.

In Australia, O'Connell (1997) noted that security concerns were pivotal in contributing to the slow uptake of Internet banking. Furthermore, Polatoglu and Ekin (2001) identified various risks—financial, physical, and social—as primary reasons for the sluggish growth in the use of Internet banking. Roboff and Charles (1998) found that while many individuals had limited understanding of the security risks associated with online banking, they still recognized the existence of these risks. Interestingly, their findings suggested that customers had strong confidence in their banks to protect their privacy but were less trusting of the technology used for online banking. Trout (1999) emphasized that security issues significantly hinder customers' willingness to use the Internet for financial transactions. The study concluded that

customers often do not perceive clear benefits from using the Internet for commerce and recommended an educational campaign to enhance the successful introduction of new Internet banking services. Cunningham (2003) further underscored that a primary challenge facing bank customers in the future is the fear of increased risks associated with online banking and financial transactions.

2.1.5.4. Customer Service and Support

Customer support encompasses both pre-sales and post-sales assistance. Prior to making a purchase decision, it is crucial for companies to provide support that can attract potential customers and create a welcoming environment, fostering a relationship akin to friendship rather than a mere business transaction. After customers have purchased services or products, it is essential for companies to address any issues that may arise and respond promptly to customer inquiries. This proactive approach not only enhances customer experience but also allows companies to improve their offerings based on customer feedback (Rangsan & Titida, 2013). In the electronic banking sector, the importance of support is amplified. Not all customers possess advanced technological skills, and many may require guidance on how to effectively use e-banking services. Furthermore, following transactions, customers may have lingering questions that need immediate answers. Hence, providing robust customer support is vital for ensuring customer satisfaction and loyalty in the e-banking context (Rangsan & Titida, 2013).

2.1.5.5. Transaction efficiency

Transaction efficiency refers to the ability of customers to access e-banking services, locate desired products, obtain associated information, and complete transactions with minimal effort. This concept encompasses several performance elements of e-banking, including up-to-date information, response time, download speed, comprehensive product information, tutorials or demonstrations, and help functions (Leelapong Prasut et al., 2005). From a customer's perspective, mobile banking services are considered effective when the system is user-friendly, well-organized, and requires minimal input from the customer (Sharma & Malviya, 2011). Specifically, the speed at which customers can access mobile banking

services, the flexibility of the user interface, and the responsiveness of the system to requests for banking information or transactions are crucial aspects that define the efficiency of mobile banking services (Ganguli & Roy, 2011).

2.1.5.6. System availability

Electronic banking offers a higher degree of convenience, allowing customers to access banking services anytime and anywhere. This ease of access, particularly through computers and other electronic devices, is often seen as a significant relative advantage (Polatoglu & Ekin, 2001). Furthermore, Gerrard and Cunningham (2003) identify various dimensions of service quality that influence customer satisfaction. They note that certain determinants serve primarily as satisfiers, such as attentiveness, responsiveness, care, and friendliness. In contrast, sources of dissatisfaction include issues related to integrity, reliability, responsiveness, availability, and functionality. Ainscough and Luckett (1996) underscore the importance of customer interactivity in attracting users to e-banking services. Gerrard and Cunningham (2003) further highlight that the effectiveness of e-banking innovations is closely linked to their ability to meet user needs through diverse features available on the bank's website. For example, the presence of interactive tools such as loan calculators, exchange rate converters, and mortgage calculators not only engages existing users but also captures the attention of potential users visiting the bank's website.

2.1.6. Customer Satisfaction

According to the classification by Jones and Sasser (1995), customers can be segmented into four categories: Apostles, Hostages, Mercenaries, and Terrorists. Apostles are characterized by high levels of satisfaction and loyalty, often leading them to recommend services or products to others. In contrast, Hostages exhibit low satisfaction but high loyalty, typically due to limited alternatives (Jones & Sasser, 1995). Mercenaries are characterized as highly satisfied but lacking loyalty, as they are inclined to switch providers for lower prices. Lastly, Terrorists display low satisfaction and low loyalty, often seeking alternative suppliers to voice their dissatisfaction (Jones & Sasser, 1995). Since the 1960s, numerous studies on customer

satisfaction have been conducted. Parker and Mathews (2001) posited that customer satisfaction has been fundamental to the marketing concept for over three decades. In 1962, Sprowls and Asimow developed a customer behavior model demonstrating that repeat purchases result from customer satisfaction with the offered product (Sprowls & Asimow, 1962). Cardozo (1965) further expanded on this by suggesting that customer satisfaction is determined by the effort expended to obtain a product combined with customer expectations. In the 1970s, researchers such as Anderson (1973) and Olshavsky and Miller (1972) investigated the relationship between customer satisfaction, expectations, and perceived product performance.

Customer satisfaction has been traditionally defined as —an evaluative judgment prior to making a choice about any particular purchase decision‖ (Oliver, 1980). Pairot (2008) articulated customer satisfaction as the company’s ability to meet the business, emotional, and psychological needs of its customers, acknowledging that satisfaction levels can vary significantly among customers based on differing attitudes and experiences. Churchill and Surprenant (1982) frame customer satisfaction within a —disconfirmation paradigm,‖ where it arises from the confirmation or disconfirmation of expectations based on the perceived performance of a product. As Oliver (1980) states, satisfaction is essentially a person’s feeling of pleasure or disappointment resulting from comparing a product's outcome to their expectations. In the banking sector, customer satisfaction can be seen as the extent to which banks meet customer expectations (Bloemer, Ruyter, & Peeters, 1998), and it reflects the feelings and attitudes that customers develop post-service interaction, which directly influences their purchasing behavior (Jamal & Naser, 2002).

Customer satisfaction is often perceived as a state of mind that customers adopt regarding a company when their expectations have been met or surpassed throughout the product or service lifecycle (Cacioppo, 1995; Kumbhar, 2010). This view suggests that satisfaction is a gradual process evolving from pre-exposure to post-exposure attitudes (Oliver, 1980) and serves as a crucial link between different stages of consumer buying behavior (Jamal & Naser,

2002). The concept of customer satisfaction has been framed by Boulding et al. (1993) as transaction-specific, while Anderson, Fornell, and Lehmann (1994) argue for a cumulative consumption experience perspective. These contrasting views imply that transaction-specific satisfaction arises from evaluations following individual purchasing experiences (Hunt, 1977; Oliver, 1977, 1980, 1993), whereas cumulative satisfaction emphasizes the overall evaluation based on extended consumer experiences over time (Johnson & Fornell, 1991; Fornell, 1992). Lenka, Suar et al. (2009) pinpoint customer satisfaction as a composite of cognitive and affective responses to service encounters.

Johnson and Gustafsson (2000) elucidate that service attributes provide benefits to customers, and these benefits fundamentally derive overall satisfaction. Thus, it can be inferred that greater benefits derived from a product correlate with higher satisfaction levels. Given the complexity of accurately defining and measuring customer satisfaction across different contexts, Oliver (1997) ominously remarked that —everyone knows what (satisfaction) is until asked to provide a definition. Then it seems, nobody knows. Customer satisfaction is defined as the utility derived by customers from products or services offered by an organization when those offerings meet or exceed their expectations. According to Ketema (2020), key drivers of customer satisfaction in the context of mobile banking include reliability, efficiency, privacy/security, responsiveness, empathy, and ease of use. Customer satisfaction is crucial as it serves as a significant competitive factor and an indicator of a company's profitability. Additionally, high levels of customer satisfaction can enhance a company's reputation and image, reduce customer turnover, and increase focus on meeting customer needs. Further, customer satisfaction can be conceptualized as a metric that business owners can utilize to manage and improve operational performance (Asfour & Haddad, 2014). A user-friendly mobile banking interface, which is easy to navigate, contributes to customer satisfaction by providing rapid service delivery. Research suggests that factors such as reliability and ease of use substantially influence customer satisfaction (Asfour & Haddad, 2014). However, it is also noted that financial institutions often overlook the importance of understanding customer expectations regarding the features they desire from banking services.

Recognizing these expectations is essential for establishing positive customer relationships and highlights the factors that banks and financial institutions should prioritize in enhancing their mobile banking services (Asfour & Haddad, 2014).

2.2. Empirical Studies

A lot of studies had been conducted by various scholars on e-banking service quality and also customer satisfaction. Against this background, several contributions have sought to delineate the domain of e-banking service quality and identify its dimensions and adopt service quality model as a basis to conceptualize e-banking service quality (Collier, 2008; Al-Smadi, 2012; Al-Jabri, 2012; Onodugo, 2015). In the study conducted on e-banking and customer satisfaction in Bangladesh by adopting SERVQUAL method to collect necessary data and found that the five service quality dimensions (reliability, responsiveness, assurance, empathy, and tangibles) have more contribution to satisfy the customers of e-banking in Bangladesh (Nupur, 2010). Another study conducted in Iran investigated the realization of electronic banking in improving Banks' customer and their findings revealed that E-services which are provided via various ways such as ATM, sale terminals, telephone banking, Internet and mobile, are among the customer needs and this means that the relationship between their development and customer satisfaction degree is a direct-linear relationship (Olanipekun, 2013).

In Africa, Oduro (2013) investigated factors that determine customer satisfaction level in banking institutions from Ghanaian Banking Industry. His study used factor analysis and found that three factors influence consumers' satisfaction level of the banks. These factors were found to be customer relation and service, staff competency and responsive and convenient banking (Oduro, 2013). Research done by Simon & Thomas (2016) was targeted to determine the effect of E-banking on customer satisfaction in selected commercial banks in Kenya. The finding shows flexibility and easy to use internet banking; convenience of mobile banking has great effect, but usefulness and friendliness has low effect on customer satisfaction. Further user friendly, ease of access, privacy and affordability of ATM affects

customer satisfaction (Simon, 2016). Nevertheless, there are limited numbers of studies were conducted in Ethiopia on the impact of E-banking services on customer satisfaction. Some of the studies are empirically reviewed below.

Kibrom (2010) studied on the relationship among service quality, corporate image, price, customer satisfaction, and service loyalty. The study found that Service quality, corporate image, and price were found to be determining customer satisfaction and service loyalty at the bank. The independent variables explained the dependent variable in 45.7%. Service quality has positive and significant effect on customers' satisfaction judgments (65.5%). As to the overall level of satisfaction of customers, majority of the customers (84%) are satisfied with the service delivery (Kibrom, 2010). Research conducted by Milion (2013) on the impact of EBanking on Customers Satisfaction in two private banks in Gonder city. His study revealed that majority of users of e-banking are the young, the educated, salaried and students but businessmen and women are not actively using the service. The finding also shows e-banking has impact in improving customer satisfaction by reducing waiting time for customers to get bank service and enable them to control their account movements (Milion, 2013). Ayana (2014) identified factors that affect satisfaction of customers of E-banking in the Ethiopian banking industry. 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 privacy and security, lack of legal and regulatory frame work, Lack of ICT infrastructure and absence of competition between local and foreign banks (Gemechu, 2012).

In addition, a research conducted by Sintayehu (2015) on the title impact of E-Banking on customer satisfaction on CBE, Dashen and Wogagen bank in Ethiopia. The study found that education level and age have statistically significant relation with customer satisfaction in Ebanking. In addition, reliability, efficiency and user-friendliness have great contribution for the improvement of e banking satisfaction in Ethiopia (Sintayehu, 2015). Worku (2016) found out that perceived usefulness and perceived user-friendliness have positive relationship with

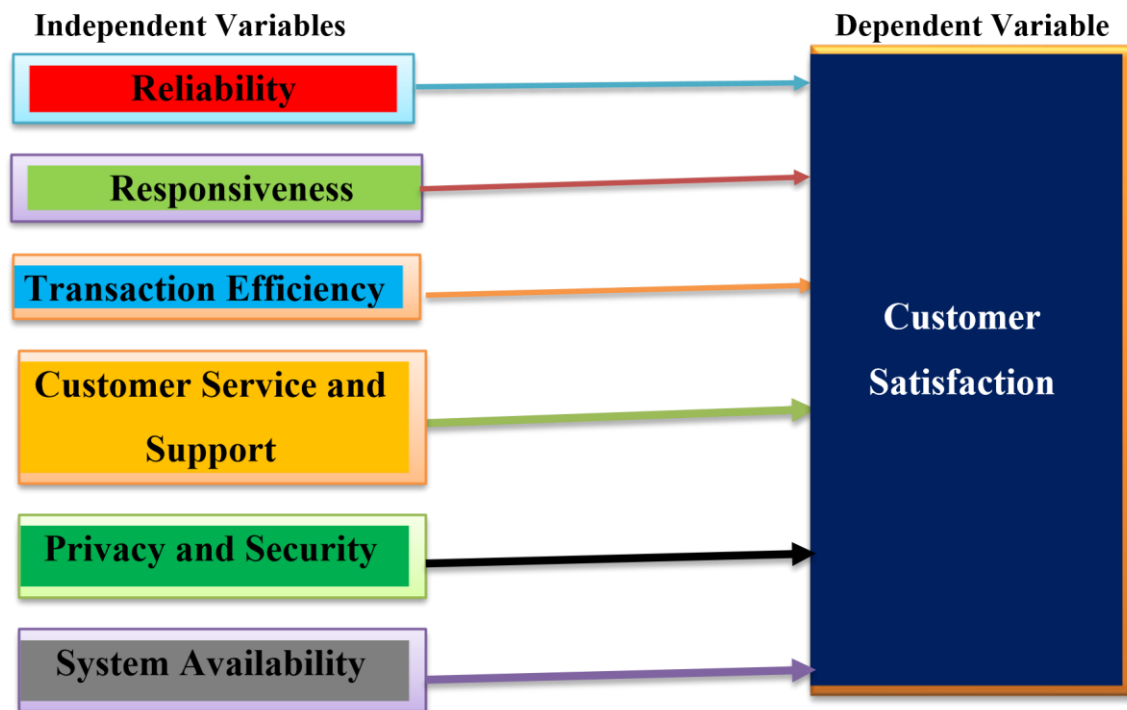
the satisfaction of customers for new banks' products especially mobile banking whereas perceived risk has negative relationship with the satisfaction of customers (Worku G, 2016).

A study conducted by Habte, et al (2015) revealed that the overall level of customer's satisfaction in the study area is low (38.85%) as compared those who were not satisfied (61.15%). The result of study showed that all most all factors included in the study were significantly associated with customer's satisfaction. The result of the study also revealed the predictor variables availability of connection service, attractiveness of bank facility, number of front desk(channels), managing waiting line, complain handling process, speed of service, waiting time, customers caring manner, giving improved and consistent service for their customers, employees handling customers with best interest and at heart, employees give promoting service for their customers, employees inspire confidence and trust, availability of modern equipment, engagement in occupation and distance were significantly associated with customers satisfaction. Despite of this sex, marital status, age, educational level, family size, monthly income, monthly expenditure and religion were not significantly associated with customer's satisfaction (Habte, 2015). According to the study conducted by Dawit and Adem (2018) on the effect of perceived service quality on customer satisfaction in private commercial banks of Ethiopia, the customers were agreed and satisfied on service quality dimensioned delivered by their respective banks. Multiple regression result showed that Empathy, Reliability and Responsiveness predicted 61.2% of variation on customer satisfaction (Dawit JB, 2018).

2.3. Conceptual Framework of the Study

Conceptual framework is a visual diagram that captures the main things to be studied that is the key factors, concepts, or variables and the presumed relationships among them. The literature review serves as the foundation for the conceptual framework of the variables influencing customer satisfaction. The lead investigator carefully reviewed the literature on the topic of the study before developing the conceptual framework. The distance between the independent and dependent variables is shown by the arrows. Customer satisfaction is the

dependent variable, and the independent variables are; reliability, responsiveness, transaction efficiency, customer service and support, privacy and security, and system availability. Based on the findings in the literature and articles, the following conceptual framework is established.



Source: Self Constructed by Referring Literatures (2025)

Figure 2- 1 Conceptual Framework Model

2.4. Research Hypothesis

H1: The reliability of e-banking services has a statistically significant effect on customer satisfaction at Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches.

H2: The responsiveness of e-banking services has a statistically significant effect on customer satisfaction at Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches.

H3: The privacy and security of e-banking services have a statistically significant effect on customer satisfaction at Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches.

H4: The customer service and support provided through e-banking services have a statistically significant effect on customer satisfaction at Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches.

H5: The transaction efficiency of e-banking services has a statistically significant effect on customer satisfaction at Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches.

H6: The system availability of e-banking services has a statistically significant effect on customer satisfaction at Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Research Design

This study, focusing on "The Effect of Electronic Banking Service Qualities on Customer Satisfaction: In the Case of Commercial Bank of Ethiopia Kirkos District and Selected Branches," employed a descriptive research design to analyze the demographic characteristics of CBE customers. Descriptive research is fundamental in describing phenomena and understanding their essential characteristics (Creswell, 2014). By focusing on the demographic attributes of CBE customers, this research aims to provide a clear profile of the user base. Additionally, the study assessed the effect of electronic banking service qualities on customer satisfaction. This aspect is crucial as service quality has been shown to significantly impact customer satisfaction in the banking sector (e.g., Parasuraman, Zeithaml, & Berry, 1988). By examining these relationships, the research aims to explore how specific features and attributes of electronic banking services influence satisfaction levels.

Furthermore, an explanatory research design was employed to delve deeper into the relationships between electronic banking service qualities and customer satisfaction once preliminary insights have been established. This approach seeks to further understand the causal connections between specific service attributes and their effects on customer satisfaction (Grey, 2014). By employing both descriptive and explanatory research designs, this study provided a comprehensive analysis of how electronic banking service qualities can enhance customer satisfaction within the Commercial Bank of Ethiopia.

The descriptive component served to contextualize the customer base by profiling demographic characteristics and identifying broad satisfaction trends among CBE's e-banking users. This foundational analysis provided crucial insights into who uses the services and their general perceptions of service quality. Building on these findings, the explanatory component delved deeper to uncover actionable cause-effect relationships between specific e-banking service attributes and customer satisfaction levels. This dual methodology effectively bridged

the gap between theoretical frameworks and practical applications, enhancing the study's overall validity. Moreover, the integrated approach yielded targeted recommendations for CBE: demographic-specific strategies derived from descriptive results, alongside service-quality improvements identified through explanatory analysis, providing the bank with a nuanced understanding of how to enhance customer satisfaction through its electronic banking services.

3.2. Research Approach

This study, focusing on "The Effect of Electronic Banking Service Qualities on Customer Satisfaction: In the Case of Commercial Bank of Ethiopia Kirkos District and Selected Branches," adopted a quantitative research methodology. This approach aligns with the research objectives, conceptual framework, and research questions established in Chapters One and Two. A quantitative methodology enables the systematic quantification of data and the application of statistical techniques for dataset analysis, providing empirical evidence concerning the relationships between the identified variables, specifically the electronic banking service qualities and customer satisfaction (Malhotra, 2004). This methodology facilitates the examination of how this service qualities impact customer satisfaction within the context of the Commercial Bank of Ethiopia. Malhotra (2004) emphasizes the advantages of a quantitative methodology in establishing robust statistical correlations between variables. It allows for rigorous hypothesis testing, providing insights into the nature and strength of the relationships under investigation. Additionally, the use of quantitative methods enhances the reliability and validity of measurement instruments, ensuring accurate assessment of the constructs, such as electronic banking service qualities and customer satisfaction (Zikmund & Babin, 2007).

3.3. Population and Sampling Design

3.3.1. Target Population of the study

The population, defined as the total collection of cases under investigation (Walliman, 2011), for this study comprises active electronic banking customers of the Commercial Bank of

Ethiopia within the Kirkos District and selected branches in Addis Ababa. The study's target group specifically included CBE's active e-banking customers who have utilized the service for a minimum of one year. The rationale for selecting this target group is rooted in the assumption that longer-term users are more likely to have formed opinions and experiences regarding the quality of CBE's e-banking services. According to the annual report available on the CBE online portal, the bank has a substantial user base for its e-banking services, including 8.3 million ATM cardholders, 6.6 million mobile banking users, and 17 million CBE Birr Online users. Within the fourteen designated branches of the Kirkos District, the anticipated number of active clients served is estimated to be 340,007 mobile banking users, 96,290 ATM cardholders, 114,038 CBE Birr online users, 152,051 Internet banking users, and 57,869 Point of Sale (POS) users in total, there was 760,256 E-banking users, which were used as a sampling frame.

To ensure a representative sample, the study focused on selected Grade 3 and Grade 4 branches within Addis Ababa, specifically under the Kirkos district. These branches were chosen based on their size and the volume of transactions processed. Furthermore, the research concentrated on consumers who utilize CBE's electronic banking services and are aged 18 years or older. The e-banking services under investigation included ATM & POS, internet banking, mobile banking, and CBE Birr.

3.3.2. Sampling Techniques

The researcher employed a simple random sampling technique, a type of probability sampling, to select participants from the surveyed branches. This method was chosen because it ensures that every member of the target population has an equal and independent chance of being included in the sample (Walliman, 2011). By using simple random sampling, the study minimizes selection bias, enhancing the representativeness of the sample and improving the generalizability of the findings to the broader population. This approach is particularly suitable for studies where the population is relatively homogeneous, as it allows for unbiased participant selection without systematic exclusion (Etikan et al., 2016).

Additionally, the sample size determination was influenced by the nature of the population and the study's objectives. While there are no fixed rules for sample size selection, Walliman (2011) emphasizes that the size should align with the population characteristics and research goals. Since the study focuses on assessing the impact of electronic banking service quality on customer satisfaction, a simple random sampling technique ensures that diverse customer perspectives are captured without deliberate preference, thereby strengthening the reliability of the results. This method also simplifies data collection while maintaining statistical validity, making it an appropriate choice for this research context.

3.3.3. Sample Size Determination

In research design, determining the appropriate sample size is crucial for ensuring the validity and reliability of study findings. Several strategies can assist researchers in deciding on an optimal sample size, as outlined by Yeamdao Narangajavana (2007). Among these strategies are the census method, imitation of sample sizes from analogous studies, mathematical formulas for sample size calculation, and the utilization of published sample size tables. The census method is typically employed for small populations, particularly those with 200 or fewer subjects. By collecting data from every individual in the population, researchers can eliminate sampling error, thus providing a complete picture of the phenomena under investigation (Yeamdao Narangajavana, 2007). However, this approach becomes impractical and more costly as the population size increases, thereby limiting its applicability for larger studies.

Another strategy involves imitating the sample size used in previous, similar studies. While this can save time and effort, it carries the risk of replicating any methodological errors present in those studies (Yeamdao Narangajavana, 2007). If the original study employed a robust sampling method and clearly defined its rationale, adopting its sample size can be beneficial; however, caution must be exercised to ensure that the context and research objectives are comparable. Employing calculation methods to determine sample size offers a more tailored approach, allowing researchers to specify their desired level of precision, confidence, and variability based on their unique research context. Taro Yamane's formula is

a widely used mathematical method for this purpose. The formula can be expressed as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where : n= sample size required

N = number of people in the population

e = allowable error (%)

$$n = \frac{760,256}{1+760,256(0.05)^2} = \text{Approximately } 400$$

3.4. Data Type and Sources

To effectively address the research objectives, both primary and secondary data sources were employed. Primary data collection involved the administration of surveys and questionnaires designed to gauge customer perceptions and experiences related to electronic banking service qualities at Commercial Bank of Ethiopia. This approach aligns with the methodology suggested by Creswell (2014) for gathering firsthand customer insights.

Secondary data was sourced from existing literature, including academic journals, books, and reputable online resources. These sources will provide a foundational theoretical framework and context for the primary data gathered, as recommended by Saunders, Lewis, & Thornhill (2016). This secondary data encompassed prior research and findings on electronic banking service quality and customer satisfaction, allowing for a comprehensive understanding of the research topic. The selection of these data sources is justified by their relevance to the research questions, the availability of resources, and the time limitations associated with the study.

3.4.1. Primary Source

Primary data sources, which in the context of this study include information gathered through questionnaires, refer to data collected directly from the source (Polit & Beck, 2017). These sources are often specific to the research question and can provide unique insights into the topic of interest. Questionnaires, as utilized in this study, provide first-hand information, enabling researchers to directly address the research questions concerning the impact of electronic banking service qualities on customer satisfaction within the specified branches of the Commercial Bank of Ethiopia.

3.4.2. Secondary Source

Secondary data were sourced from various reputable documents, including government reports, academic journals, and previous research studies relevant to the topic. This may also encompass organizational publications such as brochures and annual reports from the Commercial Bank of Ethiopia and other pertinent institutions, such as Marathon Motor Engineering. Secondary data served to provide context and background information, enhancing the robustness of the primary data findings. Such an approach is consistent with the recommendations of researchers like Bryman and Bell (2015), who emphasize the importance of integrating multiple data sources to enrich the overall analysis and interpretation of research findings.

3.5. Data Collection Technique

The research utilized both primary and secondary data. Primary data was collected through a structured questionnaire administered to CBE customers in the specified locations. The questionnaire was designed to assess customers' perceptions of various electronic banking service qualities (e.g., reliability, efficiency, security). A five-point Likert-type scale, ranging from —strongly disagree to —strongly agree, was employed to quantify responses. The survey draw on existing frameworks to ensure comprehensive coverage of relevant service quality dimensions. Data from this survey was analyzed using statistical techniques such as regression analysis to determine the relationships between different dimensions of service

quality and customer satisfaction. Secondary data were gathered from a variety of sources to provide context and support for the primary findings. This included academic journals, industry reports, CBE's internal documents (e.g., service performance reports, customer feedback data), and relevant government publications. This secondary data informed the study's literature review, help contextualize the survey findings, and provide benchmarks for comparison.

3.6. Data Collection Procedure

The data collection process began with pilot testing to ensure the validity and reliability of the survey instrument. A preliminary version of the questionnaire was administered to 10–15 customers of the Commercial Bank of Ethiopia who frequently use e-banking services. This phase helped identify any ambiguities in the questions, assess the clarity of instructions, and evaluate the overall structure of the survey. Additionally, Cronbach's Alpha test was conducted to measure the internal consistency of the Likert-scale items, ensuring that the questionnaire reliably captured the intended dimensions of e-banking service quality (e.g., reliability, efficiency, security). Feedback from the pilot test was used to refine the wording, remove redundant items, and improve the flow of the survey before full-scale deployment.

For the main data collection, a mixed-mode survey approach was employed to maximize response rates and ensure diverse participation. In-person surveys were conducted at strategically selected CBE branches within Kirkos District, where trained enumerators approached customers and guided them through the questionnaire. This method was particularly effective for capturing responses from customers who may not be highly tech-savvy or who prefer face-to-face interactions. To maintain data quality and ethical standards, respondents were briefed on the purpose of the study, and informed consent was obtained before participation. Anonymity and confidentiality were assured to encourage honest feedback. The combination of in-person and online methods helped achieve a balanced and representative sample, enhancing the robustness of the study's findings.

3.7. Data Analysis

The data collected from the questionnaires were organized and analyzed using SPSS version 20. To obtain insights into The Effect of Electronic Banking Service Qualities on customer satisfaction, the researcher employed a Likert scale format for the questionnaire, where participants rate each statement from "strongly disagree" to "strongly agree" (Likert, 1932). This method allows for quantitative analysis of attitudes (Boone & Boone, 2012). The survey included multiple questions under each category to assess various dimensions of service quality and customer satisfaction. To facilitate the analysis, the mean (average) response for each question was calculated, summarizing the viewpoints of all participants. This analysis incorporated descriptive and inferential statistics, providing insights not only into the general characteristics of the respondents but also into measures of central tendency (mean, frequency, and percentage) and variability (standard deviation) (Field, 2018).

Furthermore, the researcher applied correlation and regression analysis to explore the relationships between independent variables (e.g., Service Qualities) and the dependent variables (customer satisfaction). Inferential statistics, which allows for conclusions and predictions about a population based on sample data, was critical for this research (Borenstein et al., 2009). Specifically, regression analysis helped to understand how one or more independent variables influence the dependent variable, while correlation analysis measured the strength and direction of relationships between variables (Trochim, 2006). These statistical techniques are essential in making predictions and informed decisions based on the sample data collected in this study. The findings contributed to understanding the impact of Service Qualities on customer behavior, thereby informing strategies that can enhance customer satisfaction in the context of Commercial Bank of Ethiopia (CBE) Kirkos District and selected branches.

3.8. Reliability and Validity

3.8.1. Reliability Test

Reliability testing is a statistical method that assesses the consistency and stability of a measurement instrument or tool, making it a vital component of rigorous research. Ensuring reliability enhances the accuracy and reliability of findings over time (DeVellis, 2017). Specifically, DeVellis defines reliability as "the degree to which scores on a measure are consistent across different occasions of testing, different raters, or different items in a scale" (p. 56). Various forms of reliability tests exist, including test-retest reliability, inter-rater reliability, and internal consistency reliability. Test-retest reliability involves administering the same instrument to the same group of participants at two different points in time and comparing the outcomes. Inter-rater reliability gauges the level of agreement between two or more independent raters evaluating the same test. Lastly, internal consistency reliability evaluates the coherence of items within a scale or test.

To execute a reliability test effectively, researchers can utilize several statistical methods, such as Cronbach's alpha, Kuder-Richardson Formula 20, and the intra-class correlation coefficient. Cronbach's alpha is a widely recognized approach for assessing internal consistency reliability, while Kuder-Richardson Formula 20 is specifically designed for tests comprising dichotomous items. The intra-class correlation coefficient serves as a tool for measuring inter-rater reliability (Cortina, 1993). In this study, Cronbach's alpha was employed to assess the reliability of the measurement instruments used and the following results were obtained.

Table 3- 1 Reliability Test Results

Variables	Cronbach's Alpha	N of Items
Reliability	0.779	5
Responsiveness	0.937	5
Privacy and security of E-banking services	0.820	5
Customer service and support through E-banking services	0.785	5
Transaction efficiency of E-banking service	0.806	5
System availability of E-banking services	0.894	5
Customer Satisfaction	0.932	7
Overall Reliability	0.970	37

Source: (SPSS own survey data, 2025)

The reliability test results, as measured by Cronbach's alpha, indicate strong internal consistency for all variables in the study, suggesting that the measurement instruments used are reliable. Cronbach's alpha values for the individual variables—Reliability (0.779), Responsiveness (0.937), Privacy and Security (0.820), Customer Service and Support (0.785), Transaction Efficiency (0.806), System Availability (0.894), and Customer Satisfaction (0.932)—are all above the commonly accepted threshold of 0.7, demonstrating high reliability for each construct. The overall reliability score of 0.970 for all 37 items further confirms the robustness of the measurement scale. These results imply that the survey items consistently measure the intended constructs, providing a solid foundation for analyzing the effect of electronic banking service qualities on customer satisfaction in the context of the Commercial Bank of Ethiopia (CBE) Kirkos District and selected branches.

3.8.2. Validity Test

Validity testing is a critical statistical method employed to determine the degree to which a measurement instrument effectively measures what it purports to measure. It is an essential component of research, as it ensures that the results obtained from the instrument are both accurate and relevant to the research question. As DeVellis (2017) emphasizes, validity is "the degree to which evidence and theory support the interpretations of test scores for the proposed uses of tests" (p. 56). Various types of validity exist, including content validity, criterion validity, and construct validity. Content validity assesses whether the items within a measurement instrument adequately represent the construct being measured. Criterion validity, on the other hand, involves comparing the results obtained from a measurement tool with a previously established standard of validity. Lastly, construct validity investigates whether the instrument measures the intended construct effectively.

To conduct a validity test, researchers may employ several statistical methods, such as correlation analysis, factor analysis, and regression analysis. Correlation analysis is useful for evaluating the relationship between two variables, while factor analysis helps identify underlying factors that contribute to the construct being measured. Regression analysis assesses the relationship between the measurement instrument and other relevant variables. This study utilized content validity testing. A pilot test was used to ensure validity; a pre-test was sent to five respondents to see if the questionnaire contains anything that was hard to interpret. Thus, using Kaiser-Meyer-Olkin Measure of validity test method the following results were found.

Table 3- 2 Validity Test Results

Variables	Kaiser-Meyer-Olkin	N of Items
Reliability	0.796	5
Responsiveness	0.862	5
Privacy and security of E-banking services	0.778	5
Customer service and support through E-banking services	0.688	5
Transaction efficiency of E-banking service	0.753	5
System availability of E-banking services	0.894	5
Customer Satisfaction	0.829	7

Source: (SPSS own survey data, 2025)

The validity test results using the Kaiser-Meyer-Olkin (KMO) measure indicate that the constructs in the study are suitable for factor analysis, as all KMO values are above the acceptable threshold of 0.6. The highest KMO value is for "System availability of E-banking services" (0.894), suggesting that this variable has the strongest sampling adequacy and is highly reliable for analysis. Similarly, "Responsiveness" (0.862) and "Customer Satisfaction" (0.829) also show strong validity, indicating that these constructs are well-defined and measurable. The remaining variables, including "Reliability" (0.796), "Privacy and security of E-banking services" (0.778), "Transaction efficiency of E-banking service" (0.753), and "Customer service and support through E-banking services" (0.688), demonstrate acceptable validity, though "Customer service and support" has the lowest KMO value, which may suggest a need for further refinement or additional items to improve its measurement. The results confirm that the questionnaire is valid and reliable for assessing the effect of electronic banking service qualities on customer satisfaction in the context of the Commercial Bank of Ethiopia.

3.9. Ethical considerations

According to Bhattacharjee (2012), research ethics encompass several key principles, including voluntary participation, non-maleficence, informed consent, anonymity and confidentiality, as well as the researcher's obligation to disclose pertinent information. In alignment with these ethical considerations, the current study rigorously adhered to these guidelines throughout the research process. All participants were engaged in the study voluntarily, and their participation was contingent upon their informed consent. Participants were clearly informed about the nature of the information being collected and the purpose of the data gathering. Furthermore, efforts were made to ensure that their responses are kept confidential, thereby safeguarding their anonymity (Bhattacharjee, 2012).

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1. Response Rate

The study selected a sample of 400 respondents from Commercial Bank of Ethiopia Kirkos District and Selected Branches. All respondents selected for the study were issued questionnaires, but the researcher was able to receive back 364 questionnaires having been correctly filled. Returned questionnaires translated to a response rate of 91.00%. According to Mugenda and Mugenda (2003), a response rate of 50% and above is adequate and can be used for analysis and reporting, that of 60% and above is good while that of 70% and above is excellent. Accordingly, this study had an excellent response and was therefore used for analysis and reporting.

4.2. Demographic Characteristics of a Respondent

Table 4- 1 Demographic Characteristics of Respondents

	Category	Frequency	Percentage
Gender	Male	255	70.1%
	Female	109	29.9%
	Total	364	100.0%
Age	18-30 Years	67	18.4%
	31-40 Years	136	37.4%
	41-50 Years	130	35.7%
	50 Years and Above	31	8.5%
	Total	364	100.0%
Marital Status	Single	145	39.8%
	Married	185	50.8%
	Divorce	34	9.3%
	Total	364	100.0%
Educational Qualifications	Secondary School	50	13.7%
	Diploma	147	40.4%
	Bachelor Degree	155	42.6%
	Master's Degree	12	3.3%
	Total	364	100.0%

Occupation	Government Employed	147	40.4%
	Student	88	24.2%
	Business Person	60	16.5%
	Self-Employed	69	19.0%
	Total	364	100.0%
Length of Years as a Customer of CBE	Less than 2 year	44	12.1%
	2-3 year	101	27.7%
	4-5 year	135	37.1%
	More than 5 year	84	23.1%
	Total	364	100.0%
Monthly Income of respondents	<4,500 Birr	53	14.6%
	4,500- 6,000 Birr	105	28.8%
	6,001- 10,000 Birr	136	37.4%
	>10,000 Birr	70	19.2%
	Total	364	100.0%
Frequency of visiting the branch to use its service	Daily	85	23.4%
	Weekly	186	51.1%
	Two Times a Month	70	19.2%
	Monthly	23	6.3%
	Total	364	100.0%

Source: (SPSS own survey data, 2025)

The demographic characteristics of respondents in the study on the effect of electronic banking service qualities on customer satisfaction at the Commercial Bank of Ethiopia Kirkos District and selected branches provide valuable insights into the profile of the bank's customers. The data reveals a gender imbalance, with males constituting 70.1% of the respondents and females representing 29.9%. This disparity may reflect broader societal

trends or the specific customer base of the bank in the Kirkos District. In terms of age distribution, the majority of respondents fall within the 31-50 years range, accounting for 73.1% of the sample. This suggests that the bank's electronic banking services are primarily used by middle-aged individuals, who are likely to be more financially stable and active. Younger individuals (18-30 years) make up 18.4% of the respondents, while those aged 50 years and above represent only 8.5%, indicating that older adults may be less engaged with electronic banking services.

Marital status data shows that 50.8% of respondents are married, 39.8% are single, and 9.3% are divorced. This distribution aligns with the age data, as the majority of respondents are in the age group typically associated with marriage. The educational background of respondents indicates a relatively high level of education, with 42.6% holding a bachelor's degree and 40.4% having a diploma. Only 13.7% have completed secondary school, and a small percentage (3.3%) hold a master's degree. This suggests that the bank's electronic banking services are predominantly used by educated individuals who are likely to be more comfortable with technology. Occupational data reveals that 40.4% of respondents are government employees, 24.2% are students, 19.0% are self-employed, and 16.5% are businesspersons. This indicates a diverse customer base, with a significant portion being employed in stable government positions. The length of time respondents have been customers of CBE shows that 37.1% have been with the bank for 4-5 years, 27.7% for 2-3 years, 23.1% for more than 5 years, and 12.1% for less than 2 years. This suggests a relatively stable customer base, with many having a long-standing relationship with the bank.

Monthly income data indicates that 37.4% of respondents earn between 6,001 and 10,000 Birr, 28.8% earn between 4,500 and 6,000 Birr, 19.2% earn more than 10,000 Birr, and 14.6% earn less than 4,500 Birr. This income distribution reflects a middle-income customer base, which is consistent with the occupational data showing a significant number of government employees. Finally, the frequency of visiting the branch to use its services shows that 51.1% of respondents visit weekly, 23.4% visit daily, 19.2% visit twice a month, and 6.3% visit monthly. This indicates that a majority of customers are regular users of the bank's services,

which could influence their satisfaction levels with electronic banking services. The demographic data provides a comprehensive picture of the typical CBE customer in the Kirkos District, highlighting key characteristics such as gender, age, marital status, education, occupation, income, and service usage patterns. These insights are crucial for understanding the factors that may influence customer satisfaction with electronic banking services.

4.3. Descriptive statistics

Respondents were asked to indicate the level to which they agreed or disagreed with some statements relating with study variables. The researcher used a 5-point Likert scale where 1- Strongly disagrees, 2- Disagree, 3- Neutral, 4- Agree, and 5- Strongly agree. The results were interpreted using means and standard deviations where a mean (M) value of 1.00-1.80 was interpreted as strongly disagree, 1.81-2.60 as disagree, 2.61-3.40 as moderate, 3.41-4.20 as agree and 4.21-5.00 as strongly agree. On the other hand, the standard deviation (SD) values showed the amount of variation in respondents' responses. A standard deviation value greater than two means that the respondents had differing opinions while a value less than 2 is low and indicates that the respondents and similar opinions. The results are presented in subsections below.

4.3.1. Descriptive Statistics of Reliability

Table 4- 2 Descriptive Statistics of Reliability

Statement	N	Mean	Std. Deviation
Commercial Bank of Ethiopia e-banking service delivers services consistently as promised.	364	3.3819	1.13536
Commercial Bank of Ethiopia e-banking service provides transactions promptly (Speedy and Quick E-banking service).	364	3.1319	1.06751
Commercial Bank of Ethiopia e-banking service maintains accurate and error-free transaction records.	364	3.1291	1.37162
Commercial Bank of Ethiopia e-banking service offers a user-friendly interface that enhances the customer experience.	364	3.0852	1.31986
Commercial Bank of Ethiopia e-banking service performs transactions accurately the first time.	364	3.0687	1.25011

Source: (SPSS own survey data, 2025)

The descriptive statistics for reliability in CBE's e-banking services reveal mixed perceptions among customers. The highest mean score (3.38) was recorded for the statement, "CBE e-banking delivers services consistently as promised," falling within the "agree" range (3.41–4.20). This suggests that customers generally perceive the bank's e-banking services as reliable in terms of consistency. However, the standard deviation (1.14) indicates some variability in responses, meaning not all customers share the same level of agreement. For the remaining statements, mean scores ranged between 3.06 and 3.13, placing them in the "moderate" category (2.61–3.40). This implies that customers are neither fully satisfied nor entirely dissatisfied with aspects such as transaction speed, accuracy, record-keeping, and user-friendliness. The statement on "speedy and quick e-banking service" had a mean of 3.13, suggesting room for improvement in processing efficiency. Similarly, the statement regarding "accurate and error-free transaction records" scored 3.13 but had a higher standard deviation (1.37), reflecting greater disagreement among respondents.

The lowest mean (3.07) was for "performing transactions accurately the first time," indicating that some customers may have experienced errors or delays. The standard deviations for these items (ranging from 1.07 to 1.37) were all below 2, suggesting that while opinions varied, the differences were not extreme. Overall, the results highlight that while CBE's e-banking services are perceived as moderately reliable, improvements in speed, accuracy, and user experience could enhance customer satisfaction.

4.3.2. Descriptive Statistics of Responsiveness

Table 4- 3 Descriptive Statistics of Responsiveness

Statement	N	Mean	Std. Deviation
Bank employees deliver prompt and efficient electronic banking services to customers.	364	3.9808	1.40920
Bank employees prioritize customer questions and provide timely responses without delay.	364	3.6071	1.40132
Bank employees consistently demonstrate a willingness to assist customers with their electronic banking needs.	364	3.5769	1.29722
Bank employees offer knowledgeable guidance on navigating electronic banking platforms to enhance	364	3.4176	1.38322

customer experience.			
Bank employees are readily available to address customer inquiries regarding electronic banking services.	364	3.3736	1.18669

Source: (SPSS own survey data, 2025)

The descriptive statistics for responsiveness in electronic banking services at the Commercial Bank of Ethiopia, Kirkos District, and selected branches reveal generally positive customer perceptions, though with some variability. Customers strongly agreed that bank employees deliver prompt and efficient electronic banking services, as indicated by the highest mean score of 3.98, which falls under the "agree" category. However, the relatively high standard deviation (1.41) suggests that opinions on this statement varied among respondents. For other aspects of responsiveness, such as prioritizing customer questions and providing timely responses, the mean score was 3.61, also reflecting agreement but with a notable standard deviation (1.40), indicating some divergence in customer experiences. Similarly, the willingness of employees to assist customers with electronic banking needs received a mean score of 3.58, reinforcing a generally positive perception, though again with moderate variation in responses (SD = 1.30).

The provision of knowledgeable guidance on electronic banking platforms had a mean of 3.42, still within the "agree" range, but the standard deviation (1.38) suggests that not all customers felt equally supported. Lastly, employee availability to address inquiries scored slightly lower (mean = 3.37), remaining in the "agree" category but with the lowest variability (SD = 1.19), implying more consistent—though slightly less enthusiastic—feedback on this aspect. The findings indicate that CBE's Kirkos District and selected branches perform reasonably well in responsiveness, with customers generally agreeing that employees are helpful and efficient. However, the varying standard deviations highlight that service experiences are not uniform, pointing to potential inconsistencies in service delivery that may need further attention to enhance overall customer satisfaction.

4.3.3. Descriptive Statistics of Privacy and Security

Table 4- 4 Descriptive Statistics of Privacy and Security

Statement	N	Mean	Std. Deviation
The E-banking services keep secrets of information of my transactions.	364	3.4835	1.32459
The E-banking services keep secrets of information of my transactions.	364	3.4066	1.36447
The customer feels safe when they use e-banking service.	364	3.3764	1.10526
Bank employees ensure customers feel secure during their electronic transactions.	364	3.3379	1.18233
Bank employees inspire confidence in customers through their professionalism and support.	364	3.2775	1.18644

Source: (SPSS own survey data, 2025)

The descriptive statistics for privacy and security in electronic banking services reveal that customers generally agree with the statements provided, though their opinions vary slightly. The highest mean score (3.4835) was for the statement, "The E-banking services keep secrets of information of my transactions," indicating that most customers believe their transaction details remain confidential. However, the standard deviation (1.32459) suggests some variability in responses, meaning not all customers share the same level of confidence. Similarly, the statement about e-banking services maintaining transaction secrecy had a mean of 3.4066, reinforcing the idea that customers generally trust the bank's privacy measures, though again, responses were somewhat dispersed (SD = 1.36447).

When it comes to feeling safe while using e-banking services, the mean score was 3.3764, showing moderate agreement, with a relatively lower standard deviation (1.10526), indicating more consistent opinions among respondents. Bank employees' role in ensuring security during electronic transactions also received moderate agreement (mean = 3.3379), but the standard deviation (1.18233) suggests some customers may have reservations. The lowest mean score (3.2775) was for the statement about bank employees inspiring confidence through professionalism, implying that while customers generally perceive employees as supportive, there is room for improvement in building stronger trust. The findings suggest that

customers of the Commercial Bank of Ethiopia (CBE) in Kirkos District and selected branches generally agree that the bank maintains reasonable privacy and security in e-banking services. However, the varying standard deviations highlight that not all customers share the same level of satisfaction, indicating areas where the bank could enhance security measures and employee professionalism to achieve more consistent customer confidence.

4.3.4. Descriptive Statistics of Customer Service and Support

Table 4- 5 Descriptive Statistics of Customer Service and Support

Statement	N	Mean	Std. Deviation
The electronic banking system includes a dedicated section to address common problems and inquiries.	364	3.4231	1.32869
The range of services offered through the electronic banking platform meets customer needs effectively.	364	3.4176	1.10661
In the event of an issue, customers can promptly reach out to staff for assistance.	364	3.3654	1.34677
Staff members are able to clearly explain the steps for using the electronic banking platform and outline any conditions for usage.	364	3.3654	1.24693
Knowledgeable staff is readily available to resolve issues related to electronic banking services.	364	3.2637	1.15073

Source: (SPSS own survey data, 2025)

The descriptive statistics for customer service and support reveal that respondents generally agree with the statements regarding the quality of electronic banking services provided by the Commercial Bank of Ethiopia in Kirkos District and selected branches. The mean scores for all statements fall within the range of 3.26 to 3.42, indicating a moderate to high level of agreement. Specifically, respondents agreed that the electronic banking system includes a dedicated section for addressing common problems ($M=3.42$, $SD=1.33$) and that the range of services meets customer needs effectively ($M=3.42$, $SD=1.11$). These findings suggest that customers find the platform useful and well-equipped to handle their banking requirements.

However, the standard deviation values, which range from 1.11 to 1.35, indicate some variability in responses. While most respondents shared similar opinions (since SD values are below 2), the moderate deviations suggest that not all customers had the same experience. For

instance, the statement about knowledgeable staff being readily available to resolve issues had a slightly lower mean ($M=3.26$, $SD=1.15$), implying that while many customers found support adequate, others may have faced delays or insufficient assistance. Similarly, the promptness of staff assistance ($M=3.37$, $SD=1.35$) and clarity in explaining electronic banking procedures ($M=3.37$, $SD=1.25$) received moderate agreement, meaning some customers may have encountered inconsistencies in service quality. The results highlight that CBE's electronic banking services are generally satisfactory, but there is room for improvement, particularly in ensuring consistent and readily available support. Addressing these gaps could further enhance customer satisfaction and strengthen the bank's digital service delivery.

4.3.5. Descriptive Statistics of Transaction Efficiency

Table 4- 6 Descriptive Statistics of Transaction Efficiency

Statement	N	Mean	Std. Deviation
The platform ensures minimal downtime during transactions.	364	3.8214	1.15636
The transaction process is quick and user-friendly.	364	3.4973	.93154
The electronic banking system offers comprehensive support functions.	364	3.4533	1.13084
E-banking provides a cost-effective means of conducting transactions.	364	3.2995	.84037
Electronic banking services are accessible and available 24/7.	364	3.2830	.78879

Source: (SPSS own survey data, 2025)

The descriptive statistics for transaction efficiency reveal that customers generally have positive perceptions of the electronic banking services provided by the Commercial Bank of Ethiopia (CBE) in Kirkos District and selected branches. The highest mean score (3.82) was recorded for the statement, "The platform ensures minimal downtime during transactions," indicating that most respondents agree that the system is reliable with few interruptions. However, the standard deviation of 1.16 suggests some variability in customer experiences, meaning that while many find the platform stable, others may have encountered occasional disruptions.

Regarding transaction speed and usability, the statement, "The transaction process is quick and user-friendly," received a mean score of 3.50, reflecting moderate to high agreement. The lower standard deviation (0.93) implies that most customers share a similar view, perceiving the process as efficient. Similarly, respondents moderately agreed (mean = 3.45) that the e-banking system offers comprehensive support functions, though the higher standard deviation (1.13) indicates some divergence in opinions—some customers may find support services satisfactory, while others believe there is room for improvement.

Cost-effectiveness and accessibility also received favorable ratings, with means of 3.30 and 3.28, respectively. These scores suggest that customers generally view CBE's e-banking as affordable and available around the clock. The relatively low standard deviations (0.84 and 0.79) further confirm that these perceptions are consistent among most respondents. Overall, the findings indicate that while CBE's electronic banking services perform well in terms of reliability, speed, and accessibility, there are slight variations in customer experiences, particularly concerning system support and downtime. Addressing these minor inconsistencies could further enhance customer satisfaction.

4.3.6. Descriptive Statistics of System Availability

Table 4- 7 Descriptive Statistics of System Availability

Statement	N	Mean	Std. Deviation
The system provides timely updates regarding maintenance or outages.	364	3.8242	1.21373
The e-banking platform is consistently accessible without significant downtime.	364	3.51374	.974794
The e-banking services are operational during peak usage times.	364	3.5110	1.11952
I can reliably access e-banking services at any time of day or night.	364	3.2473	.86204
I experience few interruptions or errors while using the e-banking system.	364	3.1566	1.23992

Source: (SPSS own survey data, 2025)

The descriptive statistics for system availability reveal important insights into customers' perceptions of the Commercial Bank of Ethiopia's e-banking services in Kirkos District and selected branches. Overall, respondents generally agreed that the system provides timely updates regarding maintenance or outages, as indicated by the highest mean score of 3.82. This suggests that customers are relatively satisfied with the bank's communication about service interruptions. However, the standard deviation of 1.21 indicates some variability in their responses, meaning not all customers share the same level of agreement. Accessibility of the e-banking platform also received positive feedback, with a mean score of 3.51 and a relatively low standard deviation of 0.97, showing that most customers find the system consistently available with minimal downtime. Similarly, the reliability of services during peak usage times scored a mean of 3.51, though the higher standard deviation (1.12) suggests that some customers may still encounter issues during busy periods.

When it comes to 24/7 access, the mean score drops slightly to 3.25, with a lower standard deviation (0.86), indicating that while most customers find the service reasonably reliable at any time, there is less variation in their opinions. The lowest mean score (3.16) relates to interruptions or errors, coupled with the highest standard deviation (1.24), implying that some customers experience frequent disruptions, leading to mixed perceptions. While CBE's e-banking services are generally accessible and well-communicated, there is room for improvement in reducing system errors and ensuring consistent performance during high-demand periods. The varying standard deviations highlight that customer experiences are not uniform; suggesting that targeted enhancements could further boost satisfaction.

4.3.7. Descriptive Statistics of Customer Satisfaction

Table 4- 8 Descriptive Statistics of Customer Satisfaction

Statement	N	Mean	Std. Deviation
The system provides timely updates regarding maintenance or outages.	364	3.8242	1.21373
The e-banking platform is consistently accessible without significant downtime.	364	3.51374	.974794
The e-banking services are operational during peak	364	3.5110	1.11952

usage times.			
I can reliably access e-banking services at any time of day or night.	364	3.2473	.86204
I experience few interruptions or errors while using the e-banking system.	364	3.1566	1.23992

Source: (SPSS own survey data, 2025)

The descriptive statistics for customer satisfaction in the study reveal several key insights regarding customers' experiences with the Commercial Bank of Ethiopia's (CBE) electronic banking services. Overall, respondents generally agreed that the e-banking system provides timely updates about maintenance or outages, as indicated by the highest mean score of 3.82. This suggests that customers appreciate being informed about service disruptions, which likely enhances their satisfaction. However, the relatively high standard deviation (1.21) indicates some variability in their responses, meaning not all customers share the same level of agreement. Accessibility and reliability of the e-banking platform also received positive feedback, with mean scores of 3.51 for consistent accessibility and 3.51 for operational performance during peak times. While these scores fall within the "agree" range, the standard deviations (0.97 and 1.12, respectively) suggest that some customers had differing experiences, possibly due to occasional technical issues or varying service quality.

The ability to reliably access e-banking services at any time scored moderately (mean = 3.25), implying that while many customers find the service dependable, there is room for improvement, particularly in ensuring 24/7 functionality without disruptions. The lowest mean score (3.16) was for the statement regarding few interruptions or errors, indicating that customers still encounter technical problems while using the system. The high standard deviation (1.24) further highlights significant disagreement among respondents, with some facing frequent issues while others experience smoother transactions. While CBE's e-banking services are generally perceived positively in terms of updates and accessibility, challenges remain in minimizing downtime, improving peak-time performance, and reducing errors. Addressing these concerns could further enhance customer satisfaction and ensure a more consistent user experience.

4.3.8. Descriptive Statistics of Combined Variables

Table 4- 9 Descriptive Statistics of Combined Variables

Statement	N	Mean	Std. Deviation
Responsiveness	364	3.5912	1.19620
Transaction Efficiency	364	3.4709	.73655
System Availability	364	3.4505	.91421
Privacy and Security	364	3.3764	.94277
Customer Satisfaction	364	3.3677	.82010
Customer Service and Support	364	3.3670	.90898
Reliability	364	3.1593	.89903

Source: (SPSS own survey data, 2025)

The descriptive statistics of the combined variables provide insights into the respondents' perceptions of various aspects of electronic banking service quality and their impact on customer satisfaction in the Commercial Bank of Ethiopia (CBE), Kirkos District, and selected branches. The results are based on a 5-point Likert scale, where higher mean values indicate stronger agreement with the statements. The standard deviation (SD) values reflect the degree of variation in respondents' opinions.

Responsiveness had the highest mean score ($M = 3.5912$, $SD = 1.19620$), indicating that respondents generally agreed that the bank's electronic banking services were responsive to their needs. However, the relatively high standard deviation suggests that there was some variability in respondents' opinions, with some customers strongly agreeing while others were less convinced. Transaction Efficiency also received a positive response, with a mean score of 3.4709 ($SD = 0.73655$). This indicates that customers perceived the electronic banking system as efficient in processing transactions. The low standard deviation suggests that most respondents shared similar views on this aspect. System Availability scored a mean of 3.4505 ($SD = 0.91421$), reflecting moderate to high agreement among respondents regarding the

availability of the electronic banking system. The standard deviation indicates some variation in responses, but overall, customers found the system to be accessible.

Privacy and Security had a mean score of 3.3764 (SD = 0.94277), showing that respondents generally agreed that the bank's electronic banking services were secure and protected their privacy. The standard deviation suggests moderate variability in responses, indicating that while most customers felt secure, some had reservations. Customer Satisfaction scored a mean of 3.3677 (SD = 0.82010), indicating that respondents were moderately satisfied with the electronic banking services. The low standard deviation suggests that most customers shared similar levels of satisfaction.

Customer Service and Support had a mean score of 3.3670 (SD = 0.90898), reflecting moderate agreement among respondents regarding the quality of customer service and support provided by the bank. The standard deviation indicates some variability in opinions, but overall, customers were satisfied with the support they received. Reliability had the lowest mean score among the variables (M = 3.1593, SD = 0.89903), indicating that respondents were moderately satisfied with the reliability of the electronic banking services. The standard deviation suggests that there was some variation in responses, with some customers expressing stronger agreement than others. The results indicate that customers generally agreed that the electronic banking services provided by the Commercial Bank of Ethiopia were responsive, efficient, and available, with a moderate level of satisfaction overall. However, there is room for improvement, particularly in reliability, as it received the lowest mean score. The standard deviation values suggest that while most customers shared similar opinions, there was some variability in their perceptions, particularly regarding responsiveness and system availability. These findings highlight the importance of addressing areas of concern to enhance customer satisfaction and ensure consistent service quality across all dimensions.

4.4. Inferential Statistics

Inferential statistics included performing correlation and regression analysis to examine The Effect of Electronic Banking Service Qualities on Customer Satisfaction: In the Case of Commercial Bank of Ethiopia Kirkos District and Selected Branches.

4.4.1. Correlation Analysis

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field, 2005). A correlation analysis with Pearson's correlation coefficient (r) was conducted on all the independent and dependent variables in this study to explore the relationships between variables. According to guidelines suggested by Field (2005) to interpret the strengths of relationships between variables, the correlation coefficient (r) is as follows: If the correlation coefficient falls between 0.1 - 0.29, it is weak; 0.3 to 0.49 is moderate; and > 0.5 is strong relationship between variables. In this study, Bivariate Pearson Correlation was used to examine the relationship between Electronic Banking Service Qualities and Customer Satisfaction based on the selected variables using a two-tailed test of statistical significance at the level of 95% significance, $p < 0.05$. From the results shown in the following table and according to Field (2005) there is positive, strong and significant relationship between Electronic Banking Service Qualities and Customer Satisfaction in Commercial Bank of Ethiopia (CBE), Kirkos District, and selected branches.

Table 4- 10 Correlation Results

		Reliability	Responsiveness	Privacy and Security	Customer Service and Support	Transaction Efficiency	System Availability	Customer Satisfaction
Reliability	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	364						
Responsiveness	Pearson Correlation	.692	1					
	Sig. (2-tailed)	.000						
	N	364	364					
Privacy and Security	Pearson Correlation	.742	.769	1				
	Sig. (2-tailed)	.000	.000					
	N	364	364	364				
Customer Service and Support	Pearson Correlation	.583	.556	.706	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	364	364	364	364			
Transaction Efficiency	Pearson Correlation	.526	.579	.703	.770	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	364	364	364	364	364		
System Availability	Pearson Correlation	.647	.683	.798	.710	.834	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	364	364	364	364	364	364	
Customer Satisfaction	Pearson Correlation	.810	.740	.919	.785	.771	.855	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	364	364	364	364	364	364	364

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

Source: (SPSS own survey data, 2025)

Based on the correlation coefficients, we can analyze the strength of the relationships between the variables.

The correlation analysis conducted in this study reveals significant insights into the relationship between various dimensions of electronic banking service quality and customer satisfaction in the Commercial Bank of Ethiopia, Kirkos District, and selected branches. The Pearson correlation coefficients, which range between 0 and 1, indicate the strength and direction of the relationships between the independent variables (reliability, responsiveness, privacy and security, customer service and support, transaction efficiency, and system availability) and the dependent variable (customer satisfaction). All correlations are positive and statistically significant at $p < 0.05$, suggesting that improvements in electronic banking service quality are strongly associated with higher levels of customer satisfaction.

The strongest correlation is observed between privacy and security and customer satisfaction ($r = 0.919$). This indicates that customers place a high value on the security of their personal and financial information when using electronic banking services. A strong sense of privacy and security fosters trust, which is a critical driver of customer satisfaction. This finding underscores the importance of robust security measures and transparent privacy policies in electronic banking systems. System availability also shows a strong positive correlation with customer satisfaction ($r = 0.855$). This suggests that customers are highly satisfied when electronic banking services are consistently accessible and operational without interruptions. System downtime or technical glitches can significantly hinder customer experience, making reliability in service availability a key factor in maintaining satisfaction.

Reliability demonstrates a strong correlation with customer satisfaction ($r = 0.810$). This implies that customers value electronic banking services that are dependable and perform as expected. Consistent and error-free transactions contribute to a positive perception of the bank's service quality, thereby enhancing satisfaction. The correlation between responsiveness and customer satisfaction ($r = 0.740$) is also strong, indicating that timely and efficient responses to customer inquiries or issues are crucial. Customers appreciate when their concerns are addressed promptly, which reflects the bank's commitment to service excellence. Customer service and support shows a strong positive correlation with customer

satisfaction ($r = 0.785$). This highlights the importance of having accessible and helpful customer support channels. Effective assistance and guidance in using electronic banking services can significantly enhance the overall customer experience.

Finally, transaction efficiency is strongly correlated with customer satisfaction ($r = 0.771$). This suggests that customers value quick and seamless transaction processes. Delays or complications in completing transactions can lead to frustration, whereas efficient processes contribute to a positive perception of the bank's service quality. The correlation analysis reveals that all dimensions of electronic banking service quality—reliability, responsiveness, privacy and security, customer service and support, transaction efficiency, and system availability—are strongly and positively associated with customer satisfaction. These findings emphasize the need for the Commercial Bank of Ethiopia to prioritize these service quality dimensions to enhance customer satisfaction and maintain a competitive edge in the banking sector.

4.4.2. Multiple Regression Analysis

Before conducting a regression analysis, the basic assumptions concerning the original data must be made. This is a mandatory prerequisite in explaining the relationships between dependent and explanatory variables. The major assumptions have to be checked and proved to be met reasonably well. In this study these important least square assumptions were checked and explained as below.

4.4.2.1. Diagnostics Tests

A) Linearity Test

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables (Darlington, 1968). To determine whether the relationship between the dependent variable employee performance and the predictor variable work-life balance, is linear; plots of the regression residuals through SPSS version 20 software had been used.

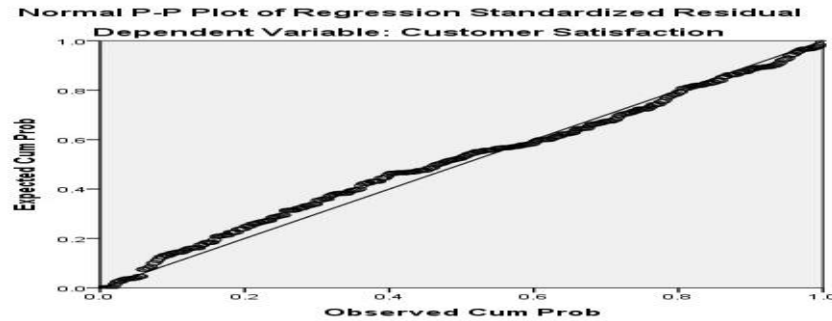


Figure 4- 1 Linearity test
Source: (SPSS own survey data, 2025)

From the above graph the scatter plot of residuals shows no large difference in the spread of the residuals as you look from left to right on the diagonal on figure above. This result suggests the relationship we are trying to predict is linear.

B) Normality Test

Secondly, the linear regression analysis requires all variables to be multivariate normal (Darlington, 1968). This assumption can best be checked with a histogram and a fitted normal curve or a P-P Plot (Keith, 2006). As per the Classical Linear Regression Models assumptions, the error term should be normally distributed or expected value of the errors terms should be zero ($E(u_t) = 0$).

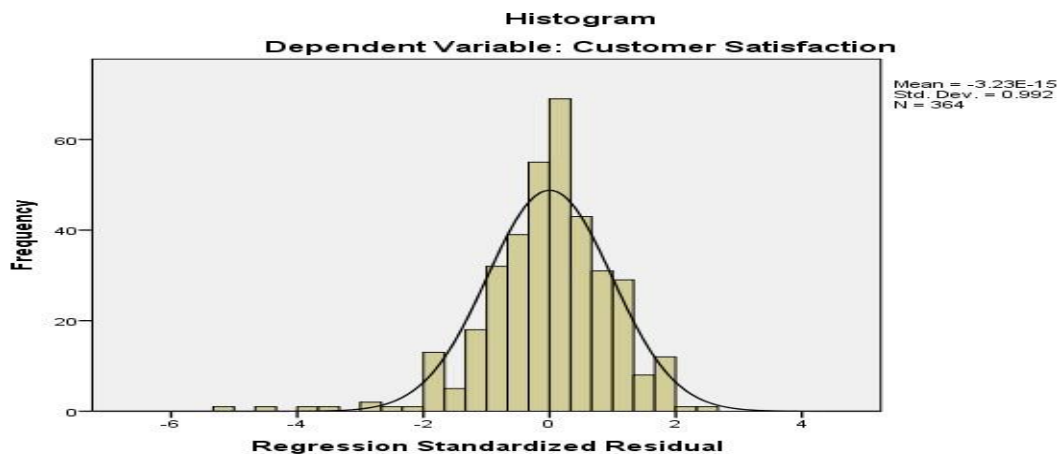


Figure 4- 2 Normality Test

Source: (SPSS own survey data, 2025)

Figure above shows the frequency distribution of the standardized residuals compared to a normal distribution. As you can see, although there are some residuals (e.g., those occurring around 0) that are not that much far away from the curve, many of the residuals are fairly close to 0. Moreover, the histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, no violations of the assumption normally distributed error term.

C) Multi-collinearity Test

Regression Analysis assumes that there is little or no multi-collinearity in the data. Multicollinearity occurs when the independent variables are not independent from each other. The other important independence assumption is that the error of the mean has to be independent from the independent variables. Thus, we can test using the following criteria (Keith, 2006). **Variance Inflation Factor (VIF)** – the variance inflation factor of the regression is defined as $VIF = 1/T$. Similarly, with $VIF > 10$ there is an indication for multicollinearity to be present; with $VIF > 100$ there is certainly multicollinearity in the sample. Thus from the coefficient table all VIF values are less than 10. Simply the values are not more than 4.854 (see regression table below). This confirms us there are no violations of little or no Multicollinearity between independent variables.

Table 4- 11 Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
Reliability	.396	2.522
Responsiveness	.366	2.730
Privacy and Security	.222	4.510
Customer Service and Support	.345	2.900
Transaction Efficiency	.234	4.272
System Availability	.206	4.854

Source: (SPSS own survey data, 2025)

D) Homoscedasticity Test

Lastly, homoscedasticity test, which refers to whether residuals are equally distributed, or presence of equality of variance/homogeneity of variance (Osborn & Waters, 2002). Homoscedasticity can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value. If the error terms are distributed randomly with no certain pattern, then the problem is not detrimental for analyses. Figure below shows that the standardized residuals in this research are distributed evenly indicating heteroscedasticity is not a serious problem for this data.

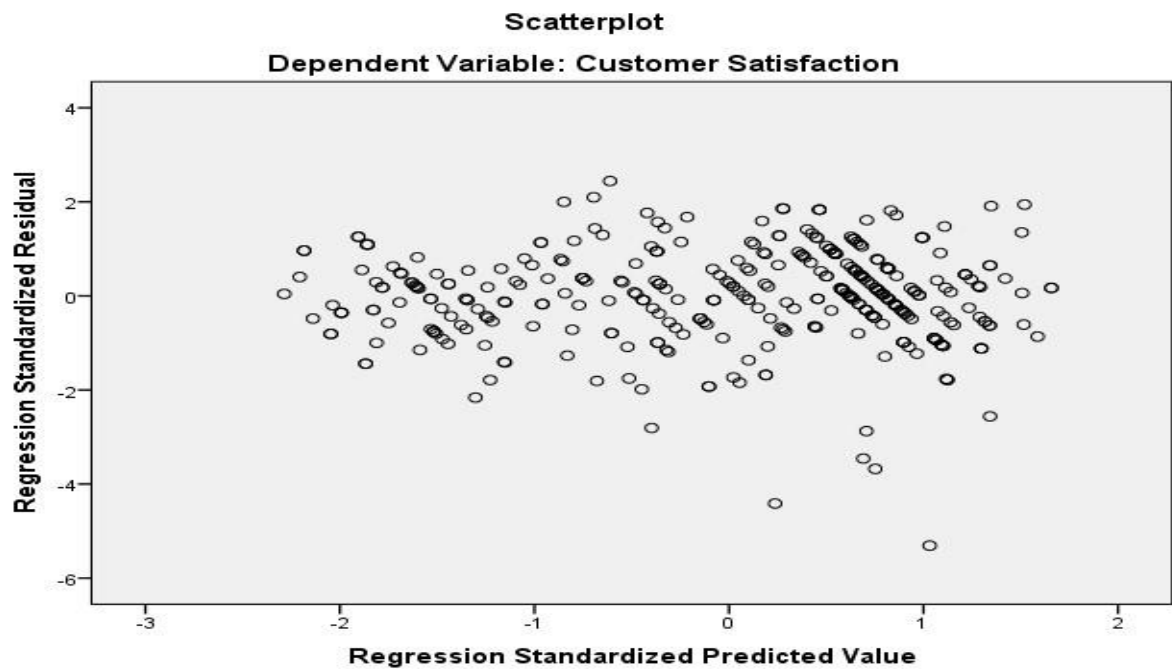


Figure 4- 3 Homoscedasticity Test

Source: (SPSS own survey data, 2025)

4.4.2.2. Regression Analysis Results

The study adopted multiple regression models at 5% level of significance to examine direct and indirect relationship between the study variables. The findings were presented in three tables discussed in subsections below:

I) Model Summary

Model summary is used to show the amount of variation in dependent variable that can be explained by changes in the independent variables. In this study, model summary was used to show the amount of variation in customer satisfaction as a result of changes in Reliability, Responsiveness, Privacy and Security, Customer Service and Support, Transaction Efficiency and System Availability. Table 4.5 presents the results.

Table 4- 12 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963	.927	.926	.22273

Source: (SPSS own survey data, 2025)

From the findings, the value of R square was 0.927 which suggests that 92.7% variation in customer satisfaction can be explained by Reliability, Responsiveness, Privacy and Security, Customer Service and Support, Transaction Efficiency and System Availability. The remaining 7.3% suggest that there are other factors that can explain variation in customer satisfaction. The findings further show that the variables under investigation are strongly and positively related as indicated by correlation coefficient (R) value of 0.963.

II) Analysis of Variance (ANOVA)

Analysis of variance is used to determine how fit the model developed is to the data. It tests the significance of the model. In this study the significance of the model was tested at 5% level of significance.

Table 4- 13 ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	226.433	6	37.739	760.764	.000
Residual	17.710	357	.050		
Total	244.143	363			

Source: (SPSS own survey data, 2025)

The findings from ANOVA analysis showed that the population parameters had a p-value of 0.000; an indication that the model was significant. This suggests that the data was suitable for making conclusion on the population under investigation because the p-value was less than 0.05. The F critical, obtained from the f-distribution table was less than F calculated (760.764). This shows that Reliability, Responsiveness, Privacy and Security, Customer Service and Support, Transaction Efficiency and System Availability influence customer satisfaction.

In summary, the ANOVA table provides information about the goodness-of-fit of the regression model and the amount of variation in the dependent variable that is explained by the independent variables. The large F-value and small significance level in this example suggest that the regression model provides a good fit to the data and explains a significant amount of the variation in the dependent variable.

III) Regression Coefficient Analysis Results

The regression model was;

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \varepsilon,$$

Where:

- ☛ Y = Customer Satisfaction
- ☛ β_0 = constant (coefficient of intercept)
- ☛ X1 = Reliability
- ☛ X2 = Responsiveness
- ☛ X3 = Privacy and Security
- ☛ X4 = Customer Service and Support
- ☛ X5 = Transaction Efficiency
- ☛ X6 = System Availability
- ☛ ε = error term

This model suggests that the Customer Satisfaction (dependent variable) is influenced by the six independent variables (Reliability, Responsiveness, Privacy and Security, Customer Service and Support, Transaction Efficiency and System Availability influence customer satisfaction), and that these relationships are adjusted for any potential errors in the model (ϵ).

Table 4- 14 Multiple Regression analysis results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.099	.059		1.678	.094
Reliability	.227	.021	.249	10.981	.000
Responsiveness	-.025	.016	-.036	-1.520	.129
Privacy and Security	.395	.026	.454	14.995	.000
Customer Service and Support	.139	.022	.154	6.335	.000
Transaction Efficiency	.065	.033	.058	1.969	.050
System Availability	.178	.028	.199	6.331	.000

Dependent Variable: Customer Satisfaction

Source: (SPSS own survey data, 2025)

The multiple regression analysis results provide insights into the effect of various electronic banking service qualities on customer satisfaction in the case of the Commercial Bank of Ethiopia, specifically focusing on Kirkos District and selected branches. The dependent variable in this study is customer satisfaction, while the independent variables include reliability, responsiveness, privacy and security, customer service and support, transaction efficiency, and system availability. Each of these variables was analyzed to determine its impact on customer satisfaction, and the results are discussed below.

Reliability: The results show that reliability has a significant positive effect on customer satisfaction, with a standardized coefficient (Beta) of 0.249 and a t-value of 10.981 ($p = 0.000$). this indicates that when customers perceive the electronic banking services as reliable, their satisfaction levels increase. Reliability in electronic banking refers to the

consistency and dependability of the services, such as accurate transaction processing and minimal errors. The strong positive relationship suggests that CBE should continue to prioritize reliability to enhance customer satisfaction. The result is consistent with the SERVQUAL model by Parasuraman et al. (2005), where reliability was identified as a key determinant of service quality. Similarly, Al-Hawari (2015) and Kumar et al. (2010) emphasized that dependable and error-free transactions enhance customer trust and satisfaction in digital banking

Responsiveness: Responsiveness, however, does not have a statistically significant effect on customer satisfaction, as indicated by a Beta of -0.036, a t-value of -1.520, and a p-value of 0.129. This implies that the speed and efficiency with which the bank responds to customer inquiries or issues do not significantly influence customer satisfaction in this context. This could be due to customers prioritizing other factors, such as security or system availability, over responsiveness. The result contrasts with some prior studies but aligns with Al-Hawari & Ward (2006) and Kumbhar (2011), who suggested that in automated banking environments, customers may prioritize security and reliability over quick issue resolution.

Privacy and Security: Privacy and security have the strongest positive impact on customer satisfaction, with a Beta of 0.454 and a t-value of 14.995 ($p = 0.000$). This finding underscores the importance of ensuring that customers feel their personal and financial information is secure when using electronic banking services. Privacy and security are critical in building trust, and the significant positive relationship suggests that CBE's efforts to enhance these aspects are effective in driving customer satisfaction. These reinforce findings from Yoo & Donthu (2001) and Liao & Cheung (2008), which highlighted security as a critical factor in e-banking adoption. Malaquias & Hwang (2016) also supported this, arguing that robust fraud prevention mechanisms are essential for retaining customers in digital financial services.

Customer Service and Support: Customer service and support also have a significant positive effect on customer satisfaction, with a Beta of 0.154 and a t-value of 6.335 ($p = 0.000$). This indicates that the quality of assistance and support provided to customers,

whether through call centers, online chat, or in-person interactions, plays a crucial role in enhancing their satisfaction. CBE should continue to invest in training and resources to maintain high-quality customer service. The result aligned with Zeithaml et al. (2000) and Santos (2003), who found that responsive assistance and complaint resolution enhance perceived service quality. System availability ($\beta = 0.178$, $p < 0.001$) was another significant factor, consistent with Jun & Cai (2001) and Pikkarainen et al. (2004), who noted that uninterrupted service access is crucial for customer satisfaction in e-banking.

Transaction Efficiency: Transaction efficiency has not a significant effect on customer satisfaction, with a Beta of 0.058 and a t-value of 1.969 ($p = 0.050$). This suggests that while the speed and ease of completing transactions do influence customer satisfaction, the effect is insignificant compared to other factors like privacy and security. Nevertheless, improving transaction efficiency could still contribute to a better overall customer experience.

System Availability: System availability has a significant positive impact on customer satisfaction, with a Beta of 0.199 and a t-value of 6.331 ($p = 0.000$). This indicates that customers value the ability to access electronic banking services without interruptions or downtime. Ensuring that the system is consistently available and operational is crucial for maintaining high levels of customer satisfaction.

The results of the multiple regression analysis highlight that privacy and security, reliability, customer service and support, and system availability are the most significant factors influencing customer satisfaction in the context of CBE's electronic banking services. Responsiveness and transaction efficiency does not appear to have a significant impact. These findings suggest that CBE should focus on strengthening privacy and security measures, ensuring system reliability and availability, and providing excellent customer service to enhance customer satisfaction. Additionally, while transaction efficiency is important, it may not be as critical as other factors in driving satisfaction.

Based on the multiple regression analysis results provided, the regression model can be rewritten by substituting the unstandardized coefficients (B values) for each independent variable. The rewritten regression equation is as follows:

$$Y = 0.099 + 0.227X_1 - 0.025X_2 + 0.395X_3 + 0.139X_4 + 0.065X_5 + 0.178X_6 + \varepsilon \text{ Where:}$$

- **Y** = Customer Satisfaction
- **β_0 (Constant)** = 0.099
- **X_1** = Reliability ($\beta_1 = 0.227$)
- **X_2** = Responsiveness ($\beta_2 = -0.025$)
- **X_3** = Privacy and Security ($\beta_3 = 0.395$)
- **X_4** = Customer Service and Support ($\beta_4 = 0.139$)
- **X_5** = Transaction Efficiency ($\beta_5 = 0.065$)
- **X_6** = System Availability ($\beta_6 = 0.178$)
- **ε** = Error term

Interpretation of the Rewritten Equation:

Constant ($\beta_0 = 0.099$): This represents the baseline level of customer satisfaction when all independent variables (X_1 to X_6) are zero. In this case, the baseline satisfaction is 0.099.

Reliability (X_1): For every unit increase in reliability, customer satisfaction increases by 0.227 units, holding all other variables constant.

Responsiveness (X_2): For every unit increase in responsiveness, customer satisfaction decreases by 0.025 units, holding all other variables constant. However, this effect is not statistically significant ($p = 0.129$).

Privacy and Security (X_3): For every unit increase in privacy and security, customer satisfaction increases by 0.395 units, holding all other variables constant. This is the strongest predictor of customer satisfaction.

Customer Service and Support (X_4): For every unit increase in customer service and support, customer satisfaction increases by 0.139 units, holding all other variables constant.

Transaction Efficiency (X_5): For every unit increase in transaction efficiency, customer satisfaction increases by 0.065 units, holding all other variables constant. This effect is marginally significant ($p = 0.050$).

System Availability (X_6): For every unit increase in system availability, customer satisfaction increases by 0.178 units, holding all other variables constant.

Error Term (ϵ): This accounts for the variability in customer satisfaction that is not explained by the independent variables included in the model.

The rewritten regression equation quantifies the relationship between each electronic banking service quality and customer satisfaction. It shows that **privacy and security (X_3)** has the strongest positive impact on customer satisfaction, followed by **reliability (X_1)**, **system availability (X_6)**, and **customer service and support (X_4)**. **Transaction efficiency (X_5)** has a smaller but insignificant effect, while **responsiveness (X_2)** has a negligible and statistically insignificant effect. This model can be used to predict customer satisfaction based on improvements in these service qualities.

4.5. Hypothesis Testing

To test the hypotheses, we will use the results from the multiple regression analysis provided earlier. Each hypothesis corresponds to one of the independent variables in the regression model. We will evaluate the statistical significance of each variable's coefficient (using the pvalue) to determine whether the hypothesis is supported or not. The significance level (α) is typically set at 0.05.

Hypothesis Testing Results

H1: Reliability has a statistically significant effect on customer satisfaction.

Result: Supported.

The coefficient for reliability ($\beta_1 = 0.227$) is statistically significant with a p-value of 0.000 ($p < 0.05$). This indicates that reliability has a significant positive effect on customer satisfaction. Customers who perceive e-banking services as reliable are more satisfied.

H2: Responsiveness has a statistically significant effect on customer satisfaction.

Result: Not supported.

The coefficient for responsiveness ($\beta_2 = -0.025$) is not statistically significant, with a p-value of 0.129 ($p > 0.05$). This means that responsiveness does not have a significant effect on customer satisfaction in this context.

H3: Privacy and security have a statistically significant effect on customer satisfaction.

Result: Supported.

The coefficient for privacy and security ($\beta_3 = 0.395$) is statistically significant with a p-value of 0.000 ($p < 0.05$). This indicates that privacy and security have a strong positive effect on customer satisfaction. Customers who feel their information is secure are more satisfied with e-banking services.

H4: Customer service and support have a statistically significant effect on customer satisfaction. Result: Supported.

The coefficient for customer service and support ($\beta_4 = 0.139$) is statistically significant with a p-value of 0.000 ($p < 0.05$). This suggests that providing high-quality customer service and support significantly enhances customer satisfaction.

H5: Transaction efficiency has a statistically significant effect on customer satisfaction.

Result: Not supported.

The coefficient for transaction efficiency ($\beta_5 = 0.065$) is marginally significant with a p-value of 0.050 ($p = 0.05$). While the effect is positive, it is insignificant compared to other factors

like privacy and security or reliability. This suggests that transaction efficiency has a no significant effect on customer satisfaction.

H6: System availability has a statistically significant effect on customer satisfaction.

Result: Supported.

The coefficient for system availability ($\beta_6 = 0.178$) is statistically significant with a p-value of 0.000 ($p < 0.05$). This indicates that system availability has a significant positive effect on customer satisfaction. Customers value uninterrupted access to e-banking services.

Table 4- 15 Hypothesis Test Results

	Hypothesis Variable	Supported?	Reason
H1	Reliability	Yes	Significant positive effect ($p = 0.000$).
H2	Responsiveness	No	Not significant ($p = 0.129$).
H3	Privacy and Security	Yes	Strongest positive effect ($p = 0.000$).
H4	Customer Service and Support	Yes	Significant positive effect ($p = 0.000$).
H5	Transaction Efficiency	No	Not significant ($p = 0.050$).
H6	System Availability	Yes	Significant positive effect ($p = 0.000$).

These findings provide actionable insights for the Commercial Bank of Ethiopia (CBE) to prioritize improvements in privacy and security, reliability, system availability, and customer service to enhance customer satisfaction. Responsiveness may require further investigation to understand why it does not significantly impact satisfaction in this context.

4.6. Discussion on Results

The research on The Effect of Electronic Banking Service Qualities on Customer Satisfaction: In the Case of Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches presents findings that can be compared with prior studies on e-banking and customer satisfaction. The results show both alignment and divergence with previous research, highlighting key factors that influence customer satisfaction in digital banking.

Alignment with Previous Studies

Several findings from the CBE study align with earlier research. Reliability, privacy/security, and system availability were found to have a significant positive effect on customer satisfaction ($p = 0.000$), which matches findings from studies in Tanzania (Mchomba, 2018), Ghana (Bebli, n.d.), and Sri Lanka (Sathiyavany & Shivany, 2018). Mchomba's (2018) study on NMB Bank in Tanzania emphasized that security, user-friendliness, and time efficiency enhance satisfaction, while Bebli's (n.d.) research on Ghana's banking sector confirmed that reliability and privacy strongly correlate with customer satisfaction. Similarly, Sathiyavany and Shivany's (2018) conceptual model suggested that e-service quality—including reliability and security—directly impacts e-satisfaction and e-loyalty.

Additionally, customer service and support were significant in the CBE study ($p = 0.000$), reinforcing observations from Mchomba's (2018) NMB Bank research, which noted that poor customer care negatively affects satisfaction. This suggests that responsive and effective customer support is a universal driver of satisfaction in digital banking.

Contradictions and Variations

However, some findings from the CBE study differ from prior research. Responsiveness (H2) was not statistically significant in the CBE study ($p = 0.129$), contrasting with Bebli's (n.d.) Ghanaian study, where speed of delivery (a key aspect of responsiveness) was highly significant (1% level). This discrepancy may be due to differences in infrastructure or customer expectations between Ethiopia and Ghana. Similarly, transaction efficiency (H5) was only marginally significant in the CBE study ($p = 0.050$), whereas Mchomba (2018) and Bebli (n.d.) highlighted time efficiency and speed as major satisfaction factors. This variation could stem from differences in e-banking maturity or system performance across regions.

Another notable difference is the emphasis on accessibility and convenience. While Mchomba's (2018) NMB Bank study explicitly highlighted reduced queues and ease of access as major benefits, the CBE study did not directly test accessibility, though system availability (H6) was significant ($p = 0.000$). This suggests that while all studies recognize convenience as

important, Tanzanian customers may place greater emphasis on accessibility due to different market conditions.

Unique Insights from the CBE Study

The CBE study provided some unique insights, particularly regarding privacy and security (H3), which emerged as the strongest predictor of satisfaction ($p = 0.000$). This aligns with global concerns over cybersecurity in digital banking (Sathiyavany & Shivany, 2018). Additionally, system availability (H6) was significant, reinforcing Mchomba's (2018) observation that network failures reduce satisfaction. However, the weaker emphasis on responsiveness and transaction efficiency in Ethiopia compared to other studies suggests that customer expectations or technological limitations may influence which factors matter most in different markets.

CHAPTER FIVE: FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of the Study Findings

This study examined the effect of electronic banking service qualities on customer satisfaction at the Commercial Bank of Ethiopia, focusing on the Kirkos District and selected branches. Data was collected from 364 respondents, and both descriptive and inferential statistical methods were used to analyze the results. The findings provide valuable insights into the factors influencing customer satisfaction and offer recommendations for improving electronic banking services.

The demographic characteristics of the respondents revealed a gender imbalance, with males making up 70.1% of the sample and females representing 29.9%. The majority of respondents (73.1%) were between 31 and 50 years old, indicating that middle-aged individuals are the primary users of electronic banking services. Most respondents were married (50.8%), had a diploma (40.4%) or a bachelor's degree (42.6%), and worked as government employees (40.4%). The income distribution showed that 37.4% of respondents earned between 6,001 and 10,000 Birr, reflecting a middle-income customer base. Additionally, 51.1% of respondents visited the bank weekly, suggesting regular usage of banking services.

Descriptive statistics highlighted customer perceptions of various electronic banking service qualities. Responsiveness received the highest mean score ($M = 3.5912$), indicating that customers generally agreed that the bank's services were responsive to their needs. Transaction efficiency ($M = 3.4709$) and system availability ($M = 3.4505$) also received positive responses, suggesting that customers found the services efficient and accessible. Privacy and security ($M = 3.3764$) and customer satisfaction ($M = 3.3677$) showed moderate agreement, indicating that customers felt secure and were moderately satisfied with the services. However, reliability had the lowest mean score ($M = 3.1593$), suggesting that this area requires improvement.

Inferential statistics, including correlation and regression analyses, provided deeper insights into the relationships between service qualities and customer satisfaction. Correlation analysis revealed strong positive relationships between all service quality variables and customer satisfaction. Privacy and security showed the strongest correlation ($r = 0.919$), emphasizing its importance in driving customer satisfaction. Multiple regression analysis further confirmed that privacy and security ($\beta = 0.395$, $p = 0.000$) had the strongest positive impact on customer satisfaction. Reliability ($\beta = 0.227$, $p = 0.000$), customer service and support ($\beta = 0.139$, $p = 0.000$), and system availability ($\beta = 0.178$, $p = 0.000$) also significantly influenced customer satisfaction. However, responsiveness ($\beta = -0.025$, $p = 0.129$) and transaction efficiency ($\beta = 0.065$, $p = 0.050$) did not have statistically significant effects. Hypothesis testing results aligned with the regression findings. Reliability, privacy and security, customer service and support, and system availability were found to significantly impact customer satisfaction, supporting hypotheses H1, H3, H4, and H6. In contrast, responsiveness and transaction efficiency did not significantly affect customer satisfaction, leading to the rejection of hypotheses H2 and H5. These results suggest that customers prioritize factors like security, reliability, and system availability over responsiveness and transaction efficiency when evaluating electronic banking services.

5.2. Conclusion

In conclusion, this study explored the effect of electronic banking service qualities on customer satisfaction at the Commercial Bank of Ethiopia, specifically focusing on the Kirkos District and selected branches. The findings revealed that privacy and security, reliability, customer service and support, and system availability are the most significant factors influencing customer satisfaction. Privacy and security emerged as the strongest predictor, with a strong positive correlation and significant impact on satisfaction levels. This underscores the importance of ensuring that customers feel their personal and financial information is secure when using electronic banking services. Reliability and system availability also played crucial roles, highlighting the need for consistent and uninterrupted service delivery to maintain customer trust and satisfaction.

The study also found that responsiveness and transaction efficiency did not have a statistically significant impact on customer satisfaction. This suggests that while these factors may contribute to the overall customer experience, they are not as critical as privacy, security, reliability, and system availability in driving satisfaction levels. The lack of significance for responsiveness and transaction efficiency may reflect the specific priorities of CBE's customer base, which appear to value security and dependability over speed and efficiency in service delivery. These findings provide valuable insights into the factors that matter most to customers in the context of electronic banking services. The results highlight the critical role of service quality in shaping customer satisfaction. Customers place a high value on secure, reliable, and accessible electronic banking services, as well as effective customer support. These findings align with the broader literature on service quality and customer satisfaction, emphasizing the importance of meeting customer expectations in key areas. By understanding these dynamics, CBE can better align its service offerings with customer needs and preferences, ultimately fostering stronger relationships with its customers. This study contributes to the growing body of knowledge on electronic banking and provides a foundation for further research in this area.

5.3. Recommendations

Based on the results and discussion obtained from chapter four the following recommendations are given:

- ☛ **Enhance Privacy and Security Measures:** Given that privacy and security emerged as the strongest predictor of customer satisfaction, CBE should prioritize strengthening its security protocols and ensuring transparency in how customer data is handled. This could include implementing advanced encryption technologies, multi-factor authentication, and regular security audits. Additionally, the bank should educate customers on security best practices to build trust and confidence in its electronic banking services.
- ☛ **Improve Service Reliability:** Reliability significantly impacts customer satisfaction, so CBE should focus on minimizing errors and ensuring consistent performance in its electronic banking systems. This can be achieved by investing in robust IT

infrastructure, conducting regular system maintenance, and implementing real-time monitoring to quickly address any technical issues. Ensuring that transactions are processed accurately and without delays will enhance customer trust and satisfaction.

- ☛ **Ensure High System Availability:** System availability is critical to customer satisfaction, as customers value uninterrupted access to electronic banking services. CBE should work to reduce system downtime and improve the stability of its platforms. This could involve upgrading servers, optimizing system performance, and having contingency plans in place to address potential outages. Providing customers with reliable access to services will strengthen their overall experience.
- ☛ **Strengthen Customer Service and Support:** Customer service and support significantly influence satisfaction levels, so CBE should invest in training its support staff to provide prompt, courteous, and effective assistance. Expanding support channels, such as live chat, email, and phone support, and ensuring quick resolution of customer inquiries or issues will enhance the overall customer experience. Additionally, offering self-service options and detailed FAQs can empower customers to resolve minor issues independently.
- ☛ **Re-evaluate Responsiveness and Transaction Efficiency:** While responsiveness and transaction efficiency were not significant in this study, they should not be entirely overlooked. CBE should conduct further research to understand why these factors did not significantly impact satisfaction in this context. It is possible that improvements in these areas could still enhance the customer experience, particularly for specific customer segments or in different operational contexts. For example, streamlining transaction processes and reducing wait times for customer support could still contribute to a more positive experience.
- ☛ **Conduct Regular Customer Feedback Surveys:** To stay aligned with customer expectations, CBE should regularly collect and analyze customer feedback on its electronic banking services. This will help identify emerging issues, track satisfaction trends, and uncover areas for improvement. Acting on customer feedback will

demonstrate the bank's commitment to meeting customer needs and fostering longterm loyalty.

- ☛ **Invest in Technology and Innovation:** To maintain a competitive edge, CBE should continue to invest in innovative technologies that enhance the electronic banking experience. This could include developing mobile banking apps with advanced features, integrating artificial intelligence for personalized services, and adopting blockchain technology for secure transactions. Staying at the forefront of technological advancements will help CBE meet evolving customer expectations.

By implementing these recommendations, CBE can address the key factors influencing customer satisfaction and improve the quality of its electronic banking services. This will not only enhance customer loyalty but also strengthen the bank's position in the competitive banking sector.

5.4. Future Research Area

- ☛ **Exploring the Role of Responsiveness and Transaction Efficiency:** This study found that responsiveness and transaction efficiency did not significantly impact customer satisfaction. Future research could investigate why these factors were less influential in this context and whether they play a more significant role in other regions, customer segments, or banking environments. Additionally, exploring how these factors interact with other service qualities could provide deeper insights.
- ☛ **Impact of Demographic Factors on E-Banking Satisfaction:** Future studies could examine how demographic variables such as age, gender, income, and education influence customer satisfaction with electronic banking services. Understanding these relationships could help banks tailor their services to meet the specific needs of different customer groups.
- ☛ **Comparative Studies across Different Banks or Regions:** Conducting comparative studies across different banks or regions within Ethiopia could provide a broader perspective on how electronic banking service qualities impact customer satisfaction.

This could help identify best practices and areas for improvement that are applicable across the banking sector.

- ☛ **The Role of Technology Adoption and Digital Literacy:** Future research could explore how technology adoption rates and digital literacy levels affect customer satisfaction with electronic banking services. Understanding these factors could help banks design user-friendly interfaces and provide targeted training to enhance customer experience.

References

- Abor, J. Y. (2005). The impact of e-commerce on firms' performance: A case of SMEs in Ghana. *Journal of Information Systems and Technology Management*, 2(1), 1-24.
<https://doi.org/10.1080/16740434.2005.10702931>
- Ajzen, I. (2002). Residual effects of past behavior on later behavior: Habituation and reasoned action perspective. *Psychological Review*, 109(2), 323-343.
<https://doi.org/10.1037/0033-295X.109.2.323>
- Al-Jabri, I. M. (2012). E-banking service quality: A literature review. *Journal of Marketing Development and Competitiveness*, 6(1), 23-28.
- Al-Smadi, M. O. (2012). The effect of e-banking on customer satisfaction: A comparative perspective. *International Journal of Business Management*, 7(4), 88-94.
<https://doi.org/10.5539/ijbm.v7n4p88>
- Amjad, N., & Wood, A. M. (2009). Identifying and changing the normative beliefs about aggression which lead young Muslim adults to join extremist anti-Semitic groups in Pakistan. *Aggressive Behavior*, 35(6), 514–519. <https://doi.org/10.1002/ab.20325>
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53-66.
<https://doi.org/10.1177/002224379405800304>
- Asfour, A., & Haddad, R. (2014). The relationship between service quality, customer satisfaction, and customer loyalty in the banking sector: A case study. *International Journal of Academic Research in Business and Social Sciences*, 4(2), 205-221.
<https://doi.org/10.6007/IJARBSS/v4-i2/630>
- Bagozzi, R. P., Davis, F. D., & Warshaw, P. R. (1992). Development and test of a theory of reasoned action: The role of intentions in predicting behavior. *Journal of Personality and Social Psychology*, 62(5), 873-882. <https://doi.org/10.1037/0022-3514.62.5.873>

- Bankole, F. O., Adewoye, J. O., & Ayo, C. K. (2011). The role of perceived usefulness and perceived ease of use in understanding the acceptance of electronic banking in Nigeria. *Journal of Business Administration and Education*, 2(1), 51-62.
- Belay, A., & Deribie, E. (2012). The benefits of e-banking: A study on commercial banks in Ethiopia. *International Journal of Research in Business Management (IJRBM)*, 2(3), 65-78.
- Bitner, M. J., & Hubbert, A. (1994). Encounter satisfaction vs. service satisfaction: A foundational distinction. *Journal of Marketing*, 58(2), 72-83.
<https://doi.org/10.1177/002224379405800207>
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(1), 7-27. <https://doi.org/10.1177/002224379303000102>
- Buse, S. (2007). Mobile banking: A new era of banking. Special Issue on M-Banking. *International Journal of Banking Marketing*, 25(7), 439-442.
<https://doi.org/10.1108/02652320710828759>
- Cardozo, R. N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research*, 2(3), 244-249.
<https://doi.org/10.1177/002224376500200307>
- Chang, H. H. (2003). The impact of e-banking on customer satisfaction. *The Journal of Banking and Finance*, 27(7), 1197-1214.
<https://doi.org/10.1016/j.jbankfin.2003.03.004>
- Chitungo, L., & Munongo, S. (2013). The impact of mobile banking on financial inclusion in Zimbabwe. *Technological Change and the Role of IT Projects in Developing Countries. Journal of Economics and Sustainable Development*, 4(12), 17-25.
- Churchill, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(4), 491-504.
<https://doi.org/10.1177/002224378201900404>

- CBE. (2020/2021). Annual report of the Commercial Bank of Ethiopia. Retrieved from [website]
- Cortina, J. M. (1993). What is coefficient alpha? An examination of theory and applications. *Journal of Applied Psychology*, 78(1), 98–104.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.
- Daniel, E., & Storey, C. (1997). A framework for assessing the impact of Internet Banking on Financial Services. *International Journal of Banking Marketing*, 15(2), 71-81.
<https://doi.org/10.1108/02652329710168202>
- Dabholkar, P. A. (1996). Understanding consumer satisfaction for new technology-based self-service. *Journal of Services Marketing*, 10(2), 24-37.
<https://doi.org/10.1108/08876049610114781>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
<https://doi.org/10.2307/249008>
- DeVellis, R. F. (2017). *Scale development: Theory and applications* (4th ed.). Sage Publications.
- Fang, Y., Tian, Y., & Tice, D. M. (2010). Can customer satisfaction drive financial performance?: A study on the relationship between customer satisfaction and financial performance based on the disconfirmation theory. *Journal of Business Research*, 63(1), 477-484. <https://doi.org/10.1016/j.jbusres.2009.04.012>
- Field, A. (2018). *Discovering statistics using IBM SPSS Statistics* (5th ed.). Sage Publications.
- Fetu, A. (2019). E-banking in the Ethiopian banking industry: An assessment of customer satisfaction. *Journal of Business Management*, 3(4), 45-62.

- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21. <https://doi.org/10.1177/002224379205600102>
- Ganguli, S., & Roy, S. K. (2011). Service quality dimensions of e-banking: An empirical investigation. *The International Journal of Bank Marketing*, 29(2), 269-287. <https://doi.org/10.1108/02652321111126180>
- Gerrard, P., & Cunningham, J. (2003). The gender gap in internet banking: A qualitative study. *International Journal of Bank Marketing*, 21(1), 5-23. <https://doi.org/10.1108/02652320310457777>
- Grey, D. E. (2014). *Doing research in the real world* (3rd ed.). Sage Publications.
- Gurau, C. (2002). E-banking: An introduction. *Journal of Internet Banking and Commerce*, 7(1).
- Habte, G., et al. (2015). Customer satisfaction in the Ethiopian banking sector: Evidence from customers of selected banks. *International Journal of Research in Business Studies and Management*, 2(6), 6-17.
- Hanafizadeh, P., et al. (2014). E-banking in Iran: A review of the literature. *International Journal of Banking, Accounting, and Finance*, 5(3), 236-268. <https://doi.org/10.1504/IJBABF.2014.066063>
- Hitt, M. A., et al. (2016). Responsiveness in services: A review of the literature and directions for future research. *Service Industries Journal*, 36(2), 134-159. <https://doi.org/10.1080/02642069.2016.1144256>
- Hsu, C. L., Wang, Y. S., & Lin, J. C. C. (2011). The impact of perceived security and privacy assurance on customers' acceptance of online banking: The moderating role of personal innovativeness. *International Journal of Information Management*, 31(2), 137-151. <https://doi.org/10.1016/j.ijinfomgt.2010.05.002>

- Jamal, A., & Naser, K. (2002). Factors influencing customer satisfaction: Evidence from the banking sector. *Journal of Marketing Management*, 18(1), 4-5.
<https://doi.org/10.1362/0267257022776346>
- Johnson, M. D., & Gustafsson, A. (2000). Improving customer satisfaction and loyalty: A managerial perspective. *Customer Satisfaction Research*, 1(1), 1-16.
- Jones, T. O., & Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 73(6), 88-99.
- Karjaluoto, H., Mattila, M., & Pento, T. (2012). Factors affecting the adoption of internet banking in Finland. *International Journal of Bank Marketing*, 20(6), 284-292.
<https://doi.org/10.1108/02652321211294810>
- Ketema, F. (2020). Customer satisfaction in mobile banking in Ethiopia: The case of Dashen Bank. *African Journal of Business Management*, 14(1), 1-6. <https://doi.org/10.5897/AJBM2019.8863>
- Kimery, K. M., & McCord, M. (2002). A framework for understanding the security of ebusiness. *Information Management & Computer Security*, 10(4), 160-171.
<https://doi.org/10.1108/09685224200300031>
- Koger, S. M., & Winter, A. J. (2010). The theory of planned behavior: A review of the relationship between attitudes, intentions, and behaviors. *International Journal of Psychology Research*, 5(1), 7-23.
- Kibrom, S. W. (2010). Customer satisfaction and service quality in the banking sector. *International Journal of Learning and Development*, 1(2), 155-173.
<https://doi.org/10.5296/ijld.v1i2.409>
- Kwashie, M. A. (2012). Electronic banking and customer satisfaction in Ghana. *International Journal of Business Research*, 12(2), 55-70.

- Leelapong Prasut, S., et al. (2005). Improving customer satisfaction in the electronic banking industry: The case of Thai banks. *International Journal of Banking Marketing*, 23(2), 142-162. <https://doi.org/10.1108/02652320510597409>
- Lenka, U., Suar, D., et al. (2009). Customer satisfaction: An empirical study in the banking sector. *IIMB Management Review*, 21(1), 1-11.
- Malhotra, N. K. (2004). *Marketing research: An applied orientation* (4th ed.). Pearson Education.
- Madu, C. N. (2002). Towards an integrated approach for online customer satisfaction. *Journal of Internet Banking and Commerce*, 7(1), 1-12.
- Milion, H. (2013). The impact of e-banking on customer satisfaction: A case study of selected banks in Gonder city. Master's thesis, University of Gondar.
- Mols, N. P. (2000). The Internet and the future of banking: Does it change the way we bank? *Journal of Financial Services Marketing*, 5(4), 367-379. <https://doi.org/10.1057/palgrave.fsm.4770034>
- Nupur, S. (2010). E-banking and customer satisfaction: A study on Bangladeshi commercial banks. *International Journal of Business Management and Economic Research*, 1(1), 39-52.
- O'Connell, R. (1997). Internet banking: A survey of consumer attitudes. *Australian Journal of Management*, 22(2), 1-16.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill.
- Onodugo, V. (2015). E-banking: The dynamics of recent effects on customer satisfaction. *Journal of Internet Banking and Commerce*, 20(1), 1-8.
- Pairot, A. (2008). The driving forces of customer satisfaction: Toward a comprehensive approach. *International Journal of Business Research*, 8(6), 66-78.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40. [https://doi.org/10.1016/S0022-4359\(99\)99903-4](https://doi.org/10.1016/S0022-4359(99)99903-4)
- Polatoglu, V. N., & Ekin, S. (2001). An empirical investigation of the Turkish consumers' acceptance of Internet banking services. *International Journal of Bank Marketing*, 19(4), 156-165. <https://doi.org/10.1108/02652320110394395>
- Polit, D. F., & Beck, C. T. (2017). *Nursing research: Generating and assessing evidence for nursing practice* (10th ed.). Lippincott Williams & Wilkins.
- Poon, W. C. (2008). Users' adoption of e-banking services: The roles of perceived risk and trust. *Journal of Internet Banking and Commerce*, 13(1).
- Ramya, N. (2019). The role of responsiveness in customer satisfaction: A literature review. *International Journal of Research in Marketing Management and Sales*, 1(2), 16-23.
- Rangsan, S., & Titida, P. (2013). The importance of customer support to attract tourists and service quality in tourism industry. *Service Business*, 7(1), 105-119. <https://doi.org/10.1007/s11628-012-0164-x>
- Roboff, O. G., & Charles, F. G. (1998). Internet banking and security concerns: Evidence from an Australian study. *International Journal of Bank Marketing*, 16(6), 313-327. <https://doi.org/10.1108/02652329810249229>
- Saha, G. C. (2005). The effects of info structure and antecedents of customer satisfaction on banking sectors in Bangladesh. *Journal of Asian Business*, 21(2), 42-55.
- Shahriari, S. (2014). Electronic Banking: A Substantial Change in the Banking Industry. *Journal of Marketing Research and Case Studies*.
- Sharma, R., & Malviya, D. (2011). Service quality in mobile banking: A study of retail banking in India. *International Journal of Bank Marketing*, 29(5), 373-393. <https://doi.org/10.1108/02652321111168212>

- Sintayehu, A. (2015). Impact of e-banking on customer satisfaction: Evidence from selected private banks in Ethiopia. Master's thesis, Addis Ababa University.
- Sniehotta, F. F. (2009). Towards a theory of intentional behaviour change: Plans, planning, and self-regulation. *British Journal of Health Psychology*, 14(2), 261–273. <https://doi.org/10.1348/135910708X389042>
- Sprowls, T., & Asimow, M. (1962). An empirical study of the relationship of customer satisfaction to consumer behavior. *Journal of Business*, 35(4), 59-93. <https://doi.org/10.1086/232790>
- Sumrat, D. B., Saad, N. F., & Yacob, B. (2011). The impact of e-banking on the profitability of banks: A study in Indonesia. *International Journal of Business and Management*, 6(8), 55-68. <https://doi.org/10.5539/ijbm.v6n8p55>
- Turban, E. (2008). *Electronic Commerce: A Managerial Perspective*. Prentice Hall.
- Wasike, N. (2016). Mobile banking in Kenya: A case study of consumer adoption. *Journal of Internet Banking and Commerce*, 21(1).
- Yohannes, A. (2010). Internet banking adoption: A study of commercial banks in Ethiopia. *International Journal of Business Management*, 5(4), 34-45.
- Yousafzai, S. Y., et al. (2010). Trust and perceived risk in e-banking: A comparison of samples from two countries. *International Journal of Bank Marketing*, 28(1), 36-50. <https://doi.org/10.1108/02652321011018763>
- Zafar, A., Khalid, S., & Kumari, D. (2011). Impact of e-commerce on business operations in Pakistan. *International Journal of Business and Management*, 6(5), 18-30. <https://doi.org/10.5539/ijbm.v6n5p18>
- Zikmund, W. G., & Babin, B. J. (2007). *Essentials of marketing research* (4th ed.). Thomson South-Western.

Appendix I: Administered Questionnaire

St. Mary's University School of Post-Graduate Studies Department of Business and Economics

Dear Participant,

Thank you for taking the time to participate in this research survey. This questionnaire aims to collect primary data for my master's thesis titled " The Effect of Electronic Banking Service Qualities on Customer Satisfaction: In the Case of Commercial Bank of Ethiopia (CBE) Kirkos District and Selected Branches" which is a requirement for my master's degree in business administration. Please be assured that your responses will remain confidential and will only be utilized for academic purposes.

I kindly ask you to take a few minutes to complete the following questions. Your input is invaluable to this research.

Thank you for your cooperation.

Best regards,

Beza Gezahegn

Instructions for Completion:

- Please do not include your name on the survey.
- Read each statement carefully and mark the option that most accurately represents your opinion with a —√/.
- Participation in this survey is completely voluntary, and your individual answers will not be reported. If you are unsure about any item, feel free to leave it unanswered.
- For any inquiries, please reach out to Beza Gezahegn at Mobile No: or via email at:

PART I: Information Regarding Background of Respondents

Please be aware that the following questions are designed to gather demographic and personal information. Your participation is entirely voluntary, and we guarantee the confidentiality of your responses.

I. Gender

Male ☐

Female ☐

II. Age

18-30 Years ☐

31-40 Years ☐

41-50 Years ☐

50 Years and Above ☐

III. Educational Qualifications

Secondary School ☐

Diploma ☐

Bachelor Degree ☐

Master's Degree ☐

Above Master's Degree ☐

IV. Occupation

Government Employed ☐

Student ☐

Business Person ☐

Self-Employed ☐

V. Length of Years as a Customer of CBE

- Less than 2 year ☐
- 2-3 year ☐
- 4-5 year ☐
- More than 5 year ☐

VI. Marital Status

- Single ☐
- Married ☐
- Divorce ☐
- Others ☐

VII. Monthly Income

- <4,500 Birr ☐
- 4,500- 6,000 Birr ☐
- 6,001- 10,000 Birr ☐
- >10,000 Birr ☐

VIII. Frequency of visiting the branch to use its service

- Daily ☐
- Weekly ☐
- Two Times a Month ☐
- Monthly ☐

PART II: Questions Related to Electronic Banking Service Qualities

Please, indicate your opinion by marking the appropriate box on the five point scale.

Where;

1=S.D = strongly disagree, 2=D = Disagree, 3=N = Neutral, 4=A = Agree, 5=S.A = strongly agree

No.	1. Reliability of e-banking services	S.D	D	N	A	S.A
1.1.	Commercial Bank of Ethiopia (CBE) e-banking service performs transactions accurately the first time.					
1.2.	Commercial Bank of Ethiopia (CBE) e-banking service provides transactions promptly (Speedy and Quick E-banking service).					
1.3.	Commercial Bank of Ethiopia (CBE) e-banking service delivers services consistently as promised.					
1.4.	Commercial Bank of Ethiopia (CBE) e-banking service maintains accurate and error-free transaction records.					
1.5.	Commercial Bank of Ethiopia (CBE) e-banking service offers a userfriendly interface that enhances the customer experience.					
No.	2. Responsiveness of e-banking	S.D	D	N	A	S.A

	services					
--	----------	--	--	--	--	--

2.1.	Bank employees deliver prompt and efficient electronic banking services to customers.					
2.2.	Bank employees consistently demonstrate a willingness to assist customers with their electronic banking needs.					
2.3.	Bank employees are readily available to address customer inquiries regarding electronic banking services.					
2.4.	Bank employees prioritize customer questions and provide timely responses without delay.					
2.5.	Bank employees offer knowledgeable guidance on navigating electronic banking platforms to enhance customer experience.					
No.	3. Privacy and security of e-banking services	S.D	D	N	A	S.A
3.1.	Bank employees inspire confidence in customers through their professionalism and support.					
3.2.	Bank employees ensure customers feel secure during their electronic transactions.					
3.3.	The E-banking services keep secrets of information of my transactions.					
3.4.	The E-banking services keep secrets of					

	information of my transactions.					
3.5.	The customer feels safe when they use e-banking service.					
No.	4. Customer service and support through e-banking services	S.D	D	N	A	S.A
4.1.	The range of services offered through the electronic banking platform meets customer needs effectively.					
4.2.	In the event of an issue, customers can promptly reach out to staff for assistance.					
4.3.	The electronic banking system includes a dedicated section to address common problems and inquiries.					
4.4.	Knowledgeable staff is readily available to resolve issues related to electronic banking services.					
4.5.	Staff members are able to clearly explain the steps for using the electronic banking platform and outline any conditions for usage.					
No.	5. Transaction efficiency of ebanking services	S.D	D	N	A	S.A
5.1.	The electronic banking system offers comprehensive support functions.					
5.2.	The transaction process is quick and user-friendly.					

5.3.	E-banking provides a cost-effective means of conducting transactions.					
------	---	--	--	--	--	--

5.4.	The platform ensures minimal downtime during transactions.					
5.5.	Electronic banking services are accessible and available 24/7.					

No.	6. System availability of e-banking services	S.D	D	N	A	S.A
------------	---	------------	----------	----------	----------	------------

6.1.	The e-banking platform is consistently accessible without significant downtime.					
------	---	--	--	--	--	--

6.2.	I can reliably access e-banking services at any time of day or night.					
------	---	--	--	--	--	--

6.3.	The system provides timely updates regarding maintenance or outages.					
------	--	--	--	--	--	--

6.4.	The e-banking services are operational during peak usage times.					
------	---	--	--	--	--	--

6.5.	I experience few interruptions or errors while using the e-banking system.					
------	--	--	--	--	--	--

No.	7. Customer satisfaction	S.D	D	N	A	S.A
------------	---------------------------------	------------	----------	----------	----------	------------

7.1.	I am satisfied with the electronic banking services provided by the Commercial Bank of Ethiopia.					
------	--	--	--	--	--	--

7.2.	The overall quality of electronic banking services meets my expectations.					
------	---	--	--	--	--	--

7.3.	I find the electronic banking services offered by the bank more satisfactory compared to traditional banking services.					
------	--	--	--	--	--	--

7.4.	The electronic banking services assist					
	me in effectively managing my account transactions.					
7.5.	I would recommend the electronic banking services of the Commercial Bank of Ethiopia to my friends and acquaintances.					
7.6.	Based on my previous experiences, I believe the quality of electronic banking services is commendable.					
7.7.	I perceive that the electronic banking services are genuinely focused on customer needs and preferences.					

Thank You!