

Electronic Service Quality and Customer Satisfaction of Deposit Money Banks in Port Harcourt

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Abstract

The aim of this study is to e-service quality and customer satisfaction of deposit money banks in Port Harcourt. The study adopted descriptive research design. Three hundred and eighty-four (384) copies of questionnaires were distributed; three hundred and sixty-six (366) copies were fit for analysis. The Multiple Regression Statistical tool was adopted with the aid of Statistical Package for Social Sciences (SPSS version 23). The findings of the study showed that e-service quality significantly relates with customer satisfaction. Based on the findings, the study recommended that Government agencies should embark more on online outsourcing strategies to conclude that e-service quality positively and significantly influenced customer satisfaction. Based on this, we recommended that deposit money banks' managers should make banking service readily available to customers at all times. The study also recommends that strict internal control measures should be ensured in order to protect customer's bank details from falling into the hands of fraudsters.

Keywords: *E-Service Quality, Customer Satisfaction, Deposit Money Banks.*

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Introduction

Technology is continually changing the way services are being delivered from one bank to the customers (Hodgkinson, 2015). Deposit money banks inevitably have to adapt their business needs to technological advancements through the operating system by using the internet as part of their strategic plan. Meeting the needs and requirements of the stakeholders will not only ensure the survival of the organisation but also allow it to flourish. Customers are presumed to be one of the most critical stakeholders in any organization because, without them, organizations are not likely to succeed. Knowledge of customer satisfaction will go a long way in ensuring effective banking policies towards the interest of customers which will eventually facilitate positive customer attitude towards the organisations. Customers now demand a high level of comfort and flexibility, strong and easy-to-use financial management products and services that cannot be offered by traditional retail banking and these can be achieved through effective electronic service quality (e-service quality).

E-service quality in banking is one of the most important ways to keep customers coming back despite the clog in the Nigeria banking sector. The strategies to maintain customers confidence includes responding to customers' complaints in a thorough and timely manner and interacting with customers through face to face meeting, telephone, mail, fax and email. Customers in the current information technology era are also quite concerned with the quality of e-services provided by each deposit money bank. Deposit money banks must be able to maintain good performance and correct deficiencies in customer ratings that are using their services or expected to use their services in the future (Harahap&Amanah, 2019b). E-service quality is a way used by the businessman in measuring the quality of services given by the company. The deposit money bank can know the extent of the quality of services that have been provided to customers, so that it can identify factors that need to be maintained or improved in connection with bank services to customers in the future via the internet (Harahap et al., 2019). This condition is certainly a challenge for deposit money banks to continue to improve the services and banking products themselves, how to always maintain the market share that has been obtained and try to better develop a wider customer network (Harahap et al., 2019). The key to the success of deposit money banks is to remain competitive and continue to improve service quality to better meet customer needs and provide superior service (Harahap et al., 2019).

Moreover, Tsao et al. (2016) studied the impact of e-service quality on online loyalty based on online shopping experience in Taiwan and showed that system quality and electronic service quality had significant effects on perceived value that in turn had a significant influence on online loyalty. In addition, Gounaris et al. (2010) found that e-service quality had a positive impact on three consumer behavior intentions: purchase intentions, site revisit, and WOM. Blut (2016) demonstrated that e-service quality had a positive effect on customer satisfaction, repurchase intention, and WOM for online shoppers in the U.S using four dimensions: website design, customer service, security/privacy, and fulfillment. Rasheed and Abadi (2014) tested the impact of e-service quality on trust in the overall services industry and found that trust was considered to be an antecedent of service quality. Sohn and Tadisina (2008) studied "Development of e-service quality measure for the Internet-based financial institutions. There are very few scholarly inquiries that simultaneously measure e-service quality against customer satisfaction of deposit money banks in Nigeria. Therefore, this study attempts to bridge such knowledge gaps. Thus, this study offers a more holistic framework of two dimensions of e-service quality and isolated the effect of each on the measures of customer satisfaction. Our point

of departure is, therefore, to empirically investigate the influence of e-service quality on customer satisfaction in deposit money banks in Port Harcourt.

Statement of the Problem

The dynamism in financial system and its business environment is creating the need to focus more on customer satisfaction rather than the product/service for competitiveness. The banking industry has been characterized by the emergence of different channels of banking such as e-banking, Automated Teller Machines (ATM), phone banking and global competition that are forcing management of deposit money banks to explore the importance of customer satisfaction, providing superior service quality and maintaining lasting relationships with customers. Deposit money banks management needs to develop strategies that will differentiate them from their competitors. Competitive advantage can be created through the delivery of higher-service quality. E-service quality has been proven to lead to customer satisfaction. Excellence in e-service quality is a key to achieve customer satisfaction which is the primary goal of deposit money banks, due to the advantages of customer value.

Customers demand efficient, fast and convenient services. Customers want a Bank that will offer them services that will meet their particular needs (personalized Banking) and support their business goals. E-service quality in banking came into existence in order to fill the vacuum created by adoption of traditional techniques afore adopted in the Nigeria banking system such as delay of service, lack of information backup, lack of interconnectivity and networks failure. Many deposit money banks today are still struggling with effective use of internet which limits the services to their customers. The banking industry of the twenty first century operates in a complex and competitive environment characterized by these changing conditions and highly volatile economic climate, and information and communication technology (ICT) is at the center of this global change curve. Hence the banks that will survive and complete effectively in today's business environment must necessarily integrate e-service quality into its operational processes. Given the uncertainty of e-service quality and a problem of satisfaction in the banking industry, this study seeks to ascertain the extent to which e-service quality can aid customer satisfaction in sustaining banks competitive advantage. It is against this backdrop that the researchers intend to investigate e-service quality and customer satisfaction of deposit money in Port Harcourt.

Aim and Objectives of the Study

This study focuses on determining the relationship between e-service quality and customer satisfaction of deposit money banks in Port Harcourt. Specific objectives are:

1. To ascertain the extent of relationship between service availability and customer satisfaction.
2. To evaluate the relationship between privacy and customer satisfaction.

Research Hypotheses

Ho₁: There is no significant relationship between service availability and customer value.

Ho₂: There is no significant relationship between service availability and word of mouth.

Ho₃: There is no significant relationship between privacy and customer value.

Ho₄: There is no significant relationship between privacy and word of mouth.

Literature Review

Theoretical Framework

The theory that underpins this study is Expectancy Disconfirmation Theory. The proponent of this theory is Oliver (1980). He posits that consumers purchase an offering with expectations about the anticipated performance. The expectation level becomes a standard against which the products are judged. That is, once the offering has been used, outcomes are compared against expectations. If the outcome matches the expectation, confirmation occurs. Whereas, disconfirmation occurs where there is a difference between expectations and outcomes. A customer is either satisfied or dissatisfied as a result of positive or negative difference between expectations and perceptions. Thus, when service performance is better than what the customer had initially expected, there is a positive disconfirmation between expectations and performance which results in satisfaction. On the other hand, when service performance occurs as expected, there is a confirmation between expectations and perceptions which results in satisfaction. In contrast, when service performance is not as good as what the customer expected, there is a negative disconfirmation between expectations and perceptions which causes dissatisfaction.

Customer Satisfaction

Satisfaction is one of the most important success measures in the business-to-consumer (B2C) online transaction (Shin et al., 2013). Customer satisfaction is an indication of the customer's belief regarding a service that leads to a positive feeling (Udo et al., 2010). According to Kotler and Keller (2006), customer satisfaction is the consequence of customer experiences during the buying process, and it plays a crucial role in affecting customers' future behavior, such as online revisit and loyalty (Pereira et al., 2016). Furthermore, customer satisfaction is a level that the needs, wishes, and expectations of the customer can be met and can result in customer value, word of mouth, repeat purchase or continued loyalty.

The most important factor for obtaining customer satisfaction is the performance of the bank. It is usually interpreted by the quality of the banking services (Nagengast et al., 2014). A satisfied e-customer would likely transact again and recommend others (Pereira et al., 2017), while a dissatisfied customer would leave his/her bank with or without any complaint. Customer satisfaction is the perception of a product or service that has met or surpasses expectations. Customer satisfaction plays an important role in the success of business strategies (Gil & Cervera, 2008); it helps keep customers from request service or product from competitors (Fawcell & Sewnson, 1998). To effectively optimize patronage and sales, businesses concentrate on maintaining consumer relationships, especially in particular customer satisfaction and customer loyalty. Two measures are used to operationalize customer satisfaction, which include customer value and word of mouth.

Customer Value

Customer value describes the exchange between quality or benefit received by customers and costs such as money, energy, time. These encourage the customers to evaluate, obtain, and use the product (Kasiri et al., 2017). According to Carlos et al. (2006) and Sánchez et al. (2006), customer value dimension consists of the functional value, emotional value, and social value. Functional value is defined as the perceived utility of the product and service attributes. In this research, there are four functional values. First, it is the functional value of establishment (installation). It addresses the available registration page on the website. Second, there is the functional value of personnel (professionalism). The utility is provided by the personnel (staff).

Third, it is the functional value of the service purchased (quality). The perceived utility is derived from the service quality provided. Fourth, the functional value of price. It is the perceived utility of the cost level incurred. Meanwhile, emotional value consists of feelings or affective states created through the experience of consumption. Then, social value is acceptance related to the level of individual relationships with their social environment.

Word of Mouth

Word of mouth (WOM) is product information that individuals transmit to other individuals (Solomon, 2015). WOM tends to be more reliable and trustworthy than other messages from formal marketing channels because customers get the word from people they know (Tuten & Solomon, 2015). WOM communication is an effective and powerful method to influence purchase decisions, particularly when important information is communicated by reliable and credible sources (Ennew et al., 2000). According to Brown et al. (2007), the emergence of the internet has allowed customers to interact with each other quickly and has easily established a phenomenon known as interpersonal online influence or electronic WOM. Customers often use WOM when they are looking for information about brands, products, services, and organizations. WOM continues to be recognized as an important source of information affecting customer product choices (Smith et al., 2005). Deposit money banks must be aware of both positive and negative WOM communication since it is highly related to customer behavioral intentions and affects corporate sales and profits (Jung & Seock, 2017). If customers trust online banking service, they tend to recommend such bank to friends (Wu et al., 2018).

E-Service Quality

The concept of e-service has been increasingly recognized by both researchers and practitioners as being one of the key determinants in successful service (Santos, 2003; Taherdoost, 2020a). E-service is defined as delivering all interactive services via the Internet, and the use of advanced communications and information and multimedia technology (Al-Hawary, Al-Smeran, 2017). The importance of e-service as strong source of competitive differentiation through customer involved in product development process through quick feedback and enhance customer relationships, in addition to the e-service help get services at lower cost, as it achieve excellence in quality (Al-Hawary& Al-Smeran, 2017). Santos (2003) characterized e-service quality as “evaluation and overall governance for customers with the excellence in e-service offerings in the market”. Praeg and Spath (2010) propose that e-service quality is ability to navigate the Web in addition to increasing the size of the data and information needed by the customer. According to Parasuraman et al. (2005), e-service quality is defined broadly to encompass all phases of a customer’s interactions with a web site (the extent to which a web site facilitates efficient and effective transaction, purchasing, and delivery).

Deposit money banks desiring to achieve success in are expected to build capability in delivering e-service quality. Rafiq et al. (2012) defined e-service quality as the consumer overall judgment and evaluation on the standard of electronic service that provided in online marketplace. According to Budiman et al. (2020), there are seven dimensions in e-servqual, as follows efficiency, reliability, fulfillment, privacy, responsiveness, compensation and contact. Wali and Opara (2012) describe the following dimensions: Web site design, reliability, privacy/security, and customer service. Yang and Fang(2004) provides six dimensions of online service quality: reliability, access, ease of use, attentiveness, security, and credibility-employed by Internet purchasers to evaluate e-retailers’ service quality. Ranganathan et al.(2013) states that there are

15 dimensions of e-service quality: performance, features, structure, aesthetics, reliability, storage capacity, serviceability, security and system integrity, trust, responsiveness, service differentiation and customization, Web store policies, reputation, assurance and empathy. Premised on the aforementioned dimensions of e-service quality by various scholars, this present study adopted service availability and privacy as dimensions.

E-Service Quality and Customer Satisfaction

According to Lee and Lin(2005) e-customers in general always expect an equal or higher level of service quality than analogically-oriented customers with a number of factors predicting customer's perception of e-service quality such as; the degree of user-friendliness, reliability and security/privacy, responsiveness helpfulness and trust mechanisms provided by a website. The success or failure of deposit money banks, therefore, depends on the extent to which service providers provide quality service. Plethora of studies had been conducted to show a significant relationship between e-service quality and customer satisfaction (Blut et al., 2015; Gounaris et al., 2010; Kitapci et al., 2014; Udo et al., 2010). Gounaris et al. (2010) had it that e-service quality has a positive effect on satisfaction. E-service quality also had a positive influence (directly and indirectly) on satisfaction as well as on three behavior intentions, namely repurchase intention, WOM, and site revisit. Luongo (2019) study revealed that service quality has a positive and significant effect on saving satisfaction for Greek bank customers. Shankar and Jebarajakirthy (2019) study showed that e-service quality has a positive and significant effect on customer satisfaction of banks in Ethiopia. Behjati et al. (2012) study showed that service quality had a positive and significant effect on customer satisfaction. Chaang-Iuan and Yi-Ling (2007) study showed that dimensions of e-travel quality service scale had strong predictive capability in relation to online customer satisfaction and loyalty intention.

System Availability and Customer Satisfaction

System availability refers to the correct technical functioning of the e-banking products. System availability refers to the correct technical functioning of the site. This has to do with availability of service as at when required. The major challenges facing the Nigerian e-banking system are network failures, epileptic power supply which has forced many banks to result to generating their own source of power. If bank customers are unable to utilize banks services as at when required, it could discourage their patronage. Zeithaml et al. (2000) stated that banks should be proactive in identifying aspects of system availability that are beyond their control and devising appropriate communication scripts to appease complaining customers. When consumer's transact via internet or they are just surfing, function problems like non-working buttons or missing links, disappoint customers and can lead to exiting. As a result, the bank loses the opportunity to enhance customer loyalty (Santouridis et al., 2012). Thus, it is assumed that technical issues in e-banking service information sites may negatively affect customer satisfaction as well.

To examine system availability in the context of pure-service sites, original items slightly changed. Parasuraman et al. (2005), defined system availability as the technical of the web site which function accurately. System availability is part of the technical function in web site which could affect the customer satisfaction in relation to the availability of a web site. Based on Zhuang and Babin (2015), the customers will feel dissatisfied with the experience provided in the web site, if the level of system availability on the website is low. However, in the e-banking sites, it is shows that the system availability does not have any significant effect on the

satisfaction which might be due to the standardization of performance issues in most of the bank sites. This shows that the system availability may or may not affect the customer satisfaction in the e-banking service based on the context of web site. Kumbhar (2011) found a positive and significant relationship between system availability and customer satisfaction.

Privacy and Customer Satisfaction

Privacy is one of the essential attributes of the dimensions of e-service quality appears confidence to the user to make internet transactions (Zeithaml et al., 2002). Privacy is of the major problems that deposit money banks face today. Privacy includes providing security regarding the e-customers' personal information, data must not be shared and credit card information must be kept safe. Privacy refers to the degree to which the e-banking services are safe and protects customer information. It is the degree to which the site is safe and protects customer information. In other words, it is feeling safe and trusting of the site (Parasuraman et al., 2005). Iliachenko (2006) defines privacy as protect customers from fraud and protect their personal information. On the other hand, Blut (2016) refers to privacy to the security of credit card payments and privacy of shared information. It refers to website security in its interactions with customers, credit & payments and encrypting shared data. Guarantying privacy / security play a crucial role in building up e-trust because it can reduce customers' concern about any kind of personal information abuse. Privacy in a web site could affect satisfaction of a customer while transacting online. Parasuraman et al. (2005) explained privacy as the degree of a web site which are safe to use and able to protect the customer information. The authors also further explained that this dimension known as the protection of customer's personal information that integrated with risk perceived when process of online transaction is happening.

Privacy also consists of features that do not share the confidentiality of information which provided by customer during the beginning and, at the end of transaction process with other parties (Akin, 2017). Technically, Radziszewska (2018) indicated that privacy has great impact on the consumption experiences of customers as well as e-commerce's quality level and, privacy also considered important to evaluate the e-service quality and it has the most influential upon customer satisfaction. The Nigerian banking sector is characterized with increasing number of fraudulent activities which are usually perpetuated through hacking of customers information online and impersonating them in order to siphon their money. Parasuraman et al. (2005) result showed that privacy plays a significant role in customers' higher-order evaluations pertaining to websites. Customers expect that their information be properly protected and their money be secured. Sakhaei et al.(2014) and Shirzad and Beikzad(2014) found a positive and significant relationship between privacy and customer satisfaction.

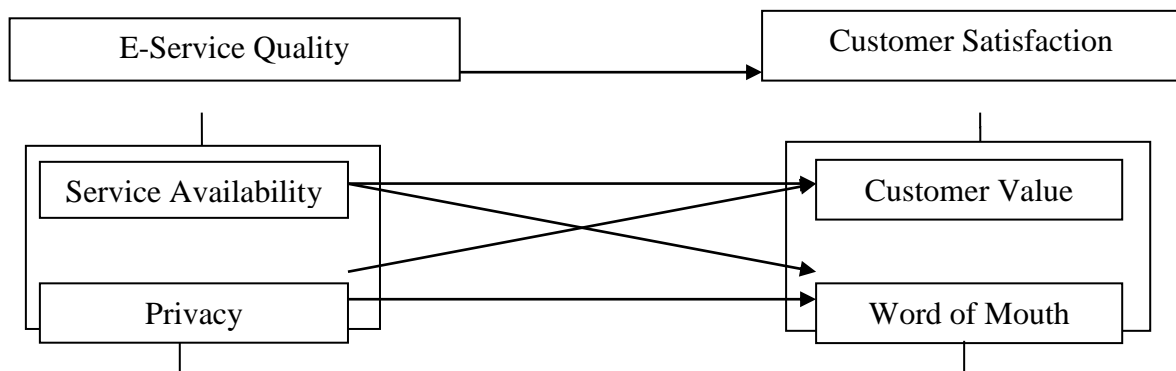


Fig. 1: Operational framework e-service quality and customer satisfaction.

Source: Adopted from Parasuramann et al. (2005)

Methodology**Research design:**

The descriptive research design was adopted for the study. The choice of the research design is due to the fact that the study generated data based on customer satisfaction of deposit money banks who perform transactions on the internet.

Population of the Study:

The population was drawn from the e-banking customers of quoted deposit money banks with international authorization, in Port Harcourt because of their involvement in international banking as well as e-service banking. The population of the customers is estimated to be over 1.5 million (one million five hundred thousand) (CBN June 2021) and these banks are: 1) Access Bank Plc, 2) Diamond Bank Plc, 3) Fidelity Bank Plc, 4) First City Monument Bank Plc, 5) First Bank of Nigeria Limited, 6) Guaranty Trust Bank Plc, 7) Skye Bank Plc/Polaris Bank, 8) Union Bank of Nigeria Plc, 9) United Bank for Africa Plc and 10) Zenith Bank Plc (Central Bank of Nigeria, 6 June 2021).

Sample Size and Sampling Technique:

Total number of electronic banking customers in Nigeria is above 1.5 million (CBN, 2021). We applied Krejcie and Morgan (1970) formula to determine the sample size for this population which came out to be 384. A convenience sampling technique was adopted to generate primary data using a well-structured questionnaire. A total of 370 questionnaires were retrieved out of the 384 administered, with 366 being useful and were subjected to data analysis.

Data Analysis Techniques:

This study employed the use of frequency and percentages, pie and bar chart for demographic data, multiple regression was used in testing the hypotheses.

Measurement Instrument and Questionnaire design:

A well-structured questionnaire was the major instrument for data collection. All the measurement items were measured on a five-point Likert-type scale anchored by: Strongly Disagree [SD](1), Disagree [D](2), Agree [A](3), Agree fairly strongly(4) and Strongly Agree [SA](5) to express the degree of agreement with the items or otherwise. All the items were adapted from extant literature. The two latent variables of e-service quality; service availability (3 items) and privacy (3 items) were measured using items adapted from Osagie and Ugwuonah (2020) and Candra and Juliani (2018) respectively; Customers value and word of mouth were adapted from Candra and Juliani (2018).

Results and Discussions**Demographic Profile of Respondents:**

Respondents' demographic profile revealed the following: gender- 177(48%) were male while 189(52%) were female; age of the respondents- 97(27%), were within 18–25 years, 100(27%) were within 26–35 years, 92(25%) were within 36–45 years, while 77(21%) were within 46 years and above; marital status of the respondents-111(30%) were single, 237(65%) were married,

11(3%) were divorces and 7(2%) were widowed; respondents' level of education: O'level (7(2%)), OND/NCE (25(7%)), B.Sc/HND (286(78%)), M.Sc/MBA (33(9%) and Ph.D (15(4%)).

Hypotheses Testing

Table 1: Regression Analysis showing the relationship between service availability(SA), privacy(P) and customer value(CV)

	R	R Square	Adjusted R Square	F	Unstandardized Coefficients (Beta)	T	Sig.	VIF
	.742 ^a	.551	.653	63.318			.000	
Constant					4.055	-1.136		.532
Service Availability					.841	2.104	.000	
Privacy					.722	2.713	.000	

Dependent Variable: Customer Value

Source: Data Output from SPSS (2022)

Regression line

$$Y = a + bX_1 + bX_2:$$

Where:

$$\text{Customer Value} = 4.055 + [(0.841 \text{Service Availability}) + (0.722 \text{Privacy})]$$

$$R = 0.742; R^2 = 0.551; F_{2, 366} = 63.318; P\text{-value} = 0.000$$

The results above indicated $R=0.742$, $R^2=0.551$ which is equal to 55.1% and this is the explanatory power of the model as it is used. It means that only 55.1% variation can be explained by factors within the model used for the study and the remaining 44.9% can only be explained by other external quantitative and qualitative factors of the model used for the study. The f-ratio ($F_{2, 366}=63.318$) showed significant effects in existence and this revealed the appropriateness of the model used for the study. For beta coefficient, service availability had the highest contribution value of 0.841 at 0.000 probability value, meaning it is positively significant while privacy came second with 0.722 contribution value at p-value of 0.000. Also, the $p\text{-value} < 0.05$ for the two dimensions of predictor as showed in table 1. These results means that the null hypotheses (H_{01} and H_{03}) were rejected as regard the customer value.

Table 2: Regression Analysis showing the relationship between service availability(SA), privacy(P) and word of mouth(WOM)

	R	R Square	Adjusted R Square	F	Unstandardized Coefficients (Beta)	t	Sig.	VIF
	.763 ^a	.582	.720	92.514			.000	
Constant					7.187	2.172		.601
Service Availability					.251	2.226	.000	
Privacy					.581	2.372	.000	

Dependent Variable: Word of Mouth**Source: Data Output from SPSS (2022)****Regression line**

$$Y = a + bX_1 + bX_2:$$

Where:

$$\text{Word of mouth} = 7.187 + [(0.251 \text{Service Availability}) + (0.581 \text{Privacy})]$$

$$R = 0.763; R^2 = 0.582; F_2, 366 = 92.514; P\text{-value} = 0.000$$

The results above indicated $R=0.763$, $R^2=0.582$ which is equal to 58.2% and this is the explanatory power of the model as it is used. It means that only 58.2% variation can be explained by factors within the model used for the study and the remaining 41.8% can only be explained by other external quantitative and qualitative factors of the model used for the study. The f-ratio ($F_2, 366=92.514$) showed significant effects in existence and this revealed the appropriateness of the model used for the study. For beta coefficient, privacy had the highest contribution value of 0.581 at 0.000 probability value while service availability came second with 0.251 contribution value at p-value of 0.000. Also, the $p\text{-value} < 0.05$ for the two dimensions of predictor as showed in table 2. These results means that the null hypotheses (H_{02} and H_{04}) were rejected as regard word of mouth.

Discussion of Findings**There is a significant relationship between system availability and customer satisfaction**

The first hypothesis states that there is no significant relationship between system availability and customer value in deposit money banks in Port Harcourt. The R value 0.742 shows a significant relationship between service availability and customer value of deposit money banks in Port Harcourt. The value of path coefficient between system availability and customer value was measured as 0.841. The t-value is 2.104 which is greater than critical value of 1.96 and the p-value of 0.000 which is also significant and less than the threshold value of 0.05 proved the significance of this path. These statistics provided sufficient evidence to reject hypothesis H_{01} and also determined that there is a significant positive relationship between system availability and customer value. From our analysis, the null hypothesis was rejected at 5% significance level, implying that system availability have significant impact on customer value of deposit money banks in Port Harcourt.

The second hypothesis states that there is no significant relationship between system availability and word of mouth in deposit money banks in Port Harcourt. The R value 0.763 shows a significant relationship between service availability and word of mouth of deposit money banks in Port Harcourt. The value of path coefficient between system availability and customer value was measured as 0.251. The t-value is 2.226 which is greater than critical value of 1.96 and the p-value of 0.000 which is also significant and less than the threshold value of 0.05 proved the significance of this path. From our analysis, a robustness test was carried out to check for the presence of multi-collinearity among the variables. The presence of multi-collinearity increases the variance of regression coefficient and invalidates the multi-collinearity was analysed using Variance Inflated Factor (VIF) and tolerance values. Based on our analysis, there is no problem of multi-collinearity between the variables because the tolerance values are more than .1 and the VIF values are less than 10. These statistics provided sufficient evidence to reject hypothesis H_{02}

and also determined that there is a significant positive relationship between system availability and word of mouth. From our analysis, the null hypothesis was rejected at 5% significance level, implying that system availability has significant impact on word of mouth of deposit money banks in Port Harcourt.

The following previous scholars' results are in agreement with ours that a positive and significant relationship between service availability and customer satisfaction (Candra & Juliani, 2018; Omofowa et al., 2021; Saraswati & Indriani, 2021; Ebire & Onmonya, 2020; Mahyunnisa et al., 2022; Deni & Lies, 2021; Wong et al., 2020). Kumbhar (2011) found a positive and significant relationship between system availability and customer satisfaction. Zeithaml et al. (2000) argued that system availability is a critical contributor to customers' perception of the overall quality, value and loyalty intentions. Therefore, an increase in system availability increases customer satisfaction.

There is a significant relationship between privacy and customer satisfaction.

The first hypothesis states that there is no significant relationship between privacy and customer value in deposit money banks in Port Harcourt. The R value 0.742 shows a significant relationship between privacy and customer value of deposit money banks in Port Harcourt. The value of path coefficient between privacy and customer value was measured as 0.722. The t-value is 2.713 which is greater than critical value of 1.96 and the p-value of 0.000 which is also significant and less than the threshold value of 0.05 proved the significance of this path. These statistics provided sufficient evidence to reject hypothesis H_{03} and also determined that there is a significant positive relationship between privacy and customer value. From our analysis, the null hypothesis was rejected at 5% significance level, implying that privacy has significant impact on customer value of deposit money banks in Port Harcourt.

The second hypothesis states that there is no significant relationship between privacy and word of mouth in deposit money banks in Port Harcourt. The R value 0.763 shows a significant relationship between privacy and word of mouth of deposit money banks in Port Harcourt. The value of path coefficient between privacy and customer value was measured as 0.581. The t-value is 2.372 which is greater than critical value of 1.96 and the p-value of 0.000 which is also significant and less than the threshold value of 0.05 proved the significance of this path. From our analysis, a robustness test was carried out to check for the presence of multi-collinearity among the variables. The presence of multi-collinearity increases the variance of regression coefficient and invalidates the multi-collinearity was analysed using Variance Inflated Factor (VIF) and tolerance values. Based on our analysis, there is no problem of multi-collinearity between the variables because the tolerance values are more than .1 and the VIF values are less than 10. These statistics provided sufficient evidence to reject hypothesis H_{04} and also determined that there is a significant positive relationship between privacy and word of mouth. From our analysis, the null hypothesis was rejected at 5% significance level, implying that privacy has significant impact on word of mouth of deposit money banks in Port Harcourt.

The implication of this finding is due to the fact that fraudulent activities in banking sector is prevalent and mostly manifested in online transactions, Therefore, customers tend to be satisfied when their privacy are secured. This finding is consistent with the studies of Sakhaei et al. (2014); Shirzad and Beikzad (2014), Ekeke and Akoloh-Isaac (2022), Osagie and Ugwuonah (2020), Ezenwafor et al. (2020), Darlington et al. (2020), Paulo et al. (2019) who also found a positive and significant relationship between privacy and customer satisfaction.

Conclusion and Recommendation

Conclusion

From the findings of the study, the conclusion is reached. In this case, the study has filled the gap in literature by providing the knowledge base that when the quality of e-service is improved in deposit money banks; it increases customer satisfaction. Also, the research has proven that service availability and privacy can increase customer satisfaction among deposit money banks' customers. Furthermore, the level of awareness towards the importance and benefits of internet will encourage e-banking among customers, retention and loyalty. It was concluded that, e-service quality have help to improved customer satisfaction in deposit money banks.

Recommendations

Based on the conclusion of this study, the following are recommended;

1. Deposit money banks should develop their websites by making it more interactive, online banking should be made easier for customers to make use of, and that more awareness should be given to customers on the need for e-banking.
2. Deposit money banks' managers should make banking service readily available to customers at all times.
3. The study also recommends that strict internal control measures should be ensured in order to protect customer's bank details from falling into the hands of fraudsters.
4. Deposit money banks should make their websites more secured to encourage larger patronage and customer satisfaction.
5. As a result of growing patronage of e-banking services, bank management should address the issue of network failures so as to ensure efficient service delivery.

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