

ELECTRONIC BANKING AND CUSTOMER SATISFACTION, A CASE STUDY OF DFCU BANK, WILLIAM STREET BRANCH

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ABSTRACT

The study aimed at electronic banking and customer satisfaction and it was guided by the following objectives; To analyze the relationship between e-funds transfer and customer satisfaction of DFCU Bank, William Street branch, Kampala City, to examine the relationship between telephone banking and customer satisfaction of DFCU Bank, William Street branch, Kampala City and to assess the relationship between internet banking and customer satisfaction of DFCU Bank, William Street branch, Kampala City. The study population consisted of 215 respondents (DFCU Bank, William Street branch human resource manual, 2019). These consisted of 5 administrative bank managers and 15 lower bank officials and 195 customers. The administrators were chosen because they had the responsibility of overseeing the implementation of the electronic banking in the bank. In analyzing quantitative data, the data was sorted as per its allocated codes and entered into a statistical package known as Statistical Package for Social Scientists (SPSS) to generate both descriptive and inferential statistics that create the mean, mode and median; the variance, standard deviation, frequencies and percentage. Findings shown a moderate linear relationship (Multiple R = .188) between internet banking and customer satisfaction of DFCU Bank. Going by the adjusted R Square, it was shown that internet banking account for 16.7% change in customer satisfaction of DFCU Bank. These findings were subjected to an ANOVA test, which showed that the significance (Sig F = .001) of the Fishers ratio (F = 16.958) was greater than the critical significance at .05 (Polycarp et al., 2023). Hence, the findings were accepted. DFCU Bank managers should develop a system that provides up to date and relevant financial information with good user interface consistency in order to enhance trust. To counter the legal threat and security posed to net banking and e-commerce, the necessary legal codes backing the industry must be established; this will enhance the growth of the industry.

Key words: electronic banking and customer satisfaction

Background of the Study

According to World Payments Report (2016) on a global perspective, the banking industry came to realize unexpected outcomes that came with associated post-crisis in the era of 2012 to 2015 (Polycarp et al., 2023). This kind of scenario led the banking industry to undergo a period of foremost disturbance to realize trust from their clientele that was greatly affected by the negative financial crisis (Alex & Kazaara, 2023). The growth of industries experienced a slowdown in development possibly by the effects emanating from the growth rate of the top 1000 banks worldwide (Alex et

al., 2023). This stunt growth of the banks was projected to be at 2.7% which saw a double slump before the crisis during the years of 2014 to 2016. Another issue noted was the involved and associated risks that would affect profitability that required mitigation and management to ensure recovery (Paul et al., 2023). The risk management enabled stability in the pre-crisis era which registered a growth of 3.8% in the era of 2017 to 2010 (Ramadhan et al., 2023).

Electronic banking in this study was conceptualized as the independent variable and financial performance as

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the dependent variable. The term electronic banking refers to “the provision of information or services by a bank to its customers, via a computer or television” (Gracious, 2023). An extra advanced service is one that offers patrons with an opportunity to increase admission to their accounts and implement dealings or to buy merchandise online via the internet (Daniel, 2019). Attuned with the radical mechanisms of the electronic souk, Jordan aggressively established e-banking facilities since 2014 (Ivan & Kazaara, 2023). Moving towards an industrialization nation with knowledge economy as the backdrop, the personal computer and online approach of life is growing in Jordan.

However, it is reported that the customer satisfaction of the bank is still indulged in a number of problems and financial errors (Akankwasa et al., 2022). For instance, according to the head of Corporate Affairs by then reported to daily monitor newspaper that DFCU Bank, William Street branch was searching a multi-million leaky loan rip-off concerning impostors concealed as Mulago Hospital workers. Between July 11th and September 8th2015; the impostors had fortified advances that were anticipated for Mulago Hospital workers (Richard, 2022). The sum in the scam case was \$135,000, almost 250 Ugandan million shillings. The existing dismay however, is that this state of affairs has not translated into significant customer satisfaction. It appeared that the electronic banking used in form of e-funds transfer, telephone banking and Internet banking were still being queried (Kazaara & Kazaara, 2023).

Objectives of the Study

1. To analyze the relationship between e-funds transfer and customer satisfaction of DFCU Bank, William Street branch, Kampala City.

Statement of the problem

DFCU bank is one of the largest banks in Uganda with a customer base of over one million clients. The bank was among the first banks to adopt electronic banking in form of ATMs, telephones, debit cards and internet banking (Richard, 2022). These banking methods were adopted in the view of improving customer satisfaction that is in form of improving customer referrals, repurchases and customer loyalty (Christopher, Moses, Muhammad, et al., 2022). According to Bauer et al, (2018), the main merits which prompted DFCU bank to adopt electronic banking include the fact that the cost of operation per unit of services is lower for banks; internet banking offers convenience to customers since they are not required to go to the bank's facilities (Christopher, Moses, Muhindo, et al., 2022). There is a very low incidence of errors; and the customer can obtain funds at any time from ATMs. This all work efficiently towards the attainment of customer satisfaction (Gracious, 2023). Despite the introduction of electronic banking services at DFCU Bank, William Street branch, customers still complain about the several challenges associated with the service like technology and service interruptions; security & identity theft concerns; limitations on deposits; it is convenient but not always faster; lack of personal banking relationship; a limited scope of services; and potential to overspend (Winny et al., 2023). These are all indicators of low customer satisfaction (Marcus, 2017). This study will therefore examine the effect of electronic banking on customer satisfaction, using DFCU Bank William Street as a case study.

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2. To examine the relationship between telephone banking and customer satisfaction of DFCU Bank, William Street branch, Kampala City.
3. To assess the relationship between internet banking and customer satisfaction of DFCU Bank, William Street branch, Kampala City.

Methodology**Research Design**

This study used a correlation research design (Saris and Revilla, 2015). A correlation research design refers to a quantitative research design involves two or more quantitative variables from a similar group of subjects and it tries to establish the relationship between the two variables as to whether they have anything in common (Sekaran, 2013). Theoretically, any 2 quantitative variables can be correlated (Amin, 2015). A correlation research design was used in this study to enable the researcher to find out the relationship between the study variables (Sekaran, 2013). In addition, the study used a triangulation approach that included both qualitative and quantitative approaches.

Study Population

The study population consisted of 215 respondents (DFCU Bank, William Street branch human resource manual, 2019). These consisted of 5 administrative bank managers and 15 lower bank officials and 195 customers. The administrators were chosen because they had the responsibility of overseeing the implementation of the electronic banking in the bank. The lower bank officials were chosen because they were aware of what was taking place in the bank and the impact of the electronic banking on the bank performance. The customers were selected because they were expected to express their taste and experiences of using electronic banking at DFCU Bank, William Street branch.

Determination of the Sample Size

To determine the sample that was used in this study, the Morgan and Krejcie (2010, as cited in Amin, 2015) sampling tables was used and the sample determination was done as reflected in table 1 below:

Table 1: Sample Size of Respondents and Sampling Technique

Category of Population	Population Size	Sample Size	Sampling Technique
Administrative staffs	5	5	Purposive sampling
Bank lower officials	15	12	Simple Random Sampling
Customers	195	155	Purposive sampling
Total	215	172	

Source: primary data ((2022)

Sampling Techniques and Procedures

The study employed both probability and non-probability sampling techniques.

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Probability sampling

A probability sampling method is any method of sampling that utilizes some form of random selection. In order to have a random selection method, you must set up some process or procedure that assures that the different units in your population have equal probabilities of being chosen. The probability sampling approach involves selecting a sample in such a way that all the elements in the population have same chances of being selected (Amin, 2019). The simple random sampling technique was also used such that all population elements are accorded a proportionate likelihood of being nominated within the sample.

Data Collection Methods

Data was collected from primary sources. Qualitative and quantitative methods were used in the collection of data. Primary data was collected using self-administered questionnaires and interviews.

Survey Questionnaire

According to Amin (2015) a questionnaire survey in research is a method that considers a series of questions that aim at acquisition of information from respondents. The questionnaire survey method was employed to gather primary data from lower bank officials through a semi-structured questionnaire. The respondents had an obligation of selecting responses in the tool basing on their choices as per their experience with the statements (Amin, 2015).

Data Collection Instruments

These are the tools for data collection (Mugenda & Mugenda, 2013). In this study, these included Questionnaire and Interview guide. These were used because it is important to implement the data collection methods highlighted above. The tools were generated basing on conceptual framework and this was demonstrated in Appendices I and II.

Questionnaire

A questionnaire is an instrument used in research that contains closed ended questions with choices that triggers that aim at collecting data from participants in the study (Amin, 2015). The questionnaire in this research undertaking was used to gather data among the lower bank officials in DFCU Bank, William Street branch Uganda. The researcher distributed the questionnaires among the sampled respondents and they were given time to fill them at their own convenience and later the researcher went back to collect the filled tools.

Data Analysis

Data analyses involved arranging, sorting and organizing data and later attach meaning to create a sensible meaning that reflects the findings Patton (2017). This study involved both quantitative and qualitative data and each was analysed in its form as shown below:

Quantitative data analysis

In analysing quantitative data, the data was sorted as per its allocated codes and entered into a statistical package known as Statistical Package for Social Scientists (SPSS) to generate both descriptive and inferential statistics that create the mean, mode and median; the variance, standard deviation, frequencies and percentages (Nelson et al., 2022). These were arranged in tables and later explained by the researcher on what they meant as per the set objectives and their implications in the study.

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Qualitative data analysis

Through use of content and thematic analysis, qualitative data was analysed and the findings were related to the study objectives and findings. The verbatim captions were tabulated in shorter sentences and pulling out key words that explained a certain phenomenon (Sekaran, 2013). These key words were used by the researcher to explain the occurrences that the study found out to answer the concerns that was raised in form of study objectives and answering the research questions.

RESULTS

Table 2: Descriptive Statistics on customer satisfaction in DFCU Bank

	Percentage responses (%)					Mean	Std. Deviation
	1	2	3	4	5		
The biggest number of DFCU Bankclients has come as a result of improved banking technology.	5.2%	11.8%	5.2%	42%	35.5%	3.73	.700
I have been banking with DFCU for a relatively longer period of time	2.6%	3.9%	7.8%	59%	26.3%	4.00	.689
DFCU Bank clients are very much determined to stay banking with the bank	1.3%	1.3%	31.5%	61.8%	3.9%	4.02	.507
DFCU Bank has created a big clientele for the last five years	1.3%	1.3%	3.9%	71.8%	21.5%	4.07	.497
DFCU Bank is a convenient bank	0%	0%	7.8%	50%	42.2%	4.11	.640
The bank's market share has improved for the last five years	0%	0%	2.6%	50%	47.3%	4.37	.639
A number of referrals from old clients have been witnessed in DFCU Bank.	0%	0%	21.5%	37%	41.3%	4.43	.666
The clientele of DFCU Bank has been increasing each and every year	14.4%	9.2%	36.8%	28.9%	7.8%	4.44	.467

Source: Primary data, 2022

The results in table 2 above show that the mean of all the identified concepts under customer satisfaction was above 3.5. This is based on the Likert 5-point scale scores as shown on the key of the table (Oromo et al., 2023). This thus, statistically means that the customer satisfaction of DFCU Bank was very promising. Among the items that had means above 3.5 included; The clientele of DFCU Bank has been increasing each and every year (4.44); A number of referrals from old clients have been witnessed in DFCU Bank (4.43); The bank's market share has improved for the last five years (4.37) (Faridah et al., 2023); DFCU Bank is a convenient bank (4.11); DFCU Bank has created a big clientele for the last five years (4.07); DFCU Bank clients are very much determined to stay banking with the bank (4.02); I have been banking with

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DFCU for a relatively longer period of time (4.00) (Victoria et al., 2023); The biggest number of DFCU Bank clients have come as a result of improved banking technology (3.73). The above findings suggest that DFCU Bank has a number of referrals, high customer retention, positive word of mouth and customer loyalty is ranked high. These are good indicators of prevailing customer satisfaction in DFCU Bank since the bank is reportedly convenient, increased market share of the bank, increasing clientele annually (Polycarp et al., 2023). The above findings seemed synonymous with what most of the key informants indicated. For instance, a big number of key informants opined that the satisfaction of customers has been improving because the bank keeps receiving new and new clients every year.

Findings on adoption of E-funds transfer services in DFCU Bank

Table 3: Descriptive Statistics on prevalence of E-Funds transfer in DFCU Bank

Items	1	2	3	4	5	Mean	Std Deviation
I.T Security at DFCU Bank is not comprised by E-funds transfer	1.3%	1.3%	3.9%	61.8%	31.5%	4.03	1.604
DFCU Bank has e-cheque services available to all customers in this branch	0%	3.9%	9.2%	61.8%	25%	4.09	1.282
DFCU Bank has both credit and debit cards for its clients	3.9%	2.6%	6.5%	53.9%	34.2%	4.11	1.195
Inter-banking technology of Inter-switch is very efficient, effective and convenient to all customers.	5.2%	5.2%	11.8%	42%	35.5%	4.18	1.506
Cashless banking is part of the arrangements in DFCU Bank	2.6%	3.9%	7.8%	59%	26.3%	4.21	.926
DFCU Bank has an arrangement of swapping money from one account to the other	0%	0%	2.6%	47.3%	50%	4.25	.886
Cases of bank fraud have reduced as a result of introduction of technology.	9%	6%	10.5%	45%	28.5%	4.30	1.165
DFCU Bank ATMs are always working 24hrs	0%	10.5%	25.5%	36%	27%	4.31	.756
DFCU Bank has enough ATMs that can serve all clients	3%	3%	22.5%	40.5%	30%	4.37	1.309

Source: Primary data, 2022

Key

From table 3 above, the mean of all the concepts identified is above 3.5. Statistically, this is an implication that DFCU Bank had E-Funds transfer services. The items that confirmed the above statistical claim included; DFCU Bank has enough ATMs that can serve all clients (4.37); DFCU Bank ATMs are always working 24hrs (4.31); Cases of bank fraud

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have reduced as a result of introduction of technology (4.30) (Faith et al., 2023); DFCU Bank has an arrangement of swapping money from one account to the other (4.25); Cashless banking is part of the arrangements in DFCU Bank (4.21); Inter-banking technology of Inter-switch is very efficient, effective and convenient to all customers (4.18); DFCU Bank has both credit and debit cards for its clients (4.11); DFCU Bank has e-cheque services available to all customers in this branch (4.09); I.T Security at DFCU Bank is not comprised by E-funds transfer (4.03) (Wegulo et al., 2023).

The above statements implied that DFCU Bank has credit card system for its clients which has made it easy for a person to borrow and return money in time. The Bank's ATMs are always working 24hrs and these have made it easy for the bank to increase on deposits made in the bank; DFCU Bank has an arrangement of swapping money from one account to the other which has increased on cash available in the bank and this is financially called liquidity (Richard et al., 2022). It can also be deduced that DFCU Bank has enough ATMs that can serve all clients and these have reduced on our operating costs. Issues to do with bank fraud were reported to have reduced as a result of ATM (Kazaara & Christopher, 2023); and by adopting the E-funds transfer, the security of the bank is not compromised but has increased on number of clients. Still, it was found out that by adopting e-cheque services, the bank has increased on its liquidity levels and DFCU Bank has debit cards for its clients which have increased on the number of clients joining DFCU Bank (Viola et al., 2023).

From the interviews conducted, it was indicated by 79.2% of the interviewees that E-fund transfer services had improved on customer satisfaction of the bank. They opined that credit card system adopted by the bank has increased on number of loans given out and due to E-fund transfer, ATMs can now operate for 24hrs which has increased on deposits and withdrawals at all the time and this means income for the bank. 74% of the interviewees informed that E-fund transfer has led to easy swapping money from one account to the other which has increased on cash available in the bank and this is financially called liquidity (Allan et al., 2023).

The above findings seemed to tally exactly with the documents reviewed. For instance, Bank of Uganda annual report (2013) reports that E-fund money transfer has changed business environment and banking industry in Uganda. It urged commercial banks to ensure that it is propagated very well since it is a form of advancement but also improves customer satisfaction of a financial institution (Ronet et al., 2023).

Correlation results for E-Funds transfer and customer satisfaction

The first hypothesis stated, "There is a significant relationship between E-funds transfer banking and customer satisfaction of DFCU Bank." Spearman correlation coefficient (r) was used to test the hypothesis. Table 7 presents the test results.

Table 4: Correlation results

			E-funds transfer banking	Customer satisfaction
Spearman's rho	E-funds transfer banking	Correlation Coefficient	1.000	.669**
		Sig. (2-tailed)	.	.022
		N	149	149

	Customer satisfaction	CorrelationCoefficient	.669**	1.000
		Sig. (2-tailed)	.022	.
		N	149	149

**_. Correlation is significant at the 0.05 level (2-tailed).

Findings show that there was a significant positive correlation ($\rho = .669$) between E-funds transfer services and customer satisfaction. These findings were subjected to a test of significance (p) and it is shown that the significance of the correlation ($p = .022$) is less than the recommended critical significance at 0.05 (Nelson et al., 2023). Thus, the relationship was significant. Because of this, the hypothesis “*There is a significant relationship between E-funds transfer banking and customer satisfaction of DFCU bank Uganda.*” was accepted. Thus, the implication of the findings was that E-funds transfer banking has a positive relationship with customer satisfaction of DFCU Bank. The positive influence implies that a change in E-funds transfer banking relates to a significant change in customer satisfaction of DFCU Bank. The positive nature of the correlation implied that E-funds transfer banking must be ensured if customer satisfaction of DFCU Bank is to be achieved.

Regression results for E-Funds transfer and customer satisfaction

A further analysis was conducted using a regression to determine the relationship of E-funds transfer banking services on customer satisfaction in DFCU Bank. Findings are presented in Table 5, accompanied by analysis and interpretation.

Table 5: Model summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.102	.170		6.467	.000
	E-funds transfer	.306	.054	.500	5.693	.000
Dependent variable: customer satisfaction						
	R square	.522 ^a			F-statistics	33.098
	Adjusted R Square	.415			Sig.	0.01

Findings in Table 5 show a strong linear relationship (Multiple $R = .522$) between e-funds transfer and customer satisfaction of DFCU Bank. The adjusted R Square shows that e-funds transfer services account for 41.5% change in customer satisfaction of DFCU Bank. These findings were subjected to an ANOVA test, which showed that the significance (Sig $F = .001$) of the Fishers ratio ($F = 33.098$) was greater than the critical significance at .05. Hence, the findings were accepted. Interview findings supported the findings obtained from questionnaires (Services et al., 2023).

Findings on adoption of Telephone Banking in DFCU Bank

Table 6: Descriptive Statistics on telephone banking in DFCU Bank

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Items	1	2	3	4	5	Mean	Std Deviation
A customer can easily know every kind of information he/she needs by merely calling in the bank especially if he/she has the bank codes	17.1%	9.2%	34.2%	26.3%	21%	2.58	1.021
Wireless banking has increased in DFCU Bank financial services	25%	22.3%	26.3%	23.6%	6.5%	3.09	1.181
DFCU Bank is installed on with a computers information system that help the tellers in their work	11.8%	13%	5.2%	47.3%	22.3%	3.54	.700
The bank provides information update about the bank through SMS	13%	7.8%	13%	38%	27.6%	3.55	.689
A customer can now easily check his/her bank account using his/her phone	7.8%	22.3%	2.6%	42%	25%	3.55	.507
A customer can now withdraw his/her finances using his/her phone from the bank	15.7%	10.5%	0%	51.3%	22.3%	3.55	.497
Interactive Voice Response is part of the banking services in DFCU Bank	5.2%	21%	3.9%	35.5%	26.3%	3.58	.578
DFCU Bank has in place mobile banking for distant and busy customers	14.4%	6.5%	11.8%	34.2%	30.2%	3.64	.493
DFCU Bank has smart card systems in place	7.8%	14.4%	9.2%	28.9%	36.8%	4.58	.467
Tele-banking in DFCU Bank allows customers to pay all their monthly bills	0%	3.9%	5.2%	40.7%	50%	4.59	4.18
With DFCU Bank, a customer can now bank his money using a cell-phone at home	3.6%	4.8%	13.3%	32.4%	48%	4.63	.823

Source: Primary data, 2022

Key

The results in table 6 below revealed that the means for most of the items were above 3.5. It was found out that out of the 10-items that were introduced to respondents, 8-items were indicated with a data mean above 3.5 and 2-items had data means below 3.5. Based on the scale of 1-strongly disagree to 5-strongly agree, any data mean of above 3.5 indicates existence of the variables under study (Ntirandekura et al., 2022). This thus, statistically means that telephone banking so far incorporated in DFCU Bank. Among the items that had means above 3.5 included; Ce With DFCU Bank, a customer can now bank his money using a cell-phone at home (4.63) (Christopher, Moses, Muhammad, et al., 2022); Tele-banking in DFCU Bank allows customers to pay all their monthly bills (4.59); DFCU Bank has smart card systems in place (4.58) (Akankwasa et al., 2022); DFCU Bank has in place mobile banking for distant and busy customers (3.64); Interactive Voice Response is part of the banking services in DFCU Bank (3.58); A customer can now withdraw his/her finances using his/her phone from the bank (3.55); A customer can now easily check his/her bank account using his/her phone (3.55);

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(Annet et al., 2023) The bank provides information update about the bank through SMS (3.55); DFCU Bank is installed on with a computers information system that help the tellers in their work (3.54).

Correlation results on Telephone Banking and Customer Satisfaction

Table 7: Correlation results

			Telephone banking	Customer satisfaction
Spearman'srho	Telephone banking	Correlation Coefficient	1.000	.544**
		Sig. (2-tailed)	.	.039
		N	149	149
	Customer satisfaction	Correlation Coefficient	.544**	1.000
		Sig. (2-tailed)	.039	.
		N	149	149

** . Correlation is significant at the 0.05 level (2-tailed).

Findings show that there was a significant positive correlation ($\rho = .544$) between telephone banking and customer satisfaction at DFCU Bank. Thus, findings show that telephone banking accounted for 29.5% change in customer satisfaction. These findings were subjected to a test of significance (p) and it is shown that the significance of the correlation (p = .039) is less than the recommended critical significance at 0.05. Thus, the relationship was significant.

Regression results for telephone banking and the customer satisfaction

Table 8: Model summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.181	.347		3.401	.001
	Telephone banking	.669	.086	.315	3.263	.002
Dependent variable: customer satisfaction						
	R square	.356 ^a			F-statistics	125.666
	Adjusted R Square	.290			Sig.	0.01

Findings in Table 8 show a strong linear relationship (Multiple R = .656) between telephone banking and customer satisfaction of DFCU Bank. Going by the adjusted R Square, it is shown that telephone banking account for 29% change in customer satisfaction of DFCU Bank. These findings were subjected to an ANOVA test, which showed that the significance (Sig F = .001) of the Fishers ratio (F = 125.666) was less than the critical significance at .05. Hence, the findings were accepted

Findings on adoption of Internet banking in DFCU Bank

Table 9: Descriptive Statistics on adoption of internet banking in DFCU Bank

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Items	1	2	3	4	5	mean	Std Deviation
The bank provides information update about thebank through email alerts to its customers	10.5%	14.4%	30.2%	26.3%	18.4%	3.28	1.331
The bank's website is operational 24hrs a day	7.8%	17.1%	28.9%	27.6%	18.4%	3.33	1.141
Customer can now print their account statementonline	10.5%	13%	31.5%	22.3%	22.3%	3.42	1.133
DFCU Bank Allows intra-Banks Account toAccount Transfer using internet	13%	15.7%	3.9%	39.4%	19.7%	3.54	1.107
DFCU Bank also allows to download account transactions using your email	9.2%	10.5%	11.8%	43.4%	25%	3.57	.588
Our internet banking is free from security risks	21%	21%	6.5%	38%	13%	3.70	.506
I have heard no account compromised inDFCU Bank through internet	6.5%	6.5%	7.8%	50%	28.9%	4.01	.483
All bank services can be accessed online	3.9%	3.9%	7.8%	52.6%	31.5%	4.12	.464
There are no problems in networks regarding internet banking	2.6%	2.6%	6.5%	53.9%	34.2%	4.14	.433
It is easy to make third party payments and othersbills online in DFCU Bank	0%	5.2%	16.6%	44%	33.1%	4.22	.476

Source: Primary data, 2022

The results in table 9 above revealed that the means for most of the items were above 3.5. It was found out that out of the 12-items that were introduced to respondents, 7-items were indicated with a data mean above 3.5 (Musaibah et al., 2023) and 3-items had data means below 3.5. Based on the scale of 1-strongly disagree to 5-strongly agree, any data mean of above 3.5 indicates existence of the variables under study. This thus, statistically means that internet banking had been adopted by DFCU Bank. Among the items that had means above 3.5 included (Tasha et al., 2023); It is easy to make third party payments and others bills online in DFCU Bank (4.22); There are no problems in networks regarding internet banking (4.14); All bank services can be accessed online (4.12); I have heard no account compromised in DFCU Bank through internet (4.01); Our internet banking is free from security risks (3.70); DFCU Bank also allows to download account transactions using your email (3.57); DFCU Bank Allows intra-Banks Account to Account Transfer using internet (3.54) (Ramadhan et al., 2023).

This thus implies that DFCU Bank has an active website operating 24hrs a day which has reduced on default levels in DFCU Bank; The bank provides information update about the bank through email alerts to its customers and this has stimulated a lot of trust people have in DFCU Bank; Customer can now print their account statement online which has improved on bank efficiency; I have heard no account compromised in DFCU Bank through internet; Our internet banking is free from security risks and this reduces on fraud involved in banking services; DFCU Bank Allows intra-Banks Account

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to Account Transfer using internet and this has increased on bank cash and DFCU Bank also allows to download account transactions using your email. All these signify a positive relationship between internet banking and customer satisfaction (Annet et al., 2023).

On the other hand, some of the items were indicated with means below 3.5 which meant that internet banking has not favourably improved on customer satisfaction of DFCU Bank. Among these items included: Customer can now print their account statement online (3.42); The bank's website is operational 24hrs a day (3.33); The bank provides information update about the bank through email alerts to its customers (3.28). This thus means that there are problems in networks regarding internet banking. This means that there is a problem of bad networks and lack of money internet to use this trend. Another thing that derails internet banking is because some of the activities cannot be fully completed on internet yet in DFCU Bank like paying for third party payments and others bills online in DFCU Bank (Moses, 2023).

The findings from the interviewees seemed congruent to what most of the respondents in the questionnaire had indicated. 88% of the interviewees agreed with the view that internet banking had a positive relationship on customer satisfaction in DFCU Bank but 79% of them raised issues to do with ignorance, price and networks. These people opinioned that internet banking has not yet led to real customer satisfaction since few people are aware of it and not all those who are aware cannot afford the price of the internet (Ntirandekura & Christopher, 2022).

The views from the interviewees seemed to tally with what the documents reviewed indicated. They showed that internet banking is still a new thing in less developed countries including Uganda and its commercial banks and has not had so much improvement on customer satisfaction.

Correlation results on internet banking and customer satisfaction of DFCU Bank

Table 10: Correlation results

			Internet banking	Customer satisfaction
Spearman's rho	Internet banking	Correlation Coefficient	1.000	.276
		Sig. (2-tailed)	.	.041
		N	149	149
	Customer satisfaction	Correlation Coefficient	.276	1.000
		Sig. (2-tailed)	.041	.
		N	149	149

**. Correlation is significant at the 0.05 level (2-tailed).

Findings show that there was a moderate positive correlation ($\rho = .276$) between internet banking and customer satisfaction. These findings were subjected to a test of significance (p) and it is shown that the significance of the correlation ($p = .041$) is less than the recommended critical significance at 0.05. Thus, the relationship was significant. Because of this, the hypothesis "There is a significant relationship between internet banking and customer satisfaction of DFCU Bank" was accepted.

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Regression results for internet banking and the customer satisfaction of DFCU Bank

Further analysis was conducted using a regression to determine the influence of internet banking on customer satisfaction of DFCU Bank. Findings are presented in Table 13, accompanied with an analysis and interpretation.

Table 11: Model summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.073	1.134		-.064	.949
	Internet banking	.172	.255	.259	2.638	.010
Dependent variable: customer satisfaction						
	R square	.188 ^a			F-statistics	16.958
	Adjusted R Square	.167			Sig.	0.001

Source: Primary data, 2022

Findings in Table 11 show a moderate linear relationship (Multiple R = .188) between internet banking and customer satisfaction of DFCU Bank. Going by the adjusted R Square, it is shown that internet banking account for 16.7% change in customer satisfaction of DFCU Bank. These findings were subjected to an ANOVA test, which showed that the significance (Sig F = .001) of the Fishers ratio (F = 16.958) was greater than the critical significance at .05 (Polycarp et al., 2023). Hence, the findings were accepted.

Conclusions

It was established that DFCU Bank has credit card system for its clients which has made it easy for a person to borrow and return money in time. The Bank's ATMs are always working 24hrs and these have made it easy for the bank to increase on deposits made in the bank; DFCU Bank has an arrangement of swapping money from one account to the other which has increased on cash available in the bank and this is financially called liquidity. It can also be deduced that DFCU Bank has enough ATMs that can serve all clients and these have reduced on our operating costs. Issues to do with bank fraud were reported to have reduced as a result of ATM; and by adopting the E-funds transfer, the security of the bank is not compromised but has increased on number of clients.

Recommendations

Trust building among the customers should be a major concern for DFCU Bank while improving the usefulness of the system. In order to enhance trust in internet banking, trust-creating activities must be continuously pursued. DFCU Bank managers should develop a system that provides up to date and relevant financial information with good user interface consistency in order to enhance trust. To counter the legal threat and security posed to net banking and e-commerce, the necessary legal codes backing the industry must be established; this will enhance the growth of the industry.

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