

Electronic Banking And Its Impact Customer Satisfaction. A Case Study Of Finance Trust Bank Nansana Branch.

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Abstract

The study aimed at electronic banking and its impact on customer satisfaction with a case study of Finance Trust bank Nansana branch and it was guided by the following objectives; To establish the relationship between e-funds transfer and customer satisfaction of Finance Trust Nansana branch, to examine the relationship between telephone banking and customer satisfaction of Finance Trust Nansana branch and to assess the relationship between internet banking and customer satisfaction of Finance Trust Nansana branch. The study population consisted of 215 respondents (Finance Trust Nansana branch human resource manual, 2013). These consisted of 10 administrative bank managers and 120 lower bank officials using main branch and 85 customers. The administrators were chosen because they had the responsibility of overseeing the implementation of the electronic banking in the bank. Findings shown 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 ($p = .022$) was less than the recommended critical significance at 0.05. Finance Trust Bank Nansana Branch should ensure security and privacy. Security features should be considered an important issue by the bank because internet banking users are more favorably inclined toward using it when they perceive that the information provided during the banking transactions is secure, and third parties will not have access to it. Finance Trust Bank Nansana Branch managers should monitor and evaluate the usage of the implemented technologies.

Keywords: Electronic, Banking, Customer and Satisfaction

Background of the Study

Electronic banking was conceptualized as the independent variable and financial performance as the dependent variable in this study (Gracious, 2023). The term e-banking refers to "the provision of information or services by a bank to its customers through a computer or television" (N. Faridah et al., 2023). A super-advanced service is a service that offers customers the ability to increase access to their accounts and make trades or purchase goods online over the Internet (Nelson, Christopher, Teddy et al., 2022). In line with radical electronic market mechanisms, Jordan has aggressively introduced electronic banking facilities since 2004 (Polycarp et al., 2023). Moving towards an industrialized country with a knowledge economy in the background, the personal computer and online access to life is growing in Jordan. Electronic banking is conceptualized in this study as providing banking products and services electronically in the form of electronic funds transfer technology, telephone banking technology and internet banking technology, in other words e-banking (Yiga & Cha, 2014). According to (Gracious, 2023), electronic banking consists of electronic funds transfer, telephone banking and internet banking. Thus, in this study, electronic banking will be measured using electronic funds transfer, telephone banking and internet banking. Electronic funds transfer banking is defined in this study as the use of ATMs in the

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provision of banking services (Musaibah et al., 2023); Telephone banking according to (Paul et al., 2023) refers to the adoption of telephone services in the banking system in the bank and internet banking meant the extent to which Finance Trust Nansana branch adopted website services in providing its services (Christopher et al. al., 2022)

On the other hand, customer satisfaction means the commitments of the company/organization to meet the needs and expectations of the client regarding its goods/services used by the client (Kiplagat Ngetich & Matanda Wepukhulu, 2017). Customer satisfaction creates the basis for businesses to become innovative and adapt their services to gain client loyalty (K. Faridah et al., 2023). For the purposes of this study, customer satisfaction was basically assessed from the four perspectives of customer referrals, repeat purchases, word of mouth and customer loyalty. According to (Nelson, Christopher, Teddy, et al., 2022), customer retention refers to the level at which a customer remains in a Finance Trust Nansana branch; regarding referrals, Schneider et al., 2006 define it as the ability of customers to refer other customers to the bank and repurchases, they refer to the ability of customers to come and return to the bank (Wegulo et al., 2023) and word of mouth according to (Damasus et al., 2023) refers to the customer's ability to sweet talk about the bank's services. Uganda's banking sector experienced a significant revolution and intensified its services in the late 1990s and early 2000s. In particular, Finance Trust Nansana branch is cited as one of the leading banks in Uganda to introduce e-banking into their service delivery to improve customer satisfaction. Finance Trust Nansana branch introduced prefabricated ATMs to reduce queues at their access points (Ivan et al., 2023) and also introduced ATMs, debit and credit cards, telephones, mobile phones and websites. All of this was done to improve customer satisfaction while reducing bank fraud, ensuring account security and accountability to the people they serve. However, it is reported that the bank's customer satisfaction is still being indulged in a number of problems and financial mistakes (Alex et al., 2023). For example, according to the Head of Corporate Affairs, he had by then reported to the Daily Monitor that the Finance Trust Nansana branch was looking into a multi-million hole loan scam involving fraudsters masquerading as Mulago Hospital staff. Between July 11 and September 8, 2005; fraudsters fortified the deposits expected for Mulago Hospital workers. The amount in the case of fraud was \$135,000, almost 250 million Ugandan shillings (Lydia et al., 2023). In addition, the problem of electronic banking fraud is still reported in the Finance Trust Nansana branch. For example, in 2012, miscreants eavesdropped on bank records and produced records showing that sh10 billion had been electronically transferred from several customers' accounts to a specific single account at the Iganga Finance Trust Nansana branch (Musaibah et al., 2023). However, the current dismay is that this state of affairs has not translated into significant customer satisfaction. It turned out that electronic banking used in the form of electronic funds transfer, telephone banking and internet banking was still being questioned.

Statement of the problem

The emergence of electronic banking had a significant impact on its adoption by commercial banks worldwide. The Finance Trust Nansana branch in Uganda was among the first banks to adopt electronic banking in the form of ATMs, telephones, debit cards and websites (Ronald et al., 2023). These were adopted to improve a number of issues, including customer satisfaction, which takes the form of improving customer referrals, repurchases and customer loyalty. However, this is not the case, a high level of customer dissatisfaction is still manifested in the Finance Trust Nansana branch in the form of increased queues in the banking halls, increased customer complaints, ATM theft, overloading, among other indicators of customer dissatisfaction (Nelson, Christopher, Teddy et al., 2022). In 2013; Finance Trust Bank Nansana Branch. The bank reportedly lost over UGX 800 million shillings to its clients who were defrauded using ATMs (New Vision, 23 March 2013). In addition, 200 million UGX shillings were embezzled from the bank by non-members who obtained PIN codes by all means, and the bank was forced to cover losses (Finance Trust Nansana Branch Annual Report, 2010). In 2012, criminals accessed the bank's records and created records showing that sh10 billion was electronically transferred from several customers' accounts to a specific single account at Finance Trust Nansana branch (Kazaara & Kazaara, 2023). In further confirmation of the problem, customers may still hear complaints of increased lines/queues, frustration with network outages and low response rates to their queries. These are all indicators of low customer satisfaction (Paul et al., 2023). In an effort to address this issue, the Finance Trust Nansana branch launched a mechanism to reduce complaints and improve efficiency; however, the problem persists. Therefore, if this problem is not controlled, it will lead to a decrease in the number of customers using Finance Trust Nansana branch and it will directly affect the level of revenue and profitability of the bank (Annet et al., 2023).

Objectives of the Study

1. To establish the relationship between e-funds transfer and customer satisfaction of Finance Trust Nansana branch.
2. To examine the relationship between telephone banking and customer satisfaction of Finance Trust Nansana branch.
3. To assess the relationship between internet banking and customer satisfaction of Finance Trust Nansana branch.

Methodology

This study adopted a correlation research design (Nafiu et al., 2012). 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 (A & Ahmed, 2019). Theoretically, any 2 quantitative variables can be correlated (Olanrewaju et al., 2021b). A correlation research design that used in this study enabled the researcher to find out the relationship between the studies variables (Sekaran, 2003). In addition, the study used a triangulation approach that includes both qualitative and quantitative approaches. The study population consisted of 215 respondents (Finance Trust Nansana branch human resource manual, 2013). These consisted of 10 administrative bank managers and 120

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lower bank officials using main branch and 85 customers (Nafiu et al., 2013). 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 (Nafiu et al., 2017). The customers were selected because they were expected to express their taste and experiences of using electronic banking at Finance Trust Nansana branch. To determine the sample that was used in this study, the Morgan and Krejcie (Nafiu et al., 2013) sampling tables were 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	10	5	Purposive sampling
Bank lower officials	120	92	Simple Random sampling
Customers	85	75	Purposive sampling
Total	215	172	

Source: primary data ((2015)

In sampling, the study involved purposive and simple random sampling techniques. Purposive sampling was used to select the administrative staff and customers as they were key figures in relation to their knowledge of the matter that was being studied (Olanrewaju et al., 2021b). Simple random sampling allowed equal representation of other respondents to be part of the study as suggested by (Anwar et al., 2022) and these included the bank lower officials. The study respondents were divided up into categories as described in table 1 above. The questionnaire survey method was employed to gather primary data from lower bank officials through a semi-structured questionnaire (Olanrewaju & Abiodun, 2021). The respondents had an obligation of selecting responses in the tool basing on their choses as per their experience with the statements (Amin, 2005). A questionnaire is an instrument was used in research that contains closed ended questions with choices that triggers that aim at collecting data from participants in the study (Rasheed et al., 2022). The questionnaire in this research undertaking was used to gather data among the lower bank officials in Finance Trust Nansana 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 (Nafiu, 2012). The variables were measured as per the scores as pre-determined on the 5 point Likert Scale. The 5 point Likert Scale is represented by figures from 1-5 with the highest (5) representing the most desirable situation and the lowest (1) standing for the weakest point (Jallow et al., 2021). These points (1- strongly disagree, 2-disagree, 3-not sure, 4- agree and 5- Strongly agree) were captured as per the responses. Data analyses involved arranging, sorting and organizing data and later attach meaning to create a sensible meaning that reflects the findings (Olanrewaju et al., 2021a). This study involved both quantitative and qualitative data and each was analyzed in its form as shown below: In

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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 percentages (Nelson, Christopher, & Milton, 2022).

RESULTS

Table 2: Descriptive Statistics on customer satisfaction in Finance Trust Bank Nansana Branch

	Percentage responses (%)					Mean	Std. Deviation
	1	2	3	4	5		
The biggest number of Finance trust Bank clients have 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 Finance trust for a relatively longer period of time	2.6%	3.9%	7.8%	59%	26.3%	4.00	.689
Finance trust 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
Finance trust Bank has created a big clientele for the last five years	1.3%	1.3%	3.9%	71.8%	21.5%	4.07	.497
Finance trust 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 Finance trust bank.	0%	0%	21.5%	37%	41.3%	4.43	.666
The clientele of Finance trust bank has been increasing each and every year	14.4%	9.2%	36.8%	28.9%	7.8%	4.44	.467

Source: Primary data

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. This thus, statistically means that the customer satisfaction of Finance trust Bank was very promising. Among the items that had means above 3.5 included; The clientele of Finance trust bank has been increasing each and every year (4.44); A number of referrals from old clients have been witnessed in Finance trust bank (4.43); The bank's market share has improved for the last five years (4.37); Finance trust bank is a convenient bank (4.11); Finance trust Bank has created a big clientele for the last five years (4.07) (Annet et al., 2023); Finance trust Bank clients are very much

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determined to stay banking with the bank (4.02); I have been banking with Finance trust for a relatively longer period of time (4.00); The biggest number of Finance trust Bank clients have come as a result of improved banking technology (3.73).

The above findings suggest that Finance trust 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 Finance trust bank since the bank is reportedly convenient, increased market share of the bank, increasing clientele annually.

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

Items	1	2	3	4	5	Mean	Std Deviation
I.T Security at Finance trust Bank is not comprised by E-funds transfer	1.3%	1.3%	3.9%	61.8%	31.5%	4.03	1.604
Finance trust Bank has e-cheque services available to all customers in this branch	0%	3.9%	9.2%	61.8%	25%	4.09	1.282
Finance trust 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 Finance trust Bank	2.6%	3.9%	7.8%	59%	26.3%	4.21	.926
Finance trust 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
Finance trust Bank ATMs are always working 24hrs	0%	10.5%	25.5%	36%	27%	4.31	.756
Finance trust Bank has enough ATMs that can serve all clients	3%	3%	22.5%	40.5%	30%	4.37	1.309

Source: Primary data

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From table 3 above, the mean of all the concepts identified is above 3.5. Statistically, this is an implication that Finance Trust Bank Nansana Branch had E-Funds transfer services. The items that confirmed the above statistical claim included; Finance trust Bank has enough ATMs that can serve all clients (4.37); Finance trust Bank ATMs are always working 24hrs (4.31); Cases of bank fraud have reduced as a result of introduction of technology (4.30); Finance trust Bank has an arrangement of swapping money from one account to the other (4.25); Cashless banking is part of the arrangements in Finance trust Bank (4.21); Inter-banking technology of Inter-switch is very efficient, effective and convenient to all customers (4.18); Finance trust Bank has both credit and debit cards for its clients (4.11); Finance Trust Bank Nansana Branch has e-cheque services available to all customers in this branch (4.09); I.T Security at Finance trust Bank is not comprised by E-funds transfer (4.03).

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 (Edgar & Moses, 2023). They opinioned 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 desposits 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.

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	Correlation Coefficient	.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 Stanbic bank Uganda.*” was accepted. Thus, the implication of the findings was that E-funds transfer banking has a positive relationship with customer satisfaction

of Finance Trust Bank Nansana Branch. The positive influence implies that a change in E-funds transfer banking relates to a significant change in customer satisfaction of Finance Trust Bank Nansana Branch. The positive nature of the correlation implied that E-funds transfer banking must be ensured if customer satisfaction of Finance Trust Bank Nansana Branch is to be achieved.

Table 5: Model summary

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
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			Fstatistics	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 Finance Trust Bank Nansana Branch. The adjusted R Square shows that e-funds transfer services account for 41.5% change in customer satisfaction of Finance Trust Bank Nansana Branch. 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 (Olanrewaju & Abiodun, 2021). Hence, the findings were accepted. Interview findings supported the findings obtained from questionnaires.

Table 6: Descriptive Statistics on telephone banking in Finance Trust Bank Nansana Branch

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 Finance trust Bank financial services	25%	22.3%	26.3%	23.6%	6.5%	3.09	1.181

Finance trust 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 Finance trust Bank	5.2%	21%	3.9%	35.5%	26.3%	3.58	.578
Finance trust Bank has in place mobile banking for distant and busy customers	14.4%	6.5%	11.8%	34.2%	30.2%	3.64	.493
Finance trust Bank has smart card systems in place	7.8%	14.4%	9.2%	28.9%	36.8%	4.58	.467
Tele-banking in Finance trust Bank allows customers to pay all their monthly bills	0%	3.9%	5.2%	40.7%	50%	4.59	4.18
With Finance trust Bank, a customer can now bank his money using a cellphone at home	3.6%	4.8%	13.3%	32.4%	48%	4.63	.823

Source: Primary data

Key

1=Strongly Disagree, 2=Disagree, 3=Not sure, 4=Agree and 5=Strongly Agree

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

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of above 3.5 indicates existence of the variables under study. This thus, statistically means that telephone banking so far incorporated in Finance trust Bank. Among the items that had means above 3.5 included; Ce With Finance trust Bank, a customer can now bank his money using a cell-phone at home (4.63); Tele-banking in Finance trust Bank allows customers to pay all their monthly bills (4.59); Finance trust Bank has smart card systems in place (4.58) (N. Faridah et al., 2023); Finance trust Bank has in place mobile banking for distant and busy customers (3.64); Interactive Voice Response is part of the banking services in Finance trust 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); The bank provides information update about the bank through SMS (3.55); Finance trust Bank is installed on with a computers information system that help the tellers in their work (3.54).

Table 7: Correlation results

			Telephone banking	Customer satisfaction
Spearman's rho	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 Finance trust 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. Because of this, the hypothesis "Telephone banking has a positive relationship with customer satisfaction of Finance trust Bank" was accepted.

Table 8: Model summary

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.181	.347		3.401	.001

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	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 Finance trust Bank. Going by the adjusted R Square, it is shown that telephone banking account for 29% change in customer satisfaction of Finance trust 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.

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

Items	1	2	3	4	5	mean	Std Deviation
The bank provides information update about the bank 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 statement online	10.5%	13%	31.5%	22.3%	22.3%	3.42	1.133
Finance trust Bank Allows intra-Banks Account to Account Transfer using internet	13%	15.7%	3.9%	39.4%	19.7%	3.54	1.107
Finance trust 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 in	6.5%	6.5%	7.8%	50%	28.9%	4.01	.483

Finance trust Bank through internet							
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 others bills online in Finance trust Bank	0%	5.2%	16.6%	44%	33.1%	4.22	.476

Source: Primary data

Key

1=Strongly Disagree, 2=Disagree, 3=Not sure, 4=Agree and 5=Strongly Agree

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 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 understudy. This thus, statistically means that internet banking had been adopted by Finance trust Bank. Among the items that had means above 3.5 included; It is easy to make third party payments and others bills online in Finance trust 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 Finance trust Bank through internet (4.01); Our internet banking is free from security risks (3.70); Finance trust Bank also allows to download account transactions using your email (3.57); Finance trust Bank Allows intra-Banks Account to Account Transfer using internet (3.54).

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

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		N	149	149
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**, 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 Finance trust Bank*” was accepted.

Table 11: Model summary

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

Source: Primary data

Findings in Table 11 show a moderate linear relationship (Multiple $R = .188$) between internet banking and customer satisfaction of Finance trust Bank. Going by the adjusted R Square, it is shown that internet banking account for 16.7% change in customer satisfaction of Finance trust 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. Hence, the findings were accepted.

Conclusions

It was established that Finance Trust Bank Nansana Branch 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; Finance trust 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 Finance trust

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.

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The study findings indicated that Finance trust Bank has adopted electronic banking for distant and busy customers; the bank has introduced Tele-banking in Finance trust Bank which allows customers to pay all their monthly bills using a phone; Finance trust Bank installed on with a computers information system that help the tellers in their work; With Finance trust Bank, a customer can now bank his money using a cell-phone at home which has increased on bank's liquidity; Finance trust Bank has smart card systems in place which has expanded bank's assets. Add on the reportage that; A customer can now withdraw his/her finances using his/her phone from the bank and this has increased on bank's net interest margin; 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; The bank provides information update about the bank through SMS and this has stimulated more savings and a customer can now easily check his/her bank account using his/her phone which has increased on bank safety.

Recommendations

Trust building among the customers should be a major concern for Finance Trust Bank Nansana Branch while improving the usefulness of the system. In order to enhance trust in internet banking, trust-creating activities must be continuously pursued. Finance Trust Bank Nansana Branch 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. This can be done by identifying the number of customers using a given technology and how often it is used, with such a measure in place. Information Technology bank managers should therefore get feedback on which technology that should be improved and then later plan for their business without wastage of resources.

Creating awareness of internet banking to the public through massive advertisement on radios, televisions and newspapers. Changing consumer attitudes towards internet banking should be put into consideration. Bank managers should place more emphasis on the awareness of Internet banking adoption while educating individual customers on its existence and benefits. User awareness of Internet banking services can be increased through putting in place community-based workshops and through various social networks and channels, such as word of mouth and informal seminars before introduction of new technology.

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