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VIOLETA NEZA

Faculty of Business, University "Aleksander Moisiu", Durrës, Albania

EDLIRA LLAZO

Faculty of Business, University "Aleksander Moisiu", Durrës, Albania

CONSUMER E-SATISFACTION THROUGH THE USE OF E-SERVICES IN THE BANKING SECTOR - CHANGING CONSUMER BEHAVIOR (CASE STUDY - E-BANKING IN ALBANIA)

Abstract:

Technology is the main word of all the activities we carry out today, but the developments it has received in recent years have facilitated the way of searching and accessing information as well as obtaining the requested service in real time, avoiding unnecessary expenses and movements. In this way, in addition to achieving consumer satisfaction and changing consumer behavior influenced by technological developments, the application of e-services is a way to influence the development of a sustainable economy and the creation of green value, since through these online services the environmental pollution from the restriction of vehicle movements to receive offline services. This study has made use of secondary and primary data through a distributed questionnaire where only 150 questionnaires were valid for analysis. The study aims to highlight the effect of using online bank applications on consumer satisfaction and consumer behavior. The results of the study show that the e-services offered by second-level banks have significantly increased consumer satisfaction and positively influenced behavior by generating green value.

Keywords:

Technology, Consumer satisfaction, Consumer behaviour, Sustainable economy, Green value

JEL Classification: M31, M37, M39

1 INTRODUCTION:

The role of banks in the economic progress of a country is very important. Every country needs a strong banking system that serves economic growth and financial stability. Also, like any service company, second-level banks are already oriented towards the use of technology and digital communication to attract new customers and satisfy existing customers. Replacing manual operations with online ones has put banks in front of many challenges. Access to technology was also greatly affected by Covid19 to avoid physical contact, but this approach is continuing and at the same time it turns out to be effective in increasing consumer satisfaction and consumer loyalty as a result. This approach is in line with the sustainable economy and contributes significantly to green behaviour. Of course, some problems refer, among other things, to the willingness and ability of customers to use online services. Second-tier banks in Albania have already created enough experience to be addressed by researchers in their studies, as all second-tier banks and other microcredit institutions operating in Albania have online applications. Studies related to the activity of banks have a different focus. In our view, the online service offered by the second-level banks in Albania is seen from the marketing point of view, with a focus on consumer satisfaction.

2 LITERATURE REVIEW

Emotions have a direct positive influence on customers' e-banking satisfaction evaluation during e-service failure and e-se

It is fundamental for commercial banks to provide trustworthy and reliable enterprise e-banking services that can efficiently and effectively facilitate firms in different industries to perform banking works and transactions online. (Liao et al., 2021) The link between e-banking privacy and security and e-banking loyalty was proved as fully mediated by e-banking satisfaction (Ul-Haq & Awan, 2020) E-banking security and privacy, responsiveness, reliability have a significant impact on E-banking customer satisfaction, while ease of use does not have a significant impact on E-banking customer satisfaction. (Angusamy et al., 2022) E-customer satisfaction has an affirmative and significant association with e-customer loyalty. (Ahmed et al., 2021) E-Banking has become one of the essential banking services that can, if properly implemented, increase customer satisfaction, and give banks a competitive advantage. (Hammoud et al., 2018) Service quality plays a very important role in every society, as it has become the basis for how customers interpret online banking and, in the end, how it interacts and operates with online services. (Raza et al., 2020) Service quality in E-banking leads to satisfied customers and thus banks can gain competitive advantage by offering better-quality services to their customers in today's emulous world. (Toor et al., 2016) E-banking service quality, reliability, and design on application and website influence both e-banking user satisfaction and e-banking user loyalty. (Indrasari et al., 2022) There is a positive relationship between the level of customer satisfaction and usage of E-Banking among customers. (Altobishi et al., 2018) The perceived value and performance risk significantly influenced customer satisfaction, except financial risk. (Kim & Jindabot, 2022) Website quality is positively related to e-banking customer satisfaction (Ma & Zhao, 2012) The accuracy, completeness, timeliness and relevancy of information had a positive effect on customer satisfaction towards E-banking services (Ayyash, 2017) E-Banking is playing a major role that it's improving the service quality and strengthens the banking sector because of the

electronic payment there is increase in customer satisfaction level, increased productivity, reduction in cost of banking operations, settlement faster and in large volumes.(Kumar Reddy, 2021) The use of mobile phones substantially influences e-Banking user satisfaction and loyalty. (Quintero et al., 2022) There are significant relationships between age, qualifications, income and usage of e-banking and overall satisfaction of e-banking. (Rajasulochana et al., 2022) Reliability, responsiveness and assurance have more contribution to satisfy the customers of e-banking (Nupur, 2010) E-banking consumption pattern also has association with satisfaction and post-transaction actions (Hoda & Ahmad, 2019)) The higher level of internet banking service quality significantly impacts e-customer satisfaction and consequently leads to e-customer loyalty and a lower intention to leave the relationship with bank. (Amin, 2016) The competence of e-service support staff, system availability, service portfolio, responsiveness and reliability are most significant in rating e-service quality. (Ayo et al., 2016) E-banking has become one of the essential banking services that can, if properly implemented, increase customer satisfaction, and give banks a competitive advantage. (Faisal et al., 2020) There exist a positive association between the factors under E-Banking Services and demographic variables too with Customer Satisfaction and all factors were highlighted as a forecaster for Satisfaction.(S & S, 2021) Efficiency, reliability and service quality have a significant direct effect on customer satisfaction and customer retention (Khan & Alhumoudi, 2022) Innovation, technology competence, reliability and tangibility have positive and significant effects on customer satisfaction (Omofowa et al., 2021) Service quality in E-banking leads to satisfied customers needs and wants and thus banks can gain competitive advantage by offering better-quality services to their customers in today's emulous world(Saravanan & Leelavathi, 2020) E-service quality has a significant positive influence on e-satisfaction; e-satisfaction has a significant positive influence on e-loyalty, e-service has a significant positive influence on e-loyalty, and e-satisfaction significantly mediate the influence of e-service quality towards e-loyalty.(Sasono et al., 2021) Mobile service quality has a positive and significant effect on e-trust. E-trust has a positive and significant effect on e-satisfaction, e-satisfaction has a positive and significant effect on e-loyalty and E-trust has a positive and significant effect on e-loyalty.(Suariedewi, 2020) Customer purchasing intentions are significantly increased when the customers are satisfied with E-banking service quality.(Khatoun et al., 2020) Customer satisfaction is an important factor to helps bank to sustain competitive advantages. The digital payments industry can concentrate on improving the security of the payment systems, gateways, and payment networks. (Singh, 2019) Advanced technologies can be developed to improve the digital payment systems which offer many business opportunities for creating computers, smartphones, and innovation in internet and security software (Singh, 2019) E-banking has a positive impact on the quality of service in the banking sector, but not on customer satisfaction. The study suggests that staff training and development should be enhanced in the banking industry to render quality and timely services to their customers. (Huda et al., 2020) There is a relationship between e-banking and demographic characteristics, e-banking currently provided for saving and current accounts holders only, e-banking has improved customer satisfaction, reduced frequency of bank hall for banking service, reduced waiting time for customers etc.(G & A, 2016) Customer satisfaction mediates the relationship between E-banking service quality and customer loyalty.(Sleimi et al., 2020) E-CRM and customer satisfaction had a significant positive impact on customer loyalty, and customer satisfaction partially mediated the relationship between E-CRM and customer loyalty. (Kumar & Mokha, 2022) E-service quality and relational marketing has a positive and significant influence on user

experience. E-service quality and relational marketing has a positive and significant influence on e-satisfaction through user experience. (Putri & Ginting, 2021) The internet banking service quality on all the dimensions have a significant impact on customer satisfaction of internet banking customers. (Dr. Rajasulochana, 2022) E-service quality and e-trust have a positive effect on e-satisfaction; e-trust and e-satisfaction have a positive effect on e-loyalty, but age and gender cannot moderate the relationship between e-satisfaction and e-loyalty(Haza Fatikah & Albanna, 2022)

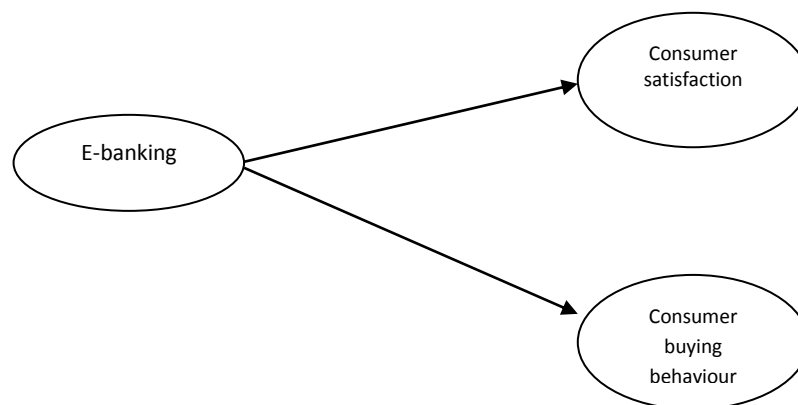
3 METHODOLOGY

3.1 Research questions

Does e-banking positively affect consumer e-satisfaction?

Does e-banking positively affect consumer buying behaviour?

3.2 RESEARCH DESIGN



3.3 Objectives of the study

The purpose of this study is to find out the impact e- banking on on consumer satisfaction and on buying behaviour, referring factors like internet usage, gender, website usability, time saving, .

Objectives:

- To understand if e-banking has impact on increasing consumer satisfaction
- To understand if e-banking has impact on consumer behaviour.

RESEARCH METHODOLOGY

This paper uses the SPSS statistical data processing program. As a result of data analysis 119 persons (79.3 %) of 150 in total are female and 31 persons, (20.7%) are male

Sample Size- 180 customers were targeted to collect responses, and only 150 of them were valuable for analysis.

Sampling Technique- Simple Random sampling technique was used while selecting the target group. The sample is random because each respondent has an equal chance of being chosen.

DESCRIPTIVE STATISTICS

Population and sample size

The population is the totality of customers of the banks in Albania, while the sample is an adjusted sample where 150 customers were interviewed and they expressed their opinions regarding the questions raised.

Data analysis

The analysis used in this study is mainly a descriptive analysis which gives us sufficient information to understand the approaches of customers regarding the quality of e-banking, perceived by them when they make e-transactions. The sample chosen for this study consisted of 180 questionnaires, but only 150 of them were valid for analysis. Of the 150 customers interviewed, 119 were men or 79.3% and 31 were women or 20.7%. On the other hand, all the interviewees have a constant internet presence, which makes it possible to use e-banking. (table below):

Table 1: Gender and years of internet usage

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	31	20.7	20.7	20.7
	Female	119	79.3	79.3	100.0
	Total	150	100.0	100.0	
How many years are you using internet					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Less than 6 months	3	2	2	2
	6 months -1 year	4	2.7	2.7	4.7
	1-2 years	9	6	6	10.7
	2-4 years	16	10.6	10.6	21.3
	More than 4 years	118	78.7	78.7	100.0
	Total	150	100.0	100.0	

Source: Data analysis from authors

When bank clients who use e-banking are asked how often they use e-banking, the largest part of them, 82.7%, answered that they use the application often or very often (table 2)

Table 2: The frequency and main reason of e-banking

		If you use how often do you use e-banking			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very often	87	58	58	58
	Often	37	24.7	24.7	82.7
	Never	26	17.3	17.3	100.0
	Total	150	100.0	100.0	
		Mainly use for account information			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	19	12.7	12.7	14.0
	Indifferent	27	18	18	32
	Agree	80	53.3	53.3	85.3
	Strongly agree	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

Source: Data analysis from authors

Also, to the questions related to the transactions they carry out online, 68% of those interviewed answered that they use it mainly to check the balance of the account/s, while 59.3% use it to make various transfers and 66% of them use e-banking for bill payments or credit cards (table 3&4)

Table 3: Using e-banking for transfers

		I often use e-banking to make transfers from my e-banking application			
		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	10	10	10
	Disagree	21	14	14	24
	Indifferent	25	16.7	16.7	40.7
	Agree	67	44.7	44.7	85.4
	Strongly agree	22	14.6	14.6	100.0
	Total	150	100.0	100.0	

Source: Data analysis from authors

Table 4: Paying credit cards usage

		I use e-banking to pay my credit cards or bills			
		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	18	12	12	13.3
	Indifferent	31	20.7	20.7	34
	Agree	77	51.3	51.3	85.3
	Strongly agree	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

Source: Data analysis from authors

The last questions we addressed to clients were related to consumer satisfaction from using e-banking and their recommendations. From the results shown in the relevant tables, it can be seen that 60% of the interviewees say that they are satisfied with the service, while 64.6% are ready to recommend the e-banking service.

Table 5: Consumer e-satisfaction

		Satisfaction			
		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	3	2	2	2
	Satisfied	87	58	58	60
	Indifferent	31	20.6	20.6	80.6

	Dissatisfied	29	19.4	19.4	100.0
	Total	150	100.0	100.0	

Source: Data analysis from authors

Table 6: Consumer loyalty

		Recommend this service			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	97	64.6	64.6	64.6
	Indifferent	43	28.6	28.6	93.2
	No	10	6.8	6.8	100.0
	Total	150	100.0	100.0	

Source: Data analysis from authors

Limitations of the study:

One of the limitations of the study is the size of the sample, and the extent of the study in different cities of the country, since the clients are everywhere.

Results

Referring to the analyzed data, it appears that the use of e-banking in the framework of e-services has increased e-satisfaction, influencing consumer behavior through the use of online applications. This has led to the avoidance of unnecessary consumer movements, saving time and money (cost of moving by car, etc.) which contributes to the sustainable economy and increasing the value of green.

Recommendations:

We recommend that in the future a larger sample number be used and that future studies be extended throughout Albania. We also recommend that in the future banks prove more the importance of using this application and add online services such as the electronic signing of loan contracts, which is currently still done offline (with the exception of microcredit institutions). We also recommend increasing the security of customer data and invest in protection from possible cyber attacks.

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