

EFFECTS OF ELECTRONIC PAYMENT ON CUSTOMERS' SATISFACTION IN DEPOSIT MONEY BANKS IN OSUN STATE, NIGERIA (A CASE STUDY OF GUARANTY TRUST BANK PLC)

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Abstract

This study examines the effects of electronic payment(E-payment) System on Customers' satisfaction in money Guaranty Trust Bank (GTB) in Osun State, Nigeria. The objectives of the study were primarily to determine the effect of e-payment on customers' satisfaction and also to determine the influence of e-payment on security of banking operations. Structured questionnaire drawn on five likert scales was randomly distributed to one hundred and sixty staff and customers of Ikire, Ikirun, Osogbo and Iwo braches of Guaranty Trust Bank (GTB) in Osun State, Nigeria. The sample size of one hundred and sixty was judgmentally determined One hundred and fifty three of the questionnaire were returned and subjected to both descriptive and inferential analysis at 5% significant level. The two formulated hypotheses were empirically tested with Pearson product correlation and regression analysis with the aid of SPSS (version 20). The result established that there is positive relationship between electronic payment and customers' satisfaction. Similarly there is significant relationship between e-payment and insecurity of banks operation in Osun State. It is therefore recommended that the deployment of efficient connectivity and power base that serve customers faster and conveniently should be maintained and sustained while efforts should be exerted to reduce incidence of automated teller machines failure to disburse fund and yet service charge made on customers,
Keywords: Banking Product, Customers' Satisfaction, E-Payment System, Mobile Banking, Online Banking.

Introduction

Technological advancement keeps broadening the frontier of possibilities in all human endeavors and thus more e-banking services are being developed and introduced. The importance of e-payment system is explained by the transition from the traditional payment practices to the evolving electronic payment practices which has broken many new grounds and has taken a global dimension. It explains the electronic payment channels such as the use of Automated Teller Machine (ATM), Mobile banking, Internet banking, Point of Sales terminals (POS), etc. could enable business to flourish and reduce the movement of cash/cash handling which in turn helps to curb crime rates and protect consumers from many dangers. Banking in Nigeria has come a long way from the time of ledger cards and other manual filling systems. Most banks today especially, the deposit money banks have electronic systems to handle their daily voluminous tasks of information processing, storage and retrieval (Ayo 2010). Electronic banking (e-banking) is an umbrella term for a process by which customers may perform banking transactions without visiting a brick-and-mortar institution.

E- Banking service is based on the use of new technologies to provide various banking services directly to customers around the clock. Banks offer a wide range of these services that can be used by electronic tools such as ATM, cell phone, cards, television banking, point of sales and Internet (Ammar, 2012). Al- Hajri, (2008) agrees that banks most make adjustments in service to meet customer needs by providing an excellent service to customers, through e-banking products. Similarly, Ojokuku & Sajuyigbe, (2012) asserted that customer satisfaction has a powerful effect on firms' performance and is considered as an important source of competitive advantage. Ho & Ko, (2008) stated that choosing to use electronic banking services by customers can mean easier, lower-cost, around the clock availability, and time savings in managing of financial services, and can also mean the anxiety, complexity, risk and difficulties in accessibility which might lead customers to refuse to continue using e-banking services and this tends to have considerable implication on customers' service.

Historically, Central Bank of Nigeria (CBN) introduced payment system which facilitated e – payment. During this period, Nigeria Automated Clearing System (NACS) was introduced as a veritable platform for development of electronic payment and to reduce clearing of cheques period. In addition, Automated Teller Machine (ATMs) was introduced by Inters witch in 2003 followed by the implementation of Real Time Gross Settlement in 2006, migration to new uniform accounting system (NUBAN) in 2010. Subsequently, in the early of 2011, Nigerian Inter-bank Settlement System announced instant payment services and the first set of cash deposit ATMs were launched. Electronic payment is a driving force that is changing the landscape of the banking industry fundamentally, in particular, towards a more competitive industry. Electronic payment has blurred the boundaries between different financial institutions, enabled new financial products and services, and made existing financial services available in different packages (Agboola, 2001). The developments in electronic payment, together with other financial innovations, are constantly bringing new challenges to finance theory and changing people's understanding of the financial system.

The primary objective of this study is to unravel the effect of e-payment on customers' satisfaction within money deposit banks in Osun State, Nigeria using Guaranty Trust Bank (GTB) for case study and secondarily, to:

1. Investigate the reason(s) for persistent complaints from customers as regards e-payment in Nigeria.
2. Identify the challenges facing effective implementation of electronic banking system in Nigeria.
3. Explore the factors militating against customers' satisfaction in industries.

Furthermore, two hypotheses were formulated and tested to empirically establish the effect of e-Banking on bank customers' satisfaction. These are:

H0₁. There is no significant relation between electronic payment and customers' satisfaction.

H0₂. E payment system lack security apparatus to guarantee overall customers' satisfaction.

Specifically, the study intends to examine the e payment system and customers' satisfaction using:

- The use of automated teller machine (ATM); local area network (LAN), on-line banking, NIBSS
- Funds Transfers, Telephone Banking, Internet Banking, electronic fund transfer, and data processing (DP) applications among others and their effect on selected deposit money banks customers' satisfaction. The banks that are eminent in the use of e payment system are chosen in order to achieve the purpose of this study. The scope of this study is limited to four branches of GTB in Osun State and been the first deposit money bank rated among the top 20 bank that is effectively operating e – payment with customer's wider base.

This study surveyed four different branches of the GT bank situated in Ikire, Ikirun, Osogbo and Iwo towns in Osun State. Customers of banks today are no longer concerned about safety of their funds and increase returns on their investments but also 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 for instance; businessmen want to travel without carrying cash about for security reasons (Adeyeye, 2013).

Review of Literatures

Conceptual Framework

The term electronic payment system is all-inclusive, depicting different dimensions of electronic delivery multichannel. Its usage for different purposes presents increases imprecision of defining e payment in the literature. E-payment could be viewed from its functions as m-payment, e-banking, e money, online banking, internet banking, e – finance, e – broking, etc. Nevertheless, researches showed some attempts to define e-payment (Humphrey, Willesson, Bergendah, & Lindblom, (2008) while Adagunodo, (2000) opined that electronic payment system is an electronic oriented payment mechanism that allows customers' accounts to be credited electronically within 24 hours without going to the customer's initial bank branch.

E-payment as an electronic preservation of economic substance on an intelligent device generally employed to make payments of undertakings apart from the person who issues it

Without involving bank accounts in the transaction, though acting as a prepaid bearer instrument, elsewhere e-payment is viewed as the use of credit cards, automated teller machines, and debit cards. Stored value cards, mobile wallets and other of similar nature to make payments (Oginni, 2013).

However, in this study, e-payment refers to delivery multichannel that provides for electronic exchange of monetary substances without physical contact of the transacting parties. It includes all electronic transactions as well as e-cheese payment.

Clive, (2007) in his Academic dictionary of banking, was of opinion that electronic banking is a form of banking in which funds are transferred through an exchange of electronic signals between financial institutions, rather than an exchange of cash, cheese or other negotiable instruments. Omotayo, (2007) defined electronic banking as a system in which funds are moved between different accounts using computerized on-line real time systems without the use of written cheese.

Concept of Cashless Economy

The internet is perhaps one of the most useful tools to businesses and individuals in contemporary world economies. Its use has touched virtually every aspect of human endeavour especially banking. Technological breakthroughs and product designs have led to the emergence of e-banking services which, in recent time has become globally popular including in developing countries as like in Nigeria (James, 2012).

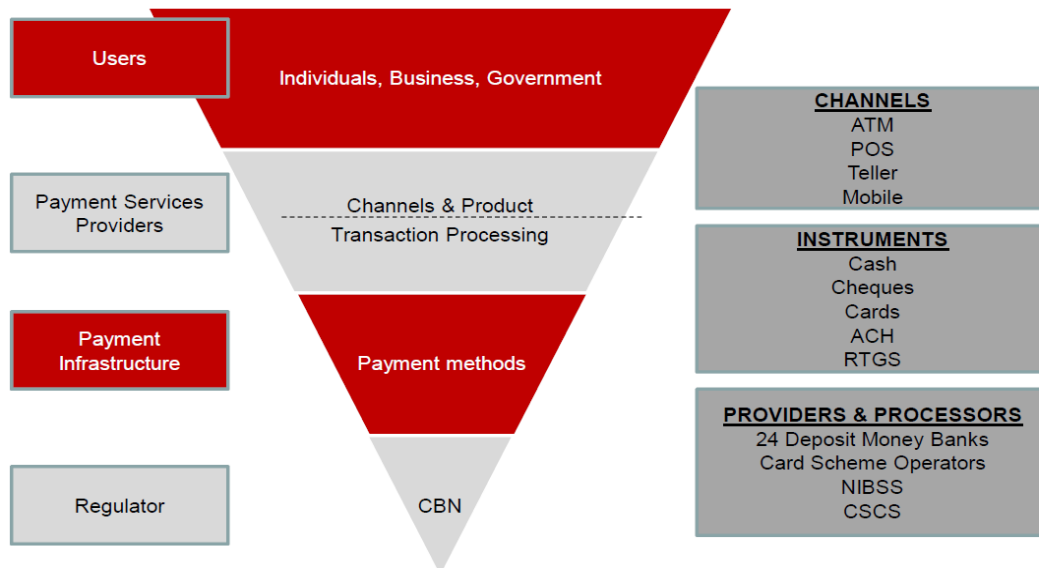
The Central Bank of Nigeria (CBN) in 2011 released a circular on the introduction of 'cashless' policy which sets cash deposit and withdrawal limits. That the country would from June 1st 2012 join the committee of nations that embrace the electronic means of payment and limit the use of cash to the very barest. The apex bank has also gone ahead to assert that the commencement of its "cashless policy" for cities such as Lagos, Abuja and Port Harcourt to demonstrate the CBN's seriousness about the policy which has generated huge debate from Nigerians. While the apex bank is of the view that the cashless policy is the way to go in line with global trends, many Nigerians both informed and otherwise have divergent views about the policy (CBN, 2011). The Governor of the Central Bank of Nigeria (CBN) is of the view that the electronic means of payment is the vogue throughout the world. He stressed that the policy, if allowed to succeed, would save the country huge resources such as cost of printing cash and its transportation from the mint to the length and breadth of the country. That such fund could be diverted to other pressing national needs because the use of cash is attributed to corruption problem in Nigeria (Sanusi, 2011).

The success of this policy requires the increased use of alternative payment systems including e-banking. Services offered by banks using the internet include: Mobile banking (M-banking), video banking, fund transfers, e-payments and ATM cards. Of these entire e-banking services banks offer, ATM is by far the most popular in Nigeria while telephone banking is equally gaining ground. Presently, all deposit money banks in Nigeria offer e-banking services. Electronic banking and the introduction of the cashless economy is one that has been discussed in literature as found in the Wick sell's, (1935); pure credit economy (Boianovskiyet and Trautwein, (2012). Literature on e-banking and cashless banking system is one that is quite

Scanty in fewer developing countries like Nigeria and this may not be unconnected to the heavy presence of the informal sector and poor banking culture.

Form or type payment system occupies an important place in the development of a country economy, in fact the level of development of a countries payment system is a reflection of the state or condition of the country’s economy. Nigeria payment system is paper-based and this accounts for the high level of cash in the economy (cash outside bank).

Payments Landscape in Nigeria



Source: Ayo (2010)

Electronic Payment

E-payment is about using the infrastructure of the digital age to create opportunities both local and global. E-banking enables the dramatic reduction of transaction cost and the creation of new types of banking opportunities that address the barriers of time and distance.

Electronic mail (email) improves communication between individuals, external parties and between banks. The availability of online information provides bankers and customers with a powerful vehicle for research, banks can provide information and services on line for mutual benefits of parties. Banking processes are made efficient and cost effective by integrating other aspects of banking operations such as treasure management and financial control.

Banks are fully aware of the fact that the banking industry now exist in a global village and they must therefore strive to provide local and global banking services using the infrastructure of the global village. Online banking gives the ability to pay bills electronically, customers can also download account transactions on line, it should be easy to import the transactions directly into typical PC programs at home or office, the transfer of money between accounts is another powerful application of online banking, online banking provides flexibility by allowing the customer to assess his finances from any part of the globe (Ho and Ko, 2008) and this is geared towards the provision of timely and quality services to customers.

The Internet

E-banking is more than just internet banking, it involves using the net to exploit new opportunities by transforming products and markets and business processes and this in the opinion of Ugwu, (2011) it is a new age method and tools meant to expand into new markets and to improve service delivery with ultimate aim of eliminating queues in banking halls

E-Business

IT, E-business, E-commerce is not about routine information management or automation, it is unique tools to create opportunities, create new markets, new processes and growth or increase the creation of e- wealth. A key concern that may affect customers' satisfaction is that of privacy, you cannot expect to do business on the net without addressing the privacy concerns of people you do business with. Security in online banking is typically provided through the use of an ID and password, these and other security measures must be effective to prevent not only the breach of privacy, but other security concerns like the alteration of data (Olajide, 2012).

Types of e-Payment

Dankwambo (2009) stated that there are two types of e-Payment in the Nigerian context. These are:

- **End to End Processing**

The end to end processes from approvals to the receipt of value by the beneficiary are done electronically.

- **Manual e-Payment or use of Mandate**

It is the mixture of manual and electronic process where the available infrastructures cannot support the End to End processing.

Beside these two, there are other forms of e-payment such financial service kiosks, biometric payments, electronic payments networks. Many of these payment systems have become globally available for financial transactions for products in the equity market, bond markets, currency markets, future markets, derivative markets, and option market and for transfer of funds between financial institutions using clearing and Real Time Gross Settlement (RTGS) system and international issuing SWIFT network. The payment system moves electronically from desk to desk for approval before it gets to the bank and approval(s) also must be given electronically. Customers' instructions are sent to banks electronically and in turn effect to all the banks of which the accounts of their beneficiaries are domiciled from the comfort of their office. Thereafter, associated schedules are immediately made available to third parties receiving the payment. Thus, they are able to view all account balances across banks on one screen, monitor the status of all instructions and are able to see why any instruction has not been effectively carried out.

Method of Electronic Payment

Electronic banking consists of the following, mobile banking, internet banking, telephone banking, electronic card etc.

- i. **Mobile and Internet Banking**

Mobile banking involves the use of mobile phone for settlement of financial transactions; it supports person to person transfers with immediate availability of funds for the beneficiary, Mobile payments use the card infrastructure for movement of payments

instructions as well as secure short messaging for confirmation of receipt to the beneficiary. Services through this platform and internet banking which is all about conducting banking transactions such as account enquiry, printing of statement of account; funds transfer payments for goods and services, etc. on the internet (World Wide Web) (Sajuyigbe, 2012), using electronic tools such as the computer without visiting the banking hall includes account enquiry, funds transfer, recharge phones, changing of passwords and bill payment which are offered now becoming norm in Nigeria banking space. It is salutary to discover the level of embracement of this by the banking populace of this medium of e-payment in GTB especially and in Nigeria, generally.

ii. Credit Cards

Credit cards allow customers to make purchases up to a prearranged ceiling. The credit that is granted is either settled in full by the end of a specified period, generally a month, or can be settled in part, with the remaining balance extended as credit. Vassiliou, (2004) submitted that credit cards are internationally known to customers and accepted by merchants. They are also easy to use on the internet, as only the credit card details need to be sent to the beneficiary in order to effect a payment. There were five classes of services in this category namely, releasable card, debit card, naira credit card, visa card, master card all in an efforts to provide excellent and customer's driven services.

iii. Debit Instruments

In pay-now payment systems, the payer's account is debited at the time of payment. ATM card based systems fall into this category. According to (Vassiliou, 2004), debit instruments allow the payer to have purchases directly charged (debited) to funds on his/her account at a deposit-taking institution such as a bank. Debit instruments include direct debits, debit cards and cheques. Electronic payments despite its numerous benefits comes with its own challenges even in the developed world. Fenuga and Oladejo, (2010) identified some of these challenges as:

a. Security

The security of information and data is crucial in all information systems. Information Security is the practices, procedures and technology put in place to guarantee integrity, confidentiality and availability to authorized users on request.

b. Inadequate Infrastructural Development: Lack of infrastructural development particularly energy (power) puts a lot of constraints to the operations of e-payment machines.

c. Social and Security threat: Nigerian has been faced with social and security problems. The amount of insecurity in the banks and other financial institutions may jeopardize the e-payment programmer in Nigeria.

The Antecedents of Satisfaction

Psychological treatments of satisfaction have taken the comparability of satisfaction across people and product categories more or less as a given. Instead, psychologists have

focused on delineating the process underlying customer satisfaction and its antecedents. One psychological dimension of satisfaction is whether one's expectations are confirmed or disconfirmed by performance. Viewing expectations and/or aspirations as perceptual reference points in a disconfirmation paradigm are psychologically attractive. Zorfas and Leemon, (2016), emphasized that human perception is tuned to differences in magnitudes from reference points rather than absolute magnitudes. In the search for profitable organic growth, more and more companies are making major investments in optimizing the end-to-end customer experience – every aspect of how customers interact with the company's brand, products, promotions, and service offerings, on and offline.

Customer Satisfaction in Banking Sector

In line with Tsoukatos and Rand (2006), customer satisfaction is a key to long-term business success. To protect or gain market shares, organizations need to outperform competitors by offering high quality product or service to ensure satisfaction of customers. In proportion to Magesh (2010), satisfaction means a feeling of pleasure because one has something or has achieved something. It is an action of fulfilling a need, desire, demand or expectation. Customers compare their expectations about a specific product or services and its actual benefits. As stated by Kotler & Armstrong, (2010), satisfaction as personal feelings of pleasure or disappointment resulting from the comparison of product's perceived performance in reference to expectations. Customer's feelings and beliefs also affect their satisfaction level. While in the opinion of Zeithaml (2009), satisfaction or dissatisfaction is a measure or evaluation of a product or service's ability to meet a customer's need or expectations. Overall, satisfaction is the outcome of customer's evaluation of a set of experiences that are linked with the specific service provider. Customer satisfaction has become important due to increased competition as it is considered very important factor in the determination of bank's competitiveness.

Continuous measurement of satisfaction level is necessary in a systematic manner. Because satisfied customer is the real asset for an organization that ensures long-term profitability even in the era of great competition. Cronin, Brady and Hult, (2000) mentioned that satisfied customer repeat his/her experience to buy the products and also create new customers by communication of positive message about it to others. On the other hand, dissatisfied customer may switch to alternative products/services and communicate negative message to others. Customer satisfaction is a set of feeling or outcome attached with customer's experience towards any product/ service (Solomon, 1998). Hence, organizations must ensure the customer satisfaction regarding their goods/services. Since the main objective is to identify the impact of the five dimensions of customer satisfaction in banking operation thus the framework of this study is given below:



Sources: Negi, (2009).

Dogarawa (2005) acknowledged the presence of e banking facilities in Nigeria but the study query the effect of it as queues still prevails while Agboola (2003) conducted studies on e – banking in Lagos and this was to investigate problems encountered by customers as a result of automation of banking services satisfaction. The time of these study were when the adoption of e banking was as introduction level. Generality of customers were not willing to embrace this kind of service as most believe strong in cash and cash transactions. The trend cannot be claimed today as this type of banking is gaining widespread acceptance among the baking populace. This present study basically looks at the impact of e - banking on the returns on assets in Guaranty.

This study intends to x-ray the customers' perception of e-banking as offered by Guaranty Trust Bank. Products are designed and promoted to ultimately provide utility to final consumer and in this sense medium of service delivery need be packaged in such a way as not only to add value to the whole economy but to meet the yearning of consumers. Zeithaml & Bitner (2003) were of opinion that satisfaction and service quality are fundamentally different in terms of their underlying causes and outcomes. Although they have certain things in common, satisfaction is generally viewed as a broader concept, whereas service quality assessment focuses specifically on dimensions of service. Service quality is a component of customer satisfaction.

Service quality is a focused evaluation that reflects the customer's perception of elements of service such as interaction quality, physical environment quality, and outcome quality. These elements are in turn evaluated based on specific quality dimensions: reliability, responsiveness, assurance, empathy and tangibles. Satisfaction, on the other hand, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors (Gods chalk and Krueger, 2000).

Olalekan, (2009) while acknowledging the initial hiccups that dogged the system, advises stakeholders against being discouraged as such "teething problems" are normal.

This is given the overwhelming success of online banking in other developed societies of the world. It is on this wise that, banks in Nigeria are gradually embracing the product/service and radical changes are taking place in the Nigerian financial landscape (Ovia, 2005). The growth of this product/service has been unprecedented especially immediately after the consolidation exercise of the Nigerian banking system. This according to Christopher, Mike & Army (2006) is in line with the CBN directives of 2005, that banks must have a global reach and be competitive at the international level. With internet banking, opportunities are also created for small banks to compete on more equal footing with other larger banks in the world (Agboola, 2006). Customers who are increasingly raising the stake of expectations for quality products and customers service can quickly find it at a click of the mouse.

In all, internet banking has the potential to provide fast and reliable services to customers. (Offei and Nuamah-Gyambrah, 2016) and if the quest for financial inclusion is to be achieve then it is imperative to ensure to promote and present e-banking in Nigeria in such a manner to attain customer satisfaction.

This study is mainly based on the e payment system and customers' satisfaction in banking in Nigeria with specific emphasis of banking operations, customer satisfaction,

marketing of products and services and the problems and challenges that were encountered in adopting this e payment on banking operations. Several authors have worked on e payment but have laid little emphasis on the above mentioned aspects.

Empirical Review

Ogunaike (2010) in a related paper examined the relationship between service quality and customer satisfaction in the Nigerian banks. Two hypotheses were formulated and multiple regression and correlation to test them. The result revealed that quality of service has significant effect on customer satisfaction. The result also shows that there is a relationship between e - banking and customer service. Conclusion was drawn and it was recommended that the banks should focus more on their customers rather than on the products and services through e - payment, which they sell because customers are the true business of every company.

Offei and Nuamah-Gyambrah, (2016) conducted study on the contribution of electronic banking to customer satisfaction: A case of GCP Bank Limited – Koforidua. The study further confirmed the assertion that banking system is universal in operations as study found in Ghana that customers are weary of the high costs of transaction business using internet banking services while the cheery news was that bank managements, employees and customers appreciate availability of internet banking services.

Similarly, in Ethiopia, a study on the impact of electronic banking on customers' satisfaction was conducted by Worku, Tilahun and Tafa, (2016). The study leverage on both primary and secondary data and the finding revealed that e banking has improved customer satisfaction than ordinary banking and tat also impacted positively on waiting time for customers in getting banking services.

Agboola, (2003) studied the impact of electronic services in Lagos, Nigeria and the paramount interest of the study was the influence of electronic services with no special interest in how the electronic system baking has impacted on customer service. However, it is pertinent to mention that the study was conducted during the era at which internet banking was at introductory stage of development and application in Nigeria. Nevertheless, the study found that introduction of electronic banking brought tremendous changes to banking as the level of improvement on accuracy of records, prompt and fair attention to customer attest to the positive contribution of electronic banking. The study emphasized the challenge of power supply and telephone service inefficiency.

In addition, Dgarawa (2005) conducted another study on the impact of e banking on customer satisfaction in Nigeria. The study was motivated on the premises of the fact that electronic products and services could have a long history as means of delighting customers and improving performance. Two hypotheses were formulated and tested while primary data were sourced from three selected banks, the result which was analyses with chi-square. The study made striking discoveries as it was found that electronic banking has not reduce the frequency of customers 'visit to the banking hall for transactions neither has time spent on such visit has significant reduction. It was recommended that banks should endeavor to upgrade and proactive on new innovative customized packages.

It is pertinent to mention that efforts in related studies has not really extensively explore the discuss on conceptual framework affecting e-banking and customer satisfaction, while non-parametric tools were majorly applied for data analysis (Dongarawa, 2005 – chi-square; Agboola, 2003 – descriptive). In addition, attention was not given to the possible implication of e-banking on customers’ visit to banking hall. Banking operations are largely dependent on security and this area has attracted little or no attention. All these were the rationale behind the present study.

Methodology

Survey research design was adopted for this study while primary data were sourced with the aid of questionnaire drawn on five liket scale. Sample size of one hundred and sixty respondents of Guaranty Trust Bank’ branches in Ikire, Ikirun, Osogbo and Iwo branches were judgmentally chosen for the study. Forty questionnaires were randomly distributed on each of the selected branches.

One hundred and fifty three of these were returned and analysed with pearson product correlation and regression analysis at 5% significance level using Statistical Package for Social Sciences (SPSS) version 20 for the analysis.

Operationalisation of Variables

$$Y = a + \beta_1$$

$$Y = \alpha + \beta_1X_1+ \beta_2X_2+ \beta_3X_3+ \beta_4X_4+ \beta_5X_5+ e \dots\dots\dots (1)$$

$$CS = \beta_0+ \beta_1X_1+ \beta_2X_2+ \beta_3X_3+ \beta_4X_4+ \beta_5X_5+ \beta_6X_6+ e \dots\dots\dots (1)$$

Where CS = Customer Satisfaction

α = constraint (intercept)

β = e – payment product

X_1 = ATM

X_2 = Smart Card

X_3 = Point of Sale

X_4 = Mobile Banking

X_5 = Telephone Banking

X_6 = Quality Service

e = error term

Results and Discussion of Findings

153 retrieved questionnaires out of the 160 administered and the descriptive result is as shown in Table 1 below.

Table 1 ELECTRONIC BANKING Variables	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree	
	Freq.	Percent	Freq.	Percent	Freq.	Percent	Freq.	Percent	Freq.	Percent
Poor level of security is a recurrent issue in e – banking in Nigeria.	31	20.26	78	50.98	6	3.92	26	16.10	12	7.84
Poor interconnectivity among banks on online platforms is a major issue raise by customers engaged in e-banking	45	29.41	52	33.99	2	1.31	41	26.80	13	8.50
Downtimes of Automated Teller Machine (ATM) constitute a serious challenge to service delivery	49	32.03	76	49.67	6	3.92	12	7.84	10	6.54
Automated Teller Machine (ATM) and Point of Sales (POS) transaction limit financial transactions of average Nigerian	27	17.65	53	34.64	15	9.80	45	29.41	13	8.50
The issue of service charge on funds not disbursed by automated teller machine is worrisome.	23	15.03	71	46.41	32	20.92	17	11.11	10	6.54
Electronic banking has increased banking cost and charges for customers in Nigeria.	32	20.92	58	37.91	5	3.27	43	28.10	15	9.80
Mobile banking and all other telephone banking webpage are very easy for our customers to use effectively	31	20.26	66	43.14	8	5.23	30	19.61	18	11.76

Source: Field Data (2016)

In Table 1 above more than 50 percent of the respondents agreed that; poor level of security is a recurrent issue in e–banking in Nigeria, poor interconnectivity among branches is a

major issue raise by customers engaged in e-banking, downtimes of Automated Teller Machine (ATM) constitute a serious challenge to service delivery, Automated Teller Machine (ATM) and Point of Sales (POS) transaction limit financial transaction of average Nigerian, the issue of extra-change on funds transfer with the use of (ATM) and (POS) increase sales in banking industry in Nigeria, electronic banking has increased banking cost and charges for banks in Nigeria, and that mobile banking and all other telephone banking webpage are very easy for our customers to use effectively.

Table 2: CUSTOMERS’ SATISFACTION Variables	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree	
	Freq.	Percent	Freq.	Percent	Freq.	Percent	Freq.	Percent	Freq.	Percent
Frequent power outages during transaction affect customers’ satisfaction	23	15.03	52	33.99	21	13.73	41	26.80	16	10.46
Customers complaints about identity theft is becoming common place in e-banking platforms	39	25.49	61	39.87	7	4.58	37	24.18	11	7.19
Inadequate power supply is a recurrent issue of customer visit in banking industry in Nigeria.	31	20.26	55	35.95	9	5.88	30	19.61	28	18.30
Organisation take advantage of e-banking to order to enhance their payment system	27	17.65	53	34.64	15	9.80	45	29.41	13	8.50
Banks should be dynamic in management of e-banking system so that service delivery will not be based on obsolete technology	33	21.57	71	46.41	32	20.92	17	11.11	10	6.54
Since the inception of e payment in Nigeria bank, customers’ satisfaction has increased drastically.	35	22.88	52	33.99	12	7.84	31	20.26	13	8.50
E-payment promote increase sales opportunities of banks’ corporate customers	31	20.26	66	43.14	8	5.23	30	19.61	18	11.76

Source: Field Data (2016)

The above descriptive analysis showed positive influence of e payment on customers' satisfaction Using Guaranty Trust Bank, the study reveals that proper management and service delivery of money deposit banks in Nigeria would provide a platform to satisfy their customers.

Testing of Hypotheses.

For inferential analysis of the effect of e payment on customer satisfaction in Guaranty Trust Bank, two hypotheses were formulated and tested the result which is shown as follows:

Hypothesis One

H₀₁: There is no significant contribution between electronic payment and customers' satisfaction.

Table 2: Parameter Estimates					Model Summary ^b	
Variable	Label	Parameter Estimate	Standard Error	t Value		
Intercept	Intercept	0.01683	0.09822	0.17	R-Square	0.7965
	Electronic Payment	1.04960	0.04317	24.31	Adj R-Square	0.7952

a. Predictors: (Constant), Electronic Payment

b. Dependent Variable: Customers' Satisfaction.

From the above the effects of electronic payment on customers' satisfaction is confirm to be positive, the analysis of the situation in GTB branches under study established the fact that the electronic payment contributes to customers' satisfaction by 79.65 percent while the remaining 20.35 percent is explained by other exogenous variables that are excluded in the model. The adjusted R² at 0.7952 confirmed that the explanatory power of the independent variables is considerably high. Empirically, there is significant contribution between electronic payment and customers' satisfaction.

Table 3: Summary of Regression of Electronic Payment on Customers' Satisfaction ^a					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	162.58532	162.58532	591.11	<.0001
Error	151	41.53233	0.27505		
Corrected Total	152	204.11765			

(a) Predictors: (Constant), Electronic Payment.

(b) Dependent variable: Customers' Satisfaction.

Decision Rule

At 5% significance level ($\alpha = 0.05$), the F tabulated is (1, 151) = 3.8415 while F calculated is 591.11 Since F calculated is > F tabulated (591.11 > 3.8415) the null hypothesis is therefore

Rejected and conclude at 95% confidence level that there is significant contribution between electronic payment and customers’ satisfaction.

Hypothesis Two

H₀₂: Electronic payment does not reduce insecurity in banking.

Table 4: Parameter Estimates					Model Summary ^b	
Variable	Label	Parameter Estimate	Standard Error	t Value		
Intercept	Intercept	1.06008	0.06385	16.60	R-Square	0.5420
	Electronic Payment	-0.48344	0.03616	-13.37	Adj R-Square	0.5390

- a. Predictors: (Constant), Electronic Payment.
- b. Dependent Variable: Insecurity in Banking Operations.

Table 4 above reveals the effect of electronic payment on insecurity in banking; it shows the reduction of insecurity in banking by 54.20percent while the remaining 45.80 percent is explained by other exogenous variables that are excluded in the model. The adjusted R² of 0.5390 means the explanatory power of the independent variables is moderately high, which implies that increase in electronic payments will reduce insecurity in GTB. Evidently, electronic payment reduces insecurity in banking.

Table 5: Summary of Regression of Electronic Payment on Insecurity in Banking					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	35.51879	35.51879	178.71	<.0001
Error	151	30.01062	0.19875		
Corrected Total	152	65.52941			

- a. Dependent Variable: Insecurity in Banking.
- b. Predictors: (Constant), Electronic Payment.

Decision Rule

We reject the null hypothesis if the value of F calculated is greater than the value of F tabulated (F cal>F tab), otherwise accept it. At 95% level of significance (α = 0.05), the F tabulated is given as: F 0.05, (1, 151) = 3.8415. Since F calculated = 178.71> F tabulated = 3.8415, the null hypothesis is therefore rejected. Hence at 95% confidence level electronic payment system could be leverage upon to reduce insecurity in GTB.

Conclusion and Recommendations

Findings

This study reviewed extant literatures that have expanded the existing factors that affect electronic banking system in GTB, how they have been managed, and its relative effect

on profitability and performance of banks in Nigeria. E-banking is found as factor that can enhance the development of the banking system and services strategy.

It is also found that e-banking in GTB is generally adequate to provide customers with benefit of lower transaction handling fees.

It is established that electronic payments (internet banking, mobile banking, electronic fund transfer, automated teller machine, point of sale etc.) can make significant contribution to customers' satisfaction..

Conclusion

There are indeed no doubts that the importance of E-banking cannot be over emphasized as it has rapidly transformed GTB to a one stop shop financial solutions provider.

This study concludes that electronic payment has improved customer satisfaction, that there is a significant relationship between electronic payment and customer satisfaction in GTB. From the findings of this study, it was deduced that electronic payment reduces insecurity in banking. In conclusion it was also agreed upon that the bank must of a necessity invest in electronic payment system and take proactive measure to guarantee the security of the system before it can compete effectively in the new age as well as increase customer satisfaction.

Recommendations

It is therefore recommend that

- Money deposit banks should endeavor to create wider awareness of services available through electronic system
- It is in the interest of the banks to deploy software that will reduce down time to barest minimum
- The continuous usage of good connectivity and power base that will serve the customers faster and more conveniently must be maintained and sustained.
- Adequate security of transaction in form of back up of critical data files and alternative means of processing information in case of system failure should put in place government regulatory framework for consumer protection and security of transaction. This should be geared towards securing customers confidence in me banking services.
- Policy makers should geared toward instant value of clearing cheese as against the present T+1 system as this will further enhance customer service and pose a positive contribution on cost of doing business in Nigeria.
- It is acknowledge that banks need to recoup cost of provision of e-banking services, but efforts should be put in place to have a robust system that will reduce to very barest minimum the incidence of failure of automated teller machine to disburse cash, yet customer's account debited in appropriate service charge deducted.

It is however observed that a wider scope of this study is needed as to secure generalization or otherwise of the finding of this study. In addition, the study was limited to customer satisfaction, but there is a need for further researchers to examine the effect of customer satisfaction or dissatisfaction on the switching cost of banks offering internet banking

or the switching intent of customers of these banks. Finally, further studies could delve into the relationship between the heterogeneity of the various customers of internet banking and issues of electronic payment such as funds transfer, security and bills payment as it is evidenced from this study that such factor(s) contribute significantly (at over twenty per cent) to customer satisfaction.

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