

FINANCIAL TECHNOLOGY ADOPTION IN FINANCIAL MARKET AND ITS
IMPACT IN CUSTOMER SATISFACTION IN NEPAL

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RECOMMENDATION

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**FINANCIAL TECHNOLOGY ADOPTION IN FINANCIAL MARKET
AND ITS IMPACT IN CUSTOMER SATISFACTION IN NEPAL**

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I hereby declare that this thesis work entitled FINANCIAL TECHNOLOGY ADOPTION IN FINANCIAL MARKET AND ITS IMPACT IN CUSTOMER SATISFACTION IN NEPAL submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Masters of Business Studies which is prepared under the supervision of respected supervisor Suren Babu Kadel of Shanker Dev Campus, T.U.

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Researcher

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Abbreviations

AD	:	Anno Domini
ANOVA	:	Analysis of Variance
CRM	:	Customer Relationship Management
D	:	Dissatisfied
Etc.	:	Et cetera
Fig.	:	Figure
IT	:	Information Technology
Ltd.	:	Limited
Max.	:	Maximum
Min.	:	Minimum
MSQ	:	Minnesota Satisfaction Questionnaire
No.	:	Total number of observations
N	:	Neutral
No.	:	Number of
Reg.	:	Registration
S	:	Satisfied
SD	:	Standard Deviation
SERVQUAL	:	Service Quality
SPSS	:	Statistical Package for Social Science
VD	:	Very Dissatisfied
VS	:	Very Satisfied

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Financial technology, or financial technology, has completely transformed the financial services industry by utilizing digital advancements to improve and automate the provision and use of financial services. Monetary innovation reception is a significant piece of the bigger digitalization development, which incorporates the consolidation of computerized advancements into day to day existence and company tasks.

The starting points of monetary innovation can be followed back to the presentation of the primary mechanized teller machine (ATM) in the last part of the 1960s. However, as the internet and mobile technologies proliferated in the 21st century, the sector began to gain significant momentum. The 2008 worldwide monetary emergency likewise assumed a urgent part in speeding up monetary innovation reception, as it uncovered weaknesses in conventional financial frameworks and provoked an interest for more straightforward, proficient, and client driven monetary administrations.

The process of transferring funds directly between accounts using electronic methods rather than checks or cash is referred to as electronic banking. Electronic banking has the potential to boost a bank's earnings by decreasing operational expenses. In order to access a secure website, a user connecting to the bank via a modem or network card must first log onto the internet through an internet service provider, browse the bank's website, and provide a password. E-banking, as defined by the Basel Committee, is the electronic delivery of small-value and retail banking goods and services. Deposit taking, lending, account management, financial counseling, electronic bill payment, and other electronic payment methods are some of these services. With e-banking, customers may complete the majority of banking transactions whenever it is most convenient for them. They can pay bills, make purchases, and access their cash at any time of day or night, seven days a week.

Thanks to technology improvements, banks have recently implemented electronic banking, or e-banking. Customers can utilize a laptop or personal computer to make financial transactions online at their convenience, outside of regular banking hours,

thanks to e-banking. Compared to typical branch banking, this new distribution system offers extended operation hours and better spatial convenience, all at a far lower cost structure. E-banking is therefore highly enticing to banks as well as customers that are open to embracing new technology. Laura Woods and Barri Segal (2018) claim that since consumers are so used to free online banking, many banks now only do business online. This lowers expense and allows them to provide savings account rates that are more competitive and yield larger profit margins.

Customers are vital for any business' endurance and achievement, and the financial business is no special case. As a result, keeping customers is more important than just pleasing them because doing so could improve bank performance and profitability. Online banking is revolutionizing banking practices at an unprecedented pace. In today's world, technology permeates every aspect of our lives, offering numerous advantages such as saving time and money. As a result, many customers are swiftly transitioning from traditional banking to online banking. The profound impact of technology is evident in how it has transformed the lives of millions, reshaping the global business and economic landscape. Technological developments in the banking industry have expedited client transactions and communication. Online banking allows customers to access information and services at any time, whether they are at home or work.

Seen as an extra divert is utilized related to existing channels to offer accommodation without requiring the installment for certain costs connected with branch visits, like heading out to the branch or remaining in line. According to Morawetz (2018), online banking removes the limitations of time, geography, and physical access to banking services. In the early 1990s, the main forms of electronic banking services were Mastercard, ATMs, and phone banking. Over the last decade, different levels of technology, such as databases and information systems, have been integrated into financial services. Local banks now run safe websites where clients may use online banking services like transfers, payments, and inquiries thanks to improved web access. Customers can use one of two primary business models to access internet banking. The first is the "bricks and clicks" model, which is the current bank model. This strategy employs e-banking as a new service delivery channel and combines it with traditional system integration. Then again, Yoon (2010) depicts one more kind of bank as a "immediate bank," "virtual bank," or "web essential bank." It works without branch

workplaces and on second thought utilizes remote systems administration, media transmission organizations, and the web to offer financial administrations.

A country's monetary and financial improvement depends vigorously and progressively on its banks. One of the most recent technologies that banks have adopted as a result of technological advancements is electronic banking, or e-banking (Mukherjee, 2004). E-banking is a quickly expanding service that lets users use a computer to access account information and conduct transactions from a distance. Customers can use their personal computers, laptops, or mobile devices to carry out financial transactions electronically at any time that suits them, without being limited by the operating hours of traditional banks. E-banking provides significantly more cost-effective pricing, improved spatial convenience, and shorter wait times than traditional branch banking. This solution improves client retention and satisfaction while also assisting banks in cutting operating expenses. Consequently, e-banking is highly attractive to banks as well as clients who embrace new technologies.

Transferring money directly between accounts with electronic banking eliminates the need for currency or cheques. Banks may see cost savings and even profit increases using this strategy. Most banking tasks may be finished at the customer's convenience using e-banking, giving them 24/7 access to their money. Customers can use this to pay bills, make purchases, and move money between accounts (Koirala, 2019).

It took the financial sector and its clients 65 years (about 2002 A.D.) after Nepal Bank Limited was founded in 1937 to be able to use e-banking services in Nepal. Customers in Nepal's rural communities are still not very fond of e-banking. Thus, the main focus of this study is how electronic banking affects customer happiness and service quality in Nepalese commercial banking. Additionally, it explores the potential of electronic banking within the framework of Nepalese commercial banks. However, electronic banking is now available to nearly all Nepali banks. Additionally, in an effort to educate customers about the most recent advancements in information technology, these banks are expanding into rural areas.

1.2 Statement of Problem

Nepal's banking industry has undergone significant change in the past ten years. In the past, the banking industry relied on basic electronic tools like ATMs and SMS notifications. In the past, fundamental banking operations such as validating deposits, making withdrawals, and checking account balances required bank customers to go to the banking hall. This often led to long queues, which were tedious, time-consuming, and generally costly. However, the introduction of electronic banking services by several financial institutions has transformed the Nepalese banking sector. The financial situation in Nepal has greatly improved as a result of innovations like ATMs, Electronic Funds Transfer at Point of Sale (EFTPOS), internet banking, SMS alerts, credit and debit cards. By significantly lowering the need for manual services, these technologies improve service provision and increase bank profitability.

The majority of commercial banks in Nepal have embraced technology to offer financial services because of the fierce rivalry in the country's banking industry and the rising level of client sophistication. Nonetheless, there are a lot of worries regarding the use of e-banking in Nepal because it is still a developing country. Thus, it is essential to comprehend how commercial banks use internet banking to deliver top-notch services. The purpose of the study is to evaluate how customer satisfaction and service delivery in Nepal's banking industry are affected by electronic banking services and products. As a result, having access to internet banking is increasingly becoming a "need" rather than a "nice-to-have" feature.

- What is the present scenario of Nepalese financial technology adoption and customer satisfaction?
- Is there a connection between the adoption of electronic banking technologies and customer satisfaction?
- Do electronic banking technology advancements impact customer satisfaction?

1.3 Objective of the Study

The primary objective of the study is to investigate and assess the effects of commercial banks' e-banking services on service quality and customer satisfaction. Moreover, the examination has portrayed the ensuing objectives:

- To assess the current status of commercial banks in Nepal regarding E-Banking.

- To investigate how electronic banking technology relate to customer satisfaction in Nepalese commercial banks.
- To evaluate how electronic banking technology influence customer satisfaction in Nepalese commercial banks.

1.4 Significance of the Study

The study focused primarily on the monetary market's exploration of "technology adoption" and "customer satisfaction." This research enhances our understanding and serves as a valuable academic resource. The integration of information and communication technology (ICT) in the banking and financial sectors impacts both banks' profitability and service provision. Many banks are progressively shifting away from traditional banking methods and integrating ICT into their service delivery processes. With their professional services and efficient management, commercial banks are gaining increasing recognition both domestically and internationally, playing a significant economic role. E-banking stands out as a primary service offered by commercial banks and forms the cornerstone of their entire operation. Research into e-banking by commercial banks is crucial for various stakeholders.

Most Nepalese individuals remain unfamiliar with online transactions or e-banking; this research aims to educate them about the available internet services. Today, the global economy heavily relies on financial institutions, which necessitate IT support to thrive. As a result, our research will help bank IT policymakers and act as a manual for other commercial banks creating customized plans. It will also be valuable for students and researchers interested in further exploration of this topic. The study's findings will offer banks insights into enhancing their online banking services, thereby improving customer satisfaction and potentially increasing their profitability. It is anticipated that these findings will contribute significantly to these and related objectives.

1.5 Limitations of the Study

The review's objective is to ascertain the role that electronic banking services play in fostering client loyalty in Nepalese private banks. The automation and infrastructure of the sector indicate that banks are modernizing and will become more integrated in the future. To remain competitive, banks must leverage information technology, preparing for

opportunities arising from globalization and financial liberalization. With a specific focus on five of the 20 commercial banks in Nepal that are known to use e-banking services, the study will examine the electronic banking services provided by these banks.

The investigator's capacity to carry out the audit is severely limited by the absence of easily accessible data. Another illustration of how difficult it might be to conduct research is the hectic schedules of commercial banks, which make it challenging to locate relevant information. Furthermore, the confidentiality regulations of the banks make it difficult to obtain the information required for the audit. Another research constraint will be the surveying of respondents who are occupied.

1.6 Organization of the Study

The exploration work has been partitioned into five sections. These are the main ones:

Chapter - I: Introduction

It includes the study's general background, the study's focus, the problem statement, the study's objective, its significance, its limitations, and the study's structure.

Chapter - II: Review of Literature

The conceptual framework and a review of related literature, including books, dissertations, articles, journals, and reports, are presented in this chapter. Research hole additionally remembers for this section.

Chapter - III: Research Methodology

This chapter discusses the research methodology that should be used to achieve the study's goals. It comprises of exploration configuration, test and populace, wellsprings of information, information assortment system, strategies and devices of information examination.

Chapter - IV: Presentation and Analysis of Data

This chapter is the most significant and essential component of this research. This section manages show, examination and translation of information as expected by the targets expressed in this review. These gathered information have been examined and deciphered

by the assistance of different measurable and bookkeeping apparatuses and strategies. It likewise incorporates significant discoveries of the review.

Chapter - V: Summary, Conclusion and Recommendations

The fifth and final chapter contains a summary, recommendations, and conclusions regarding the subject. Finally, the study concludes with a research proposal, appendices, and bibliography.

CHAPTER II

REVIEW OF LITERATURE

2.1 Conceptual Review

2.1.1 Digital banking adoption

Banks nowadays heavily rely on technology to introduce new products and services, necessitating significant improvements in client services. This impact of information technology is particularly noticeable across public, private, and international banks. The global dependence on technology means banks cannot innovate new offerings without it. Features like ATMs, online banking, and mobile banking enable banks to engage with clients across geographic boundaries. Digital banking, in which banks offer their customers information and services electronically, is one of the financial activities that is expanding the fastest at the moment (Giannakoudi, 1999). These services are essential to banks' long-term survival in the age of digital transactions (Burnham, 1996).

Organizations and business relationships face new challenges due to innovation, which has led to the transformation of design, marketing, production, distribution, and services across supply chains. This includes trends such as freelance arrangements, contract warehousing, and delivery. Advanced digital transformations are being adopted by both large established high-tech firms and tech-savvy businesses, driven by technological advancements (Idiegbeyan-ose, 2015). The processes involved in management, accessibility, and archiving closely resemble the step-by-step digitization process. Moreover, the author has proposed several digitization strategies, as outlined below (Satyendra, 2016).

Starting the project entails putting in place necessary pre-digitalization procedures, such as employing personnel, purchasing necessary equipment, and teaching them how to generate crucial digital data.

The project's commencement phase entails establishing the necessary conditions prior to digitalization, such as acquiring the necessary tools, employing staff, and giving them instructions on how to produce the digital data that is required.

Hard copy papers are first sorted and chosen in order to be ready for digitization. Setting deadlines for finishing particular activities associated with the digitization process is another aspect of this procedure. The physical formats of the papers wouldn't need to be changed if manual methods hadn't been used in the first place.

Conversion Process: This is the actual procedure for setting up the necessary equipment and converting paper documents into a computer-readable format.

Editing, Access, and Maintenance: Making the access points more user-friendly, checking the current digital records for faults, and creating appropriate plans and standards for routine maintenance are all part of this. It is fundamental to realize that assistance is necessary while doing digitalization tasks in order to prevent either an unexpected loss or a framework disappointment.

With the introduction of credit cards, ATMs, and ATM networks in the early 1970s, the banking industry experienced a revolution in information technology, particularly in terms of distribution channels. In the late 1980s and early 1990s, there was telephone banking, banking via cable television, and banking via personal computers. Numerous financial techniques that were previously handled over the counter through physical channels can now be carried out electronically thanks to data innovation (Giannakoudi, 1999).

The implementation of digital banking services is made possible by the bank's size, reputation, and reliability. Customers' perceptions of online banking, its advantages, and the volume of information available to them may have a significant influence on their decision to use it (Rat, 2005). Gan's earlier research showed how goal-to-use, control, and fulfillment are dependent on consumer input factors (Ganetal, 2006). Control can be characterized as the level of effort and involvement required of customers when utilizing online banking. Reception options are determined by a number of elements, including comprehending the web-based financial application, adaptability, and specialized self-viability (Thornton, 2001).

A Look at the Factors Affecting Indian Customers' Acceptance of Online Banking to find out what drives the adoption of online banking. The writer partial least square (PLS)

model for online banking demonstrated how perceived trustworthiness, helpfulness, and comfort of purpose all influence advanced banking. The opportunities that internet banking services offer should be highlighted by marketing experts while advertising them. Increasing awareness of the services may also help to increase the platform's user base.

Muzividzi (2013) analyzed the variables that influence intelligent people's acknowledgment of advanced banking. This analysis demonstrates that despite banks' sincere efforts to highlight the innovation, web-based banking adoption has been sluggish. The project's objective was to identify the factors influencing the adoption of digital banking in an effort to identify workable solutions. Rather than the broader public, more seasoned computer workers were the study's intended audience. At Chinhoyi University of Technology, 5000 students and faculty members were surveyed and interviewed in order to gather data. From the population, 450 employees and students made up the sample. The study identified a number of characteristics that both encourage and hinder the use of online banking. The two most significant ones were the exchange security breach and the transparency demonstration.

Financial system researchers have been working hard to find out what drives consumers to transact financial business online (Gerrard, 2003). According to Sayar (2007), a large number of academics are researching the adoption of e-banking by customers in great detail. Customers who use electronic banking not only benefit from improved business conditions such as reduced commission rates, consistent service quality, and time-saving advantages, but they may access financial services at any time and from any location (Yu, 2008).

2.1.2 Position of Adoption of Digital banking

In Nepal, the adoption of digital banking began with the introduction of self-service banking in the 1980s. The emergence of ATMs, fueled by advancements in internet and computer technologies, played a pivotal role in this evolution. As the internet matured, banks started offering online banking services, allowing customers to access their accounts with ease. With the rise of smartphones and mobile data, banks further expanded into mobile banking. Nabil Bank Ltd. introduced credit cards in the early 1990s, a significant milestone nearly 53 years after Nepal Bank Ltd. was established in 1937.

Himalayan Bank Ltd. was a pioneer in electronic banking in Nepal, introducing telebanking and ATMs as early as 1995. Despite the lengthy wait of over 65 years after the founding of the first bank, digital banking eventually became accessible to clients. 2020 saw the first introduction of internet banking services in Nepal by Kumari Bank Ltd. Despite online banking being available for a decade, its adoption remains low in Nepal. Even though most banks offer online services in metropolitan areas and major towns like Biratnagar, Pokhara, and Kathmandu have strong internet infrastructure, a sizable percentage of bank customers still do not use internet banking. Studies show that 200,000 Nepalis, half of whom live in the Kathmandu valley, have access to the internet. But only a tiny percentage—roughly 3,000 people, or 1.5% of all internet users—make use of online banking services. A survey indicates that while mobile banking is becoming more and more popular, traditional online banking is still not available in Nepal, even though the majority of banks have installed ATM services for electronic banking.

In addition to robot advisers for financial services, voice-based artificial intelligence (AI) and robots are being utilized more frequently in branches for basic banking functions. These tendencies are widespread throughout the world. Pumori is the most established and extensively utilized banking software system in Nepal. In the 1990s, banking services in Nepal started to move toward digital formats. During this time, ATMs, digital and mobile banking, credit and debit cards, and mobile banking were launched and went on to become vital parts of the banking services provided by banks of all sizes.

In Nepal, the use of digital banking has increased as a result of the growing number of cellphones and internet users. This shift has made banking services more accessible through digital platforms, significantly enhancing banks' perceived value and convenience. It has minimized traditional barriers in financial transactions, ensuring prompt service delivery to customers. Nevertheless, digital banking in Nepal is still nascent, leaving ample opportunities for further development in the financial sector, including expanding service coverage to reach more bank clients.

The convenience and accessibility of mobile banking apps are to blame for their rising popularity. In particular, from a bank's monetary viewpoint, giving client support by means of portable banking is essentially more affordable than giving it through branch banking.

Digital banking services were initially used primarily for account statements. The features and applications of online banking were not well understood by customers. Computerized financial innovations demand an extremely lengthy investment to turn out to be broadly utilized. Nowadays, the vast majority use their cell phones and the Web. Customers can now conduct banking transactions online and on their mobile devices. Banks in Nepal provide the required ICT-and advanced-based delivery channels (Khatta, 2018).

a. Internet Banking

When utilizing this service for online banking, customers have the ability to perform banking transactions through various devices such as personal computers, laptops, and mobile phones. Clients may be able to monitor their account information, pay bills, and transfer funds across accounts with the help of the bank. Customers can also get in touch with the bank to ask for particular financial services.

b. Mobile Banking

Users can utilize a portable mobile device to conduct bank transactions through this service. Usually, SMS is used to send messages to the bank's system using a mobile device. The service provides a number of features, including account inquiries, bill payment, financial transactions, mobile top-ups, and bank communication. The majority of class "A" banks currently provide it, having first been supplied in Nepal in 2004 by Laxmi Bank Limited. In Nepal, 5,086,069 people were using mobile banking services as of mid-September 2018.

c. Plastic Cards

This represents another widely used online banking platform. Prepaid, debit, and credit cards are examples of plastic cards that facilitate a variety of transactions, including cash withdrawals, payments at point-of-sale and ATM terminals, and internet transactions. The magnetic stripe that once held information on the back of these cards has been replaced with the more secure chip-based EMV card. Nepal Arab Bank Limited, presently known as NABIL bank, was the country's first significant bank to issue Mastercards in 1990. In Nepal, banks frequently provide plastic cards; as of mid-September 2018, there were 104,721 Visa cardholders, 5,544,253 debit card users, and 96,816 prepaid card subscribers.

d. Point-of-Sale and Automated Teller Machine

An ATM serves not only as a cash withdrawal device but also facilitates bill payments. Himalayan Bank Limited introduced the first ATM in Nepal in 1995. By mid-September 2018, there were 2,791 ATMs operational, with their installation numbers increasing daily. The introduction of SCT 2001 led to the establishment of a unified ATM network aimed at promoting interoperability by standardizing device acceptance and acquisition. Additionally, the VISA network enables customers to use their cards from one bank at ATMs operated by other banks.

e. Branchless Banking

Nowadays, it's become more convenient to communicate with rural residents lacking access to bank branches, thanks to a relatively new electronic banking service. The Point of Transaction (POT) machine, offered by banks or their branchless banking agents, allows customers to manage their bank accounts, transfer funds, withdraw money, and make payments for goods and services. Plastic branchless banking cards or biometrics can be used to access this service. Most biometric verification methods rely on a unique identifier. As of mid-September 2018, there were 1285 branchless financial offices and 130,660 branchless financial agents.

f. Mobile Wallets

In Nepal, this is the newest and most popular electronic banking tool that lets those without bank accounts keep money on their phones. Payments for goods and services are made easier, and consumers can send money to this product from their bank accounts. People without bank accounts now have financial access thanks to this program. This may be an essential instrument for financial inclusion in Nepal, given the high rate of mobile phone adoption there and the difficulties in opening banks and branches because of the physical location of the nation. Additionally gaining popularity are banking services that use QR codes and were made widespread worldwide by IT companies like Nabil and Association Pay Worldwide.

2.2 Technology Acceptance Model

The Technology Acceptance Model (TAM) was developed to address the absence of validated measurement scales for predicting user adoption of information technology.

Fred (1989) argues that prior research has been hindered by inadequate measures of key determinants of user acceptance, noting that many metrics show minimal correlation with system use. The links between system design features, attitude toward use, perceived usefulness (PU), perceived ease of use (PEOU), and actual usage behavior are illustrated by TAM, according to Davis (1993). According to TAM, the main factors driving the adoption of new information system technologies are perceived utility and perceived usability (Chandio, 2011).

Recommendation technology adoption is influenced by a number of factors, including customers' favorable experiences with the system and the chance that they would use it consistently. Armenta contends that if a user feels an application improves their performance on a task, they are more likely to use it than not. Furthermore, an application's usability is crucial, even if it has benefits; if it's difficult to use, the work involved can exceed any apparent advantages. Kazi (2013) claims that TAM was acknowledged as a useful teaching and learning aid.

The strength of Hat lies in its practical focus on efficiency, which may oversimplify by neglecting how a user's social and psychological perspectives can influence the adoption of an innovation. One critique of Hat is its failure to recognize individual differences (Prasad, 1999). The original Innovation Acceptance Model (Cap) did not sufficiently take into account a number of psychological characteristics, including age, gender, and prior experience, which might alter attitudes toward innovation and eventually influence intention to use.

2.3 Theoretical Review

Digital marketing is the focus of various theories, each defining its unique paradigm and concept within the field. Research especially emphasizes marketing theories illustrating how digital marketing has grown and its effects on the banking sector. Below are instances of these theories:

2.3.1 The Porter's five forces perspective

From a theoretical standpoint, a company will function better if it can obtain a competitive edge through cost or differentiation tactics (Guardian, 1980). This concept

suggests that a company's competitive edge arises from external environmental factors it must manage, such as deterring new entrants, differentiating its products, requiring significant capital investment, and influencing customer switching costs (Lady et al., 2002). This perspective states that an industry's competition is influenced by five factors: the threat of new competitors, rivalry between current industry participants, suppliers' negotiating power, the threat of replacement products, and buyers' bargaining power (Guardian, 1980). Moreover, it makes the case that an industry's competitors' advantages and disadvantages also influence a company's competitive position, independent of external challenges. The danger of substitute products, the ability of suppliers and purchasers to negotiate better terms, and possible new competitors can all seriously reduce an organization's ability to compete.

Organizations are not completely constrained by industry structure; instead, they can use their own tactics to affect the five forces, which determines who will profit. The five forces paradigm makes clear what matters most and guides managers in identifying the elements that offer the most long-term advantage. According to this theory, gaining a competitive edge depends critically on one's capacity to meet market demands. An effective foundation for comprehending the competitive dynamics within an industry is provided by the five forces model. Ghemawat and colleagues (2009) contend that the model, which prioritizes industry and strategic group structures over innovation and unique firm characteristics as drivers of profitability, portrays a static image of competition.

2.3.2 The Technology Acceptance Model (TAM)

The Cap Model was first presented by Davis (1986), who concentrated on the elements that affect end users' acceptance of computers. Cap suggests that a person's propensity to utilize a system is shaped by two beliefs: perceived usefulness and perceived ease of use. Perceived usefulness refers to how much a person believes utilizing the system will improve their performance at work, whereas perceived ease of use refers to how much a person believes using the system would be effortless. Cap claims that these two views have the greatest impact on users' behavioral intentions with regard to computer acceptance.

Cap aims to give a succinct, theoretically grounded explanation of the variables affecting computer acceptance that may be used to accurately forecast user behavior across a range of computer technology kinds and user bases. Because it incorporates data from more than ten years of IS research, it is especially well-suited for modeling computer adoption (Welch and Worthington, 2010). According to TAM, a person's attitude toward technology and their assessment of its value are important factors in determining whether or not they plan to use it. According to Rowley (2011), consumers' perceptions of technology's usability should have a favorable impact on their sense of its dependability and their propensity to use internet marketing. She also suggests that technology should be simple to learn and use.

2.3.3 Effectiveness of Digital Marketing Strategies

Digital marketing cannot progress until it can effectively adapt to changing circumstances, increase consumer comprehension, and turn these insights into better customer experiences and offerings. Furthermore, it is imperative to establish connections with target consumers, improve marketing efficacy, and employ creative communication strategies in addition to efficiently contacting and interacting with them (Shabgoo, Gilaninia, and Mousavian, 2011). Undoubtedly, the level of individuals, their education, and their capacity for productive teamwork all play a role in these endeavors.

Market Penetration

According to Johnston and Scholes (2002), the market penetration strategy is the least hazardous since it makes use of the company's current resources and competencies in a market that is expanding. They contend that preserving market share can stimulate growth and that chances to gain even more market share may present themselves when rivals hit capacity restrictions. With resources going toward marketing campaigns to draw in and win over customers—such as sponsorships, advertising, special deals, or promotions—this strategy calls for little financial outlay for growth. The possibility of reprisal from rivals, however, poses a serious danger, especially if products are readily interchangeable and market share gains come at the expense of competitors.

Market Development Strategy

Pearce and Robinson (2001) define market advancement as the process of introducing current items to customers in linked areas. These markets could consist of neglected

areas, underdeveloped vertical industries, or other unexplored prospects. In order to find possible new consumer segments, develop new sites, and widen its distribution network, the company intends to investigate new domestic and foreign geographic areas. Additionally, it wants to overtake rivals for market share by providing better substitute products.

Product Development Strategy

When external indicators suggest market saturation, greater competition, or other market hazards, and internal elements disclose distribution problems but strong product creation capabilities, new product development approaches are used. A new market development plan might be created when internal strengths reveal untapped markets for already-existing products because of better distribution but subpar production or product development (Jauch and Glueck, 1988).

Diversification Strategy

Related diversification and unrelated diversification are two possible diversification tactics. Related diversification lowers expenses related to changing products and entering new markets, such as implementing new technology, and helps a company avoid internal disputes with current rivals (Doyle, 1994). unconnected diversification, which is frequently motivated more by financial than strategic factors, is the process by which a business enters markets that, in terms of technology or distribution techniques, are unconnected to its current products. Diversification without a connection to one another enables the business to grow and overcome limitations in its existing markets. Diversification that is irrelevant can be conglomerate or concentric.

2.3.4 Digital Marketing and Competitive Advantage

The financial industry has experienced tremendous change, mostly due to developments in data innovation. The importance of data and communication technologies is highlighted by the global trend towards digital marketing (Mirhoseini, 2010). In a world where technology is advancing at a rapid pace, marketers need to continuously learn new abilities. In everyday life, one must frequently navigate uncharted territory and reject rules that become outdated (Mishra, 2008). In order to satisfy business needs, the company's digital marketing approach must be modified. The changes of today are very

different from those of the past, and in order to stay competitive, marketing tactics must be flexible.

It is important to completely revamp the digital marketing foundation. Anything less will cause your company to lag behind rivals since it takes significant cross-functional cooperation to catch up with industry leaders, and once you're behind, it's almost hard to catch up. According to Mauro & Tschoegl (2008), certain companies must change their corporate culture in order to promote departmental cooperation. Customer and employee use of online entertainment, mobile, analytics, and other digital marketing technologies are all advancing at a rapid pace. Lee claims that in spite of a lack of clear direction, executives in a variety of industries, such as media, electronics, and manufacturing, are faced with a profusion of new digital prospects. In all industries, reaching digital maturity is essential, and organizations with strong leadership can take cues from more established digital enterprises.

2.3.5 Digital Marketing and Customer Service

Consumer-focused methods and market segmentation are made simpler by modern digital marketing. Market segmentation facilitates the development of focused and effective marketing mixes that assist achieve goals. Segment-specific methods are more productive and successful than a broad-based approach because they enable customized marketing mixtures. According to Clark and Dorie (2012), market segmentation gives producers detailed information about the preferences, actions, and expectations of consumers within each category. Building relationships with clients that benefit both parties is the main objective of marketing campaigns, and this is important for both businesses and society at large. To remain competitive, companies and marketers need to take into account how current digital marketing is developing and how to apply it (Kates and Matthew, 2013).

According to Buckman and Rog (2008), digital channels—online and mobile banking first—have been instrumental in the fast expansion of the global banking industry. Due to variations in internet usage and connection speeds, developed and emerging markets exhibit different characteristics of this expansion. All things considered, there is a comparable trend toward a rise in the use of digital channels for financial services. Banks must change their sales and marketing tactics from traditional branch- and brand-centric campaigns to more effective digital marketing initiatives as they make greater use of

digital platforms. Integrating multichannel sales and marketing methods is the ultimate objective. This change in consumer behavior is complicated by the growth of online entertainment and the unique structure of customer connections in digital channels as opposed to traditional ones.

2.3.6 Digital Marketing and Growth

A company's customer base comprises those regularly purchasing its products or services, from whom the majority of its revenue is derived. These customers' buying behaviors are typically understood through market research or related experiences, making them the company's target market (Rafaeli, 2010). In recent years, one of the most significant developments in banking has been the rapid expansion of digital channels, aimed at broadening consumer outreach, as noted by Novak and Hoffman (2011). Consequently, digital marketing is profoundly reshaping the operational strategies of retail financial service providers. This transformation is supported by the widespread adoption of smartphones and increased internet accessibility. Moreover, digital channels are generating vast amounts of data that enable precise customer profiling, better understanding of their needs, and targeted marketing efforts tailored to increasingly smaller customer segments.

According to Clark and Dorie (2012), banks must pay attention to digital innovations since new rivals—mainly internet companies—view analytics as a critical core capability. Banks have mostly been successful in moving transactions from branches to alternative channels in industrialized nations. Long-term trends point to this tendency continuing, however differing dynamics may occasionally necessitate additional branches in developing nations. There is an urgent need to improve digital channel marketing tactics by utilizing available techniques and technologies, as fewer customers are visiting physical branches.

Kates & Matthew (2012), traditional banks operating in highly regulated environments face significant challenges in adopting digital marketing. As a result, although many banks are still in the early phases of honing their internet marketing skills, some already possess all the elements required to take the lead in this field. Welch & Worthington (2010) list these elements as having a unified real-time customer view, using analytics like predictive analysis more frequently, and being able to provide real-time customer

offers across numerous channels. McMillan & Schumaker (2011) suggest that digital adoption enables consistent, cost-effective, and personalized customer communications, contrasting with traditional marketing channels such as direct mail, print, and television.

2.3.7 Division, Training, and Standing (STP):

Division: As per this idea, a market could be separated into various segments as indicated by a scope of qualities. It includes needs, conduct, psychograph, and socioeconomics.

Training: A company chooses more than one piece to effort on after segmentation based on the market's attractiveness and the company's competencies. **Situating:** This involves fostering an unmistakable and positive view of a brand or item according to the planned market.

2.3.8 Consumer Behavior Theories

The study of how people choose what to buy is known as customer behavior theory. By estimating the how and when a client will purchase something, it assists advertisers and organizations with benefitting from these ways of behaving. Identifying the factors that influence these choices and emphasizing proactive behavior manipulation strategies are helpful. The complicated field of consumer behavior aims to comprehend how and why consumers make purchasing decisions. To get it and conjecture shopper conduct, various hypotheses and models have been created. Some important theories about how people behave are as follows:

The Theory of Planned Behavior (TPB)

It was created by Icek Ajzen and contends that a person's intention to engage in an action is what ultimately determines whether or not they will do so. Three primary elements impact this intention: one's attitude towards the conduct, one's perception of behavioral control (i.e., how easy or difficult the behavior is perceived to perform), and one's subjective norms (i.e., the perceived social pressure to perform or not perform the behavior).

The Theory of Planned Behavior

It was formerly known as the Theory of Reasoned Action (TRA). It implies that a person's intention to engage in that activity is influenced by their attitude toward a particular behavior pattern and the emotional norm.

Maslow's Hierarchy of Needs:

According to Maslow's, people have needs that range from highly developed wants like self-realization to more fundamental physiological demands like food and a safe place to live. People behave differently depending on where they are in this hierarchy when they make purchases in an effort to satisfy unmet wants.

Leon Festinger's Cognitive Dissonance

Theory contends that individuals experience mental cacophony or awkwardness when their perspectives or convictions do not match their actions. Consumers may try to address this conflict by changing their viewpoints or offering justifications for their behavior, which may have an impact on their choice of products.

Consumer Decision-Making Process: The steps a consumer takes to choose what to buy are explained by this model. It typically involves distinguishing the issue, gathering information, gauging your choices, settling on a choice, and assessing the buy whenever it has been made.

Diffusion of Innovation Theory: Everett Rogers came up with this hypothesis to explain how new products or inventions spread throughout a community. Based on their inclination to accept new things, it categorizes people into innovators, early adopters, early majority, late majority, and laggards.

Cultural Influence Theory: This thought puts areas of strength for an on what culture means for buyer conduct. Direction, item choice, and use are undeniably affected by social components like shows, values, and convictions.

Social Identity Theory: This theory looks into how a person's social identity and self-concept affect how they choose to spend their money. Buying choices are often made as per social, ethnic, or social gatherings that a singular relates to.

2.4 Empirical Review

Singhal (2008) looked at internet banking, which is the use of the internet to do things like pay bills, move money between checking and savings accounts, check the balances of checking and savings accounts, pay a mortgage, and buy certificates of deposit and other financial instruments. Internet banking service quality indices will be examined by Sakhaei (2014). This is an application-based descriptive-survey study. The purpose of this research is to investigate the relationship between Iranian customers' loyalty and the types of services provided through online banking. to investigate the relationship between client satisfaction and the caliber of administration. This study examined the relationship between consumer satisfaction with online banking and service quality. According to the review, there is a strong correlation between the six help quality perspectives and customer loyalty in online banking. Reliability and website design are most closely related to client satisfaction.

Using a survey approach, Choudhury and Bharttachee (2016) looked into the connection between electronic banking channels and consumer loyalty. Information from an example of four hundred salaried specialists picked utilizing the defined irregular inspecting strategy filled in as the review's establishment. We assessed the usability, affordability, self-control, and convenience of use of electronic banking service delivery channels. We also measured customer loyalty using behavioral and attitudinal measures. The result showed that customer loyalty is significantly increased via electronic banking delivery channels.

Tharanikaran (2017) analyze according to, the study's goal is to evaluate the level of client satisfaction and service quality in the Batticaloa district's electronic banking environment. To achieve these objectives, a customer satisfaction and service quality questionnaire was developed. To evaluate the assumptions, an example t-test was performed for every one of the 231 respondents. The study's findings support the development and implementation of initiatives by practitioners, researchers, and bank

management aimed at raising customer happiness and the caliber of electronic banking services. Client-expecting and legally constructed financial instruments are known as electronic banking, or e-banking. It empowers cash exchange records to be moved, portion installments to be made, and then some. Using a PC and the internet, electronic banking is used regardless of where the participant is. "E-banking" refers, according to Kim et al. (2011), to the broad range of banking services that utilize electronic, internet, and mobile technology. These innovations are swiftly taking center stage in the financial sector, where they help banks cut costs associated with operations and offer more knowledgeable, user-friendly services to their clientele.

Wadesango (2020) studied the impact of digital banking services on commercial banks' performance. This study looked at how digital banking affected Zimbabwe's commercial banks' financial performance in an effort to meet its goal. Quantitative research methodology was used. The adoption of digitalization in Zimbabwe's banking sector is anticipated to have an impact on how banks support financial services and products, and consequently, on customer satisfaction and bank performance. One business bank was the review's objective populace. A data collection sheet was used to collect the data. The Pearson connection coefficient was helpful in surveying what advanced banking meant for the banks' main concerns. Various relapse examination, the other inferential test, was utilized to look at the effect of computerized counts on monetary execution. The investigation revealed that ROA, a commercial bank in Zimbabwe, was the outcome of increasing online client deposits made using DIGITAL banking platforms. The analysis found a vertical pattern in the percentage of online bank exchanges to add up to resources over the designated review period. ICT expenses, charges, and commissions climbed further, adding to an expansion in the absolute resource proportion. The study found that more online banking transactions resulted in higher return on assets (ROA), and that online banking transactions strongly and favorably predicted ROA. According to the study, bank management ought to enhance digital banking in order to boost the financial performance of commercial banks.

Hossain (2021) examined a study that examined the financial performance of Bangladesh's state-owned commercial banks following the adoption of electronic banking. This study looks into how state-owned commercial banks in Bangladesh employ e-banking and how that affects their financial performance. The pooled ordinary least

square (OLS) estimate was utilized for the analysis of the sample banks' panel data. The empirical findings demonstrate that the adoption and use of e-banking has a substantial negative impact on banks' profitability in terms of return on equity, return on assets, and net interest margin in the year of adoption. However, the outcome also demonstrates that, a year after launch, e-banking greatly boosts asset return..

Akhter (2022) analyze customers of Bangladeshi commercial banks participated in a survey to find out what factors affect customers' inclinations to utilize online banking services. The contemporary e-banking system necessitates both e- (business and commerce) due to the growing global economy. However, encouraging bank customers to utilize online banking services is critical to the banking industry's success in today's technologically advanced environment. Thus, the goal of this study is to identify the variables that influence business bank clients' expectations to use online banking services in the context of Bangladesh. To determine the purpose of the review, a review poll was created in light of recently distributed material. Convenience sampling was employed to gather data for this investigation. A total of 250 bank clients were contacted to request their involvement. The completed survey received 180 responses, or 72% of the total, resulting in a sample size of $n = 180$. Relationship analyses and hypothesis testing were conducted using SPSS adaptation 23. The findings of the study show that perceived security risk (PSR), perceived usefulness (PU), perceived ease of use (PEU), social influence (SI), and consumer innovativeness (CI) have a statistically significant impact on the intention to use online banking services. The bank management committee should make use of PU, PEU, SI, and CI in order to increase bank customers' desire to adopt and embrace general banking services through internet platforms in their online banking activities. This report provides guidance for a commercial bank's bank management committee and has several important ramifications for the next research project.

Sambaombe (2022) examined a study (Doctoral dissertation, University of Zambia) that employed the Stanbic main branch as a case study to examine the impact of online banking on customer satisfaction in commercial banks using the TRA model. The purpose of this study, which used Stanbic Bank as a contextual inquiry, was to determine how web-based customer loyalty in business banks using the TRA model is affected. This investigation utilized the cross-sectional study design. The Stanbic Bank central command in the Lusaka area filled in as the review's area. The intended audience for the

study was bank customers. The estimated sample size for the study was 196 people. In this study, the type of clients were identified through stratified sample allocation. The respondents were selected via circular systematic random sampling. To assemble information, a shut and unconditional survey was utilized. Using Kendall's tau-b correlation, we discovered a link between online banking and customer satisfaction with banking services. To determine the effect of web based relying upon the result variable (buyer fulfillment), twofold strategic relapse was utilized. The use of online banking and customer satisfaction were found to have a slight positive correlation by using Kendall's tau-b correlation. Customer satisfaction was found to be negatively impacted by gender and male identity, as well as by having less education than a secondary school education, having unfavorable behavioral views, attitudes, and intentions, and not using internet banking.

But there was no discernible relationship between not utilizing internet banking, being older than 36, holding onto unfavorable normative beliefs, having a poor opinion of the company, and being unemployed. We found a marginally positive association between the use of online banking and customer satisfaction using Kendall's tau-b correlation. Additionally, masculine gender, less education than a secondary school diploma, unfavorable behavioral ideas, attitudes, or intentions, and not using internet banking were all linked to consumer unhappiness.

Therefore, to enhance customer retention and satisfaction, banks should consider these factors in their strategic planning efforts. These insights can also inform public and private policymakers in promoting financial inclusion.

Wuisan and Handra (2022) conducted research that centered on utilizing digital advertising to enhance online marketing tactics. They examined how businesses, especially in retail sectors heavily reliant on e-commerce, are being reshaped by the internet's growth. Their study aimed to identify optimal strategies for using online advertising to attract customer interest and drive purchases. It employed a graphical survey method alongside empirical evidence, focusing on Lazada customers based in Bandung, with a sample size of 96 participants. According to the findings, the utilization of online advertising has a direct impact on customers' intentions to make purchases on the Lazada website. The information technology sector's rapid growth in assisting a wide

range of activities undertaken by both large and small businesses to achieve global recognition has had an impact on the community. The clearest impact is that, as well as being remembered, it can help benefit and deals volume. Digital marketing is one of the most influential marketing channels. In this case, digital marketing and social media are being combined to increase sales. This is on the grounds that, in the period of globalization, virtual entertainment fundamentally affects web based business applications, and thus, deals volume has expanded altogether in contrast with customary techniques for selling. Computerized promoting is broadly viewed as the most effective and fruitful sort of publicizing, with the possibility to support deals volume extraordinarily.

Meria et al. (2023) investigated the potential of application-based digital marketing tactics to improve customer satisfaction. As technology progresses, increasingly advanced tools emerge for creating business operations focused on customer needs. While a developing number of organizations are moving from customary to computerized promoting, a considerable lot of them are as yet battling to try computerized showcasing ideas. The meaning of computerized advertising in the ongoing advanced time and the manners by which innovation headways influence how organizations draw in with their customer base. One strategy to use these technology in marketing campaigns is to use sophisticated advertising techniques. The purpose of this study is to evaluate and investigate how an application-based approach to adhering to digital marketing strategy criteria might improve customer satisfaction. This study utilized an unmistakable examination configuration, assembling and assessing information in a fair and purposeful way. Hypotheses and exact outcomes from prior examinations are instances of optional exploration information that are accumulated by means of writing surveys. As indicated by the discoveries, an effective computerized showcasing plan comprises of the accompanying components: a careful handle of the objective market and its division; choice of the fitting promoting stage; production of connecting with and relevant substance; site design improvement; and ceaseless client contact and premium. The conversation's decisions lead to the end that, to choose the best advanced promoting system, firms need examine both inner and outside factors. An application-based digital marketing strategy is the term for this.

Nuseir and colleagues (2023) explored how digital marketing techniques impact customer experience. Their research aims to evaluate contemporary digital advertising methods and technologies across various marketing domains. The study also investigates digital market segmentation to enhance tools for customer experience improvement. The survey also determines the best course of action for improving the customer experience. A Systematic Literature Review (SLR), which is part of the research approach, comprises identifying important publications, gathering and organizing data, and assessing the caliber of the chosen literature.

2.4.1 Review of Previous Studies

Pandey (2023) conducted a study on how online banking affects the profitability of commercial banks in Nepal. This study looks at the profitability of Nepalese commercial banks. The reliant factors are return on value and return on resources. The selected independent variables include point-of-sale banking, credit cards, the internet, mobile banking, QR codes, and ATMs. Customers' perceptions of online banking services are evaluated using the primary data source, 163 respondents' primary and secondary data. In order to achieve the goals of the study, a structured questionnaire is developed. Regression models and correlation coefficients were looked at in order to assess how web traffic affected Nepalese commercial banks' performance. The study discovered that return on assets and return on equity are positively impacted by online banking, indicating that better online banking services result in higher returns in both domains. Furthermore, it was discovered that ATM banking had a beneficial impact on return on assets and return on equity, suggesting that higher returns in these financial measures are correlated with improved service.

Upadhyay (2022) examined on Impact of Relationship Marketing on Brand Loyalty with Reference to Nepalese Commercial Banks. The purpose of the research is to determine how customers' brand loyalty is affected by Nepalese Commercial Banks' use of relationship marketing strategies. Qualitative and quantitative research are utilized in addition to the survey research design. Self-administered questionnaires are used to find out how relationship marketing affects Nepalese commercial banks' ability to keep customers loyal to their brands. Both primary and secondary data are used in the study. Nabil Bank was in the best position after the information investigation. The majority of Nabil Banks' clientele in Chitwan are devoted to the bank because of their close

relationships and shared trust. The impact of relationship marketing on buyers' perceptions of Chinese business banks' dependability is significant. Customers have total faith in Nabil Bank and Worldwide IME Chitwan because of their great customer service and faith in these financial organizations.

Ghimire (2022) conducted research on Nepali commercial bank customers' use of digital banking. The specific objectives of the study were to examine the effects of perceived utility, convenience, ease of use, and credibility on people's adoption of digital banking. 380 responses to an online survey, which was used to collect primary data for the study, were obtained. The evaluation group included clients of computerized financial services in Nepal, both past and present, representing a wide range of different groups. Customers' intents to utilize digital banks are significantly influenced by their judgments of convenience, usefulness, reliability, and ease of use, according to the research.

Kandel (2022) investigated how Nepalese commercial banks' rebranding affected their customers' perceptions. This investigation focuses on how rebranding strategies affect customer perception. This study examines consumer perceptions of rebranding initiatives. The review's principal center is around progressive rebranding, which involves huge brand changes. The new customers that have been recruited by the rebranded commercial banks make up the population of the study. There are 261 individuals in the review's example. This study gathered the most important data. Print forms of the surveys were given. This investigation employed the sampling strategy known as "purposeful sampling." The collected survey data has been analyzed using descriptive and inferential statistics. The mean, standard deviation, and lowest and maximum values have been determined for the purposes of the descriptive analysis. In connection to inferential statistics, correlation, regression, and the t-test have also been studied. The findings demonstrated a positive and significant relationship between item inclusions and apparent quality. Furthermore, repositioning has a slight but significant impact on buyer insight. According to the paper, rebranding should only be carried out after providing a compelling picture of consumers' perceptions of a company's work and goods. Rebranding initiatives have the potential to revitalize the company and act as a tactical instrument to enhance client image.

Devkota (2021) looked into the variables impacting people's attitudes toward online advertising. This paper analyzes the views of the Kathmandu Valley on web promotion. The descriptive cross-sectional research design and non-probability sampling method were utilized in the study's data collection process. 401 internet shoppers in the Kathmandu Valley provided the data. An underlying condition model in light of PLS was utilized to research the hypotheses. At first, the review took a gander at the connection between sure parts of the economy and mentalities toward web publicizing. The findings lend credence to the hypothesis that attitudes toward online advertising are significantly influenced by favorable economic factors. The connection between quality parts and mentalities toward web based promoting was likewise researched in this article, and the outcomes showed that perspectives toward web based publicizing in internet based stages are altogether impacted by top notch commercial parts. The results show that positive characteristics of online advertising and aspects of the industry that are good for the economy have a big impact on people's impressions of these kinds of ads.

Paudel (2020) analyzed What influences customers' perceptions of banking communication was investigated. An empirical finding from Nepal's commercial banks. This essay provides an understanding of the methods that banking experts use to work with customers as well as the effectiveness of their tools and processes for bank growth. Using a formal polling process, 373 customers with accounts at Nepali commercial banks were consulted during the extended period of April through September 2019. To find out how Nepalese customers perceived banking interactions, researchers used an Arranged Logit Relapse Model and a Faker Based Mindfulness Record. The Ordered Logit shows that offering DEMAT services and allowing clients time to settle their problems were shown to be significantly correlated with the banking communication awareness level. Customers are only marginally aware of banking communication, according to the Awareness Index. Subsequently, this study recommends that giving clients' concerns sufficient opportunity to be tended to and that involving DEMAT apparatuses brings issues to light in financial correspondence. This study improves communication in the banking industry by removing barriers to communication and focusing on customer satisfaction.

Devkota (2020) researched on bankers' communication know-how: an analysis from commercial banks of Kathmandu valley. The purpose of this study is to examine the

correspondence between business bank financiers and themselves. This study's exploratory examination design demonstrates the causal relationship between inactive and observable components. Using the purposive sample approach, the study creates a systematic questionnaire for 355 interviews. The Mindfulness Record and the illustrated inspection yielded the outcome. The Representatives Mindfulness List shows that 12% of workers lack sufficient knowledge about financial correspondence, followed by 46% of workers who are still somewhat mindful and 37% of workers who are sufficiently mindful.

Adhikari (2019) examined the impact of innovation and technology on the profitability and productivity of Nepalese commercial banks. This review looks at how innovation and progress affect the profitability and effectiveness of business banks in Nepal. The primary data source is used to evaluate the respondents' opinions regarding innovation and technology in Nepalese commercial banks. The study's sample consisted of 160 respondents from 25 Nepali commercial banks. In order to achieve the goals of the study, a structured questionnaire is developed. To analyze the effect of development and innovation on efficiency and productivity in Nepalese business banks, various relapse models are assessed. The results of the study showed that online banking increases bank profitability and productivity. It implies that an increase in online banking increases bank profitability and productivity. Similarly, banks become more profitable and productive when they service their ATMs. It suggests that expanded bank efficiency and benefit are an immediate consequence of further developed ATM administration. The outcome also demonstrates that mobile banking boosts bank productivity and profitability.

The primary focus of this study is to assess the influence of electronic banking on the financial performance of commercial banks in Nepal. Electronic banking, representing the future of transactions, offers significant advantages to consumers through electronic delivery methods. The study made use of secondary data from bank websites and annual reports in addition to primary data obtained through surveys. To clarify associations between variables, descriptive and analytical research approaches were used, such as multiple regression analysis, frequency tables, and correlation coefficients. Findings indicate that electronic channels such as mobile banking and ATM cards have a marginal negative impact on banks' profitability metrics like Return on Equity (ROE) and Return on Assets (ROA). Notably, internet banking emerged as a pivotal financial strategy

significantly enhancing bank productivity in terms of ROA and ROE. Challenges hindering the advancement of web-based services for banks included customer awareness, levels of education, technical and trust issues, and the country's internet organization.

Parajuli (2018) examined the impact of electronic banking services on customer satisfaction in private commercial banks in Nepal. The study's main goal is to find out how the provision of e-banking services at a private commercial bank in Nepal affects customer satisfaction. Seventy happy users of banking services provided primary data for the study using organized questionnaire methods. A descriptive, informal, comparative research design forms the basis of the study. The purpose of this study was to collect data for quantitative analysis. The answers to a largely structured questionnaire survey served as the foundation for statistical analysis to test hypotheses. The self-administered survey was employed. In this study, convenience sampling—also known as non-probabilistic sampling—was employed. Customer satisfaction is seen as a dependent variable, in contrast to internet banking and ATMs. Examples of independent variables are financial services such as credit and debit cards, smartphone banking, and electronic fund transfers. SPSS was used to determine and investigate their relationship and relapse.

2.5 Research Gap

This study, which focuses on Nepal because no other research has addressed this topic, is a groundbreaking attempt to investigate the consequences of digital or electronic banking. This review looks into and evaluates how e-banking affects Nepal's financial industry as a means of providing services, aiming to fill up a significant knowledge gap. Despite the initiatives taken by banks to implement e-banking services in Nepal, numerous challenges persist that hinder the promotion of effective and efficient banking operations. These challenges have largely been neglected in scientific research. The primary objective of this study is to address these overlooked issues and fill the gaps in the existing body of literature concerning electronic banking in Nepal. Customers' awareness of the convenience of e-banking offered by Nepali banks is low, and their comprehension of how it impacts their financial success is also lacking. The purpose of this study is to clarify these issues and offer suggestions for improving the nation's electronic financial services. Additionally, the goal of this study is to pinpoint the variables affecting Nepali

consumers' inclination to use digital banking. The study aims to provide significant insights into the elements that influence a customer's decision to use digital banking services. This will help increase the understanding and adoption of e-banking in Nepal. The research gap is articulated more clearly in this study by highlighting its originality, the problems that remain unsolved, and its particular goals and contributions.

CHAPTER III

RESEARCH METHODOLOGY

A thorough explanation of the researcher's approach for this study is given in this section. It provides an explanation of the techniques used and the reasoning behind their selection throughout the data gathering stage of the investigation. The demographic and sample, data collection methods, validity and reliability evaluations, data analysis, and software all follow the study's research design.

3.1 Study Plan

The exploration configuration utilized for this study is easygoing and engaging. Online banking services are broken down into their various components using descriptive design. Similar to this, casual design can be used to determine the connection between the independent variable (consumer happiness) and the dependent variable (e-banking services).

Customer satisfaction in Nepal's banking sector is examined in relation to e-banking service delivery using a causal descriptive research design. An expressive report is led, as per Sekaran and Bougie (2013), to distinguish and portray the characteristics of worth of interest. In order to analyze the data, the study used a quantitative approach to collect it. The reactions from the fundamentally organized poll review were utilized as the reason for measurable investigation to test the speculation.

3.2 Population and Sample

There is a vast population from which study tests are selected (Rubin and Babbie 2016). The sample is a portion of each person chosen by the scientist to participate in the review. Each of the twenty commercial banks in Nepal reflects the whole population in this study. The complete population is used to choose the sample.

In order to save time, and effort, sampling is performed under non-probability method. Altogether 450 respondents have been selected for interview; just 384 of them were considered legitimate to be remembered for the examination. A straightforward sampling technique was used to select these customers. This investigation employed convenience sampling, also known as non-probabilistic sampling. In order to obtain responses from a

variety of responder groups, survey questions were hand-delivered throughout the Kathmandu Valley. The members in this study agreed to take part in noting the survey in the wake of being requested while they arrived the financial strip for commercial.

3.3 Sources of Data

Essential wellsprings of information were utilized to gather and dissect the effect of electronic banking administrations and consumer loyalty.

Primary Source of data Gathering

The main source of information for the research questions is the study's foundation. Primary data are first-hand observations that the researcher makes in order to test a theory and bolster their claims. The poll method was employed by the scientist to gather data in order to obtain pertinent information.

As well as being educated regarding the reason for the examination and its essential objective, the respondents were approached to finish the poll. Our understanding of customer satisfaction with e-banking services and the banking industry in Nepal was enhanced by this method of data collection. At the respondent's and the researcher's convenience, the questionnaires were distributed and collected.

3.4 Data Collection Procedure

The practice of gathering information from certain respondents in order to address the research questions is known as data collection. The foundational information served as the basis for this inquiry. Observations, experiments, and social surveys such as questionnaires and interviews are examples of primary data sources. A questionnaire is used in this study to collect data from participants.

3.5 Data Analysis

The percentages for each category were succinctly summarized in the frequency table, which was utilized. Together with descriptive analysis, regression and correlation analysis also supported the theory.

Descriptive Analysis

The respondents' segment highlights, consumer loyalty, and e-banking administrations were completely made sense of utilizing unmistakable measurements. The calculated mean, standard deviation, frequencies, and percentages were used to describe the variables.

Correlation Analysis

The relationship between e-banking services and customer satisfaction was depicted using the correlation coefficient.

Regression Analysis

The customer loyalty relapse model was used to examine the impact of online banking services.

Where,

Y=Customer Satisfaction

b_0 = Constant term

$b_1, b_2, b_3, b_4, b_5, \dots$ = Regression Coeff. of ATM, IB, MB, CC, DC and EF respectively

e = Error

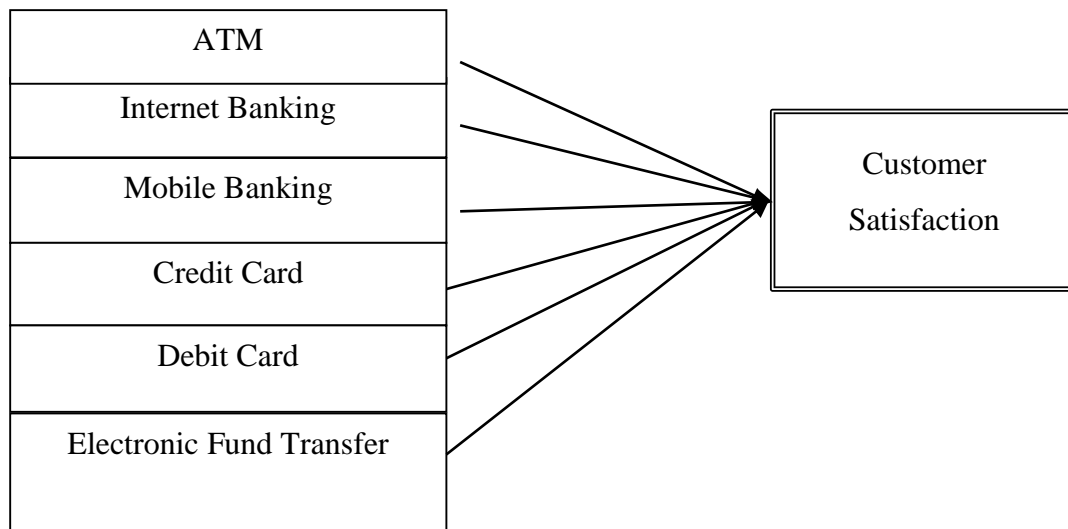
3.6 Research Framework

Figure1

Research Framework

Explanatory Variables

Dependent variables



(Source: Tharanikaran, 2017)

Automated Teller Machine (ATM)

Mechanized teller machines propose expanded bank efficiency during business hours. A type of telecommunications equipment known as an automated teller machine, or ATM, enables customers to gain access to financial services without the assistance of bank employees. Sasidharan and Mathews covered the advantages of ATMs. These advantages included admittance to an assortment of banking tasks, store withdrawals, bill installments, reserve stores, admittance to proclamations, and nonstop financial administrations. ATMs are likewise pragmatic, forefront, safe, and act as worth added administrations that attract countless new clients..

Internet Banking

According to Nath (2003), internet banking is the process of providing all standard banking services, such as checking one's balance, obtaining a statement of records, transferring trust to another record, paying charges, presenting and paying bills electronically, and so on, online rather than in person. Online administrations presented by web banking incorporate actually looking at balances, requesting checks, getting directions for moving cash, making records, and seeing record adjusts, as well as making

installments, taking care of bills, moving money, setting aside and putting away cash, and printing cash.

Mobile Banking

Wireless applications and short messaging services (SMS) technology enable access to mobile banking. Mobile banking has numerous advantages. For instance, the issue of not having the option to get to actual branches has been settled because of these valuable and reasonable administrations. Subsequently, a great many people approach monetary administrations. In addition, mobile phones have improved the quality of services because customers can complete transactions whenever they want (Schierholz & Laukkanen, 2014).

Debit Card

While the consumer makes a purchase with a debit card, money is immediately deducted from their checking account. You can avoid carrying cash or paper checks when you use debit cards to make purchases with money you've saved. When issued by reputable payment processors like Visa or Master Card, debit cards—also referred to as "check cards"—offer many of the same consumer protections as credit cards in addition to the convenience of credit cards.

Credit Card

A credit card is a small, rectangular piece of metal or plastic that can be borrowed to pay for goods and services. It is issued by a financial institution. Visa clients are expected to reimburse the sum acquired, in addition to intrigue, and whatever other costs that were settled upon. Credit cards have higher annual percentage rates (APRs) than other types of consumer loans. Normally, a month after a buy is made, interest is applied to the remarkable equilibrium on the card.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

4.1 Respondents Figure

4.1.1 Outline of Defendants

Table 1

Demographics Features of Defendants

Character	Responses	Percent
Gender		
Male	205	53.72
Female	179	46.28
Total	384	100.00
Age		
Under 25	143	37.23
26-35	180	46.81
36-45	37	9.57
46-55	16	4.26
Over 55	48	2.13
Total	384	100.00
Current Position		
Supervisor	72	18.62
Officer	80	20.74
Worker	171	44.68
Other	61	15.96
Total	384	100.00
Earning Per Month		
Up to Rs.25000	137	35.64
Rs.25001- Rs.50000	128	33.51
Rs.50001- Rs.75000	74	19.15
Above Rs.75000	45	11.70
Total	384	100.00

Source: Self-Opinion

Of the 384 responders, men made up 53.72 percent of the sample, while women made up the remaining 46.28 percent. The study has 179 female respondents and 205 male respondents. The bulk of respondents, or 46.81 percent, were in the 26–35 age range. Respondents under 25 (37.23 percent), those between the ages of 36 and 45 (9.57 percent), those between the ages of 46 and 55 (4.26 percent), and those beyond 55 (2.13 percent) were the next oldest age groups.

Regarding job title, position, or assignment, the majority of responders, for instance The bulk of respondents—35.64 percent—had monthly incomes of less than Rs. 25,001; next, those with monthly incomes of between Rs. 25,001 and Rs. 50,000 (33.51%); between

Rs. 50,001 and Rs. 75,000 (19.15%); and above Rs. 75,000 (11.70 percent). 20.74 percent of the population were officers, 18.62 percent were managers, and the remaining individuals held other designations.

4.1.2 Banking Industry Experiences of Respondents

The accompanying table offers the reprieve up of respondents based on their financial industry experience.

Table 2

Respondent Distribution by Banking Experience

Working Period	No. of Respondents	Percentage (%)
Up to 5 Years	63	16.49
5 Years to 10 Years	114	29.79
10 Years to 15 Years	117	30.32
15 Years to 20 Years	61	15.96
Above 20 Years	29	7.45
Total	384	100.00

Source: Researcher's calculation using SPSS

Table 2 suggests that 31 respondents, or 16.49% of the total sample size of 384, have at least five years of banking experience; 63 respondents, or 29.79% of the total sample size, have five to ten years of banking experience; 117 respondents, or 30.32% of the total example, have ten to fifteen years of banking experience; and 61 respondents, or 15.96% of the absolute example, have fifteen to twenty years of banking experience. It may also be inferred that 29 respondents, or 7.45% of the total 384 respondents, have more than 20 years of banking experience.

4.2 Descriptive Statistics

Brief educational coefficients known enlightening measurements are utilized to give an outline of a particular information assortment, which might be an example or a delegate of the full populace. Descriptive statistics fall into two categories: measurements of spread and measurements of central tendency. Variability is measured by the standard

deviation, variance, minimum, and maximum variables, while central tendency is measured by the mean, median, and mode.

Customer Satisfaction

Consumer loyalty, or CSAT, checks that a business meets client assumptions with its items, administrations, and by and large client experience. It demonstrates how well clients feel about your goods or services, which is a useful sign of how well your company is going.

Table 3

Analysis of Customer Satisfaction

Statement	Mean	Std. Deviation
CST1	2.399	.7845
CST2	2.537	.9555
CST3	2.553	.8605
CST4	2.516	.9219
Overall Mean and SD	2.501	.8811

Source: Researcher's calculation using SPSS

Table 3 shows the illustrative measurements of consumer loyalty. The variables are measured using five statements. Five-point Likert scale responses were provided by each respondent. The general mean of consumer loyalty is more than 3 and standard deviation is less than 1.

Automated Teller Machine (ATM)

Clients of financial institutions can handle financial transactions, such as cash withdrawals, stores, reserves moves, balance requests, and record data requests, whenever and without directly interacting with bank employees thanks to automated teller machines (ATMs), which are electronic broadcast communications devices.

Table 4

Analysis of ATM

Particular	Mean	Std. Dev.
ATM1	2.3191	.88617
ATM2	2.2926	.77013
ATM3	2.8511	.98608
ATM4	1.8830	.89391
Overall Mean and SD	2.336	0.884

Source: Researcher's calculation using SPSS

Table 4 shows the expressive insights of ATM administrations. The variables are measured using five statements. Five-point Likert scale responses were provided by each respondent. ATM administrations have a standard deviation of 0.884 and a typical mean of 2.336.

Internet Banking

All financial institutions can conduct a variety of different financial work via the respective website using internet banking, sometimes referred to as online banking, e-banking, or virtual banking.

Table 5

Analysis of Internet Banking

Particular	Mean	Std. Dev.
I1	3.3830	1.18463
I2	2.9894	1.08460
I3	3.2500	1.27764
Overall Mean and SD	3.207	1.182

Source: Researcher's calculation using SPSS

The descriptive statistics for internet banking services are presented in Table 5. The variables are measured using five statements. Five-point Likert scale responses were provided by each respondent. The general mean of web banking administrations is 3.207 and standard deviation is 1.182.

Mobile Banking

Wireless applications and short messaging services (SMS) technology enable access to mobile banking. There are many benefits to mobile banking. For example, the issue of not being able to access physical branches has been resolved by these affordable services.

Table 6

Analysis of Mobile Banking

Particular	Mean	Std. Dev.
MB1	2.5160	.93349
MB2	2.5160	.91614
MB3	2.3777	.83438
M4	2.4255	.83364
MB5	2.2872	.72573
Overall Mean and SD	2.424	0.848

Source: Researcher's calculation using SPSS

Access to mobile banking is made possible by short message services (SMS) technology and wireless applications. Mobile banking has numerous advantages. For instance, these

cost-effective services have solved the problem of not being able to access physical branches. Admittance to versatile banking is made conceivable by short message administrations (SMS) innovation and remote applications. Versatile banking enjoys various benefits. For example, these practical administrations have tackled the issue of not having the option to get to actual branches.

Credit Card Services

A credit card is a small, rectangular piece of metal or plastic that can be used as security while making transactions. It is provided by a financial institution. Charge card users must reimburse the purchase price plus interest, as well as any additional costs that were agreed upon.

Table 7

Analysis of Credit Card Services

Particular	Mean	Std. Dev.
CC1	2.0691	.73164
CC2	2.3830	.82871
CC3	2.4840	.86201
Overall Mean and SD	2.312	0.807

Source: Researcher's calculation using SPSS

The descriptive statistics for credit card services are presented in Table 7. The variables are measured using five statements. Five-point Likert scale responses were provided by each respondent. The standard deviation of credit card services is 0.807, and the overall mean is 2.312.

Debit Card

Immediately upon making a purchase with a debit card, money is deducted from the customer's checking account. When you use your debit card to make purchases with the money you've saved, you can avoid carrying cash or paper checks. Debit cards—also called "check cards"—offer many of the same consumer protections as credit cards, along with the convenience of credit cards when issued by reliable payment processors like Visa or Master Card.

Table 8*Analysis of Debit Card*

Particular	Mean	Std. Dev.
DC1	2.3670	.76583
DC2	2.5957	.89943
DC3	2.3777	.78142
Overall Mean and SD	2.447	0.815

Source: Researcher's calculation using SPSS

The descriptive statistics for debit card services are presented in Table 8. The variables are measured using five statements. Five-point Likert scale responses were provided by each respondent. Charge card administrations often have a mean of 2.447 and a standard deviation of 0.815.

Electronic Fund Transfer Services

One of the most often utilized methods of introducing new financial services is through the point-of-sale (POS) terminal, an electronic device used for credit and debit card transactions in hotels, restaurants, and other retail venues. Thanks to it, customers can make financial transactions at any time using their credit or debit cards.

Table 9*Analysis of Electronic Fund Transfe*

Particular	Mean	Std. Dev.
EFT1	2.941	1.388
EFT2	3.058	1.304
EFT3	2.787	1.319
Overall Mean and SD	2.929	1.337

Source: Researcher's calculation using SPSS

Table 9 shows the expressive measurements of electronic asset move administrations. The variables are measured using five statements. Five-point Likert scale responses were provided by each respondent. Electronic asset move administrations have a standard deviation is more than 1 and a universal mean is less than 3.

Table 10*Analysis of Factors of Customer Satisfaction*

Particular	Mean	Std. Dev.
ATM Average	2.336	.5806
Internet banking Average	2.501	.5910
Mobile banking Average	2.425	.6429
Credit card Average	2.312	.5987
Debit card Average	2.446	.6892
Electronic fund transfer Average	2.863	.6481
Customer satisfaction Average	3.208	.5157
Overall Mean and SD	2.584	.6091

Source: Researcher's calculation using SPSS

Table 10 shows expressive insights of elements of consumer loyalty. The variables are measured using five statements. Five-point Likert scale responses were provided by each respondent. The standard deviation for the overall mean of the customer satisfaction factor is less than 1, making it greater than 2. In terms of customer satisfaction, this demonstrates solid organizational performance.

4.2.1 Relationship between factors of Satisfaction

A single example t-test was used to gauge the respondents' willingness to remain loyal customers. Debit card, credit card, Internet, mobile, and electronic fund transfers were the main factors in this study that determined how effective consumer satisfaction was.

Table 11*Correlation between Effectiveness of Characteristics and Literacy*

Variables	ATMA	IBA	MBA	CCA	DCA	EFA	CSA
ATM	1						
Internet Banking	.402**	1					
Sig-Value	.000						
Mobile Banking	.250**	.446**	1				
Sig-Value	.001	.000					
Credit Card	.272**	.345**	.505**	1			
Sig-Value	.000	.000	.000				
Debit Card	.421**	.497**	.453**	.560**	1		
Sig-Value	.000	.000	.000	.000			
Electronic Fund	.375**	.658**	.373**	.371**	.535**	1	
Sig-Value	.000	.000	.000	.000	.000		
Satisfaction	.274**	.420**	.805**	.527**	.393**	.356**	1
Sig-Value	.000	.000	.000	.000	.000	.000	

Source: Researcher's calculation using SPSS

The powerful person is altogether connected with the fulfillment. Various variables have shown the critical connection. At first, the ATM has a coefficient of 0.402 that is positive

and significant. The correlation coefficient between web banking and customer loyalty is negative ($r = -0.021$), indicating no significant association. Furthermore, at the 1% level of significance, it was discovered to have a substantial correlation ($r = 0.446$, $p\text{-value} = 0.000$) with both mobile banking and customer happiness. In essence, a clear correlation between the Master card and the check card and fulfillment.

4.2.2 Regression Analysis

This section looks at how consumer satisfaction is affected by ATMs, debit and credit cards, Internet banking, mobile banking, and electronic financial transfers.

Table 12

Model Summary

Model	R	R ²	Adjusted R ²	Standard Error of the Estimate
1	.487a	.238	.212	.51527

a. Predictors: (Constant), ATM, MB, CC, DC, EF, IB

Table 13

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.977	6	2.496	9.402	.000b
	Residual	48.056	181	.266		
	Total	63.033	187			

a. Dependent Variable: CS

b. Predictors: (Constant), ATM, MB, CC, DC, EF, IB

Table 14

Regression Coefficients

Model	Unstandardized Coeff.		Standardized Coeff.	t	Sig.
	B	Std. Error	Beta		
Constant	1.013	.201		5.046	.000
ATM	.194	.090	.197	2.158	.032
Mobile Banking	-.093	.103	-.103	-.905	.367
Credit Card	.001	.082	.001	.013	.989
Debit Card	.223	.075	.265	2.977	.003
Electronic Fund	.090	.088	.093	1.021	.309
Internet Banking	.135	.112	.136	1.202	.231

a. Dependent Variable: Customer Satisfaction

Source: Researcher's calculation using SPSS

The regression results shows that constant term, ATMs and debit cards has significant and positive impact on customer satisfaction while mobile banking, credit card, electronic fund transfers and Internet banking has insignificant impact on customer satisfaction.

4.3 Major Findings

This study's initial goal was to assess how Nepalese commercial banks are now doing with their E-Banking activities. Descriptive statistics about customer satisfaction are provided by the study's findings. This finding indicates that the standard deviation of Mastercard administrations is often lower than that of other studies, which is similar to that of Akhter (2022) and Meria et al. (2023) but contradicts that of Vadivelu Tharanikaran (2017). These findings came from the observation that customers of different banks saw credit card services as a way to get around long lineups at the banking hall and as a way to avoid having to drive through heavy traffic in the city to get to a business.

The study's second goal was to look at the relationship between the usage of debit and credit cards, ATMs, mobile and online banking, and electronic fund transfers and the customer satisfaction levels of Nepalese Commercial Bank. While there is a substantial correlation between consumer satisfaction and the ATM, there is little correlation—a negative coefficient—between customer contentment and online banking. The results of this investigation and those of Hossain, Wuisan, and Handra are similar. Furthermore, a substantial positive association was discovered, and at the 1% significance level, it was determined to be significant. Next came client satisfaction and mobile banking. Parallel to this, there is a strong positive relationship between credit and debit cards and satisfaction. Additionally, this study's findings conflict with those of Wadesango (2020) but back Choudhury & Bharttachee's (2016) findings.

The third and final goal is to evaluate how Nepalese commercial banks' customers are satisfied with ATMs, mobile banking, online banking, debit cards, credit cards, and electronic cash transfers. ATMs significantly improve customer satisfaction; these results are consistent with those of Nuseir et al. (2023), but Sambaombe (2022) disagreed. Additionally, internet banking is positively insignificant with regard to customer satisfaction, whereas debit card services are positively significant; these results are

consistent with those of Choudhury & Bharttachee (2016). Similarly, it was discovered that credit card and electronic fund usage positively had no effect on consumer happiness. Wadesango (2020) found that mobile banking had a negative negligible relationship with customer satisfaction.

In support of the discussion, the regression results of this study revealed that six variables, namely ATM, Portable Banking, Web banking, charge card, Master card and electronic asset move. The relapsing model's ANOVA demonstrates a clear correlation between charge cards, ATMs, and portable banking and customer loyalty.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATION

The thesis as a whole is summarized at the end of this chapter. The key discoveries in light of the concentrate equitably have been explained in this part. This chapter also contains the recommendations and conclusion of the additional research.

5.1 Summary

Because it is such a broad and nuanced notion, various people may understand it in different ways. Although the precise nature of this relationship is unknown, motivation and job satisfaction are often related. Fulfillment and inspiration are two different things. Happiness among customers is more a matter of mindset than of goods. The primary objective of this study is to determine the effects of independent factors on consumer satisfaction, such as ATMs, credit and debit cards, Internet and mobile banking, and electronic fund transfer services. In addition, the study will investigate the relationship between the independent and dependent variables and gain understanding of the makeup of the satisfaction variables. The study makes use of descriptive statistics, particularly regression analysis and correlation. To determine the relationship and influence of the free factor on the subordinate components, connection analysis and relapse examination are dissected using SPSS version 23.

The review has utilized relaxed and expressive examination plan. The study's population consisted of all airline workers. The banking industry was selected using a simple random and judgmental purposive sampling method, and respondents were chosen using a conventional sampling method. The respondent size is 384 respondents. Measureable information are collected from workers.

The analyst used the well-structured survey to collect the data. There were seven sections to the survey. The first segment's main focus was the demographic data provided by the respondents. The second part's goal was to evaluate work-life balance in light of several airline services factors. And last, the section that aims to compile suggestions for improving work-life balance. An understanding and fulfillment scale with five points was employed to evaluate the client.

Throughout the experiment, the scientist asked participants to supervise the best time to conclude the poll and disseminated surveys. Software for data analysis was SPSS version 23. The type of data was described using the frequency and percentage. The employees' perceptions of the features of airline service were measured using the mean and standard deviation. Additionally, regression analysis was used to illustrate how independent factors and work-life balance relate to one another. The findings of the ANOVA were used to evaluate the hypotheses.

To gather the data the analyst utilized the all-around organized survey. The survey separated into seven portions. The respondents' demographic information was the focus of the first segment. The subsequent fragment was connected with relational administrations of the monetary foundation. The financial institution's ATM services were the subject of the third section of the questionnaire. The financial institution's mobile banking services were the topic of the fourth segment. The financial institution's complaint and problem-solving services were the topic of the fifth segment. The sixth section of the financial services variables was created to gauge work-life balance. And the last section, which seeks to gather recommendations for enhancing work-life harmony. A five-point Likert scale was used to gauge the client's insight and fulfillment.

During the study work, survey were disseminated through the scientist himself and solicitations the respondents to oversee appropriate time for the top off the poll. SPSS version 23 was used for data analysis. The nature of the data was described using the frequency and percentage. The employees' experience with banking service variables was measured using the mean and standard deviation. Additionally, regression analysis was used to describe the connection between work-life balance and independent variables. The ANOVA results were used to test the hypotheses. Finally, this study was successful in determining how banking services affect work-life balance. The fundamental topic of the postulation is fulfillment of the monetary organizations workers towards nature of banking administrations. It is evident that work-life balance is positively impacted by every banking service variable.

5.2 Conclusion

The review investigated the financial industry's use of e-banking administrations. The study also looked at how customer satisfaction at a private commercial bank in Nepal was affected by electronic banking services. The majority of current bank users are between the ages of 31 and 40; females make up the majority of users; most users are employed and salaried; most users have a diploma or higher in education; and banks do not maintain a comprehensive record of their customer profiles in a standardized manner for easy reference, according to the findings of the descriptive analysis study. Compared to traditional banking, e-banking exhibits a greater association between consumer satisfaction and demographic variables. In particular, the review construed that ATM, web banking administrations, versatile financial administrations, Master card administrations, charge card administrations and electronic asset move administrations were immaterial with consumer loyalty. In addition, the results indicated that ATM has the highest variation at 0.848, while CCS has the lowest variation at 0.807. This demonstrates that banking establishments in Nepal have primarily provided credit card services. More or less, e-banking administrations has influence in further developing consumer loyalty, influence in decreasing trusting that clients will get bank administrations and effect in further developing clients to control their record developments.

Additionally, it can be inferred that while staff members at Kathmandu's financial institutions are largely satisfied with the institution's complaint resolution, ATM services, and problem-solving protocols, they are primarily satisfied with the institution's interpersonal and mobile banking services. Additionally, one of the main reasons why employees of Kathmandu's financial institutions are not happy is the process of getting a debit or ATM card. It is suggested that the employees work to raise the standard of the banking services that Kathmandu's financial institutions offer. Additionally, employees recommend raising the bar for ATM services to include more requirements.

5.3 Recommendations

Customers, academics, and researchers in related fields benefit from the study's findings. The discoveries demonstrated that ATM, web banking, versatile banking, Visa, check card and electronic asset move administrations unimportantly affected consumer loyalty.

One of the most common banking strategies worldwide is the provision of electronic banking services. Despite its numerous benefits, there are some obstacles that prevent it from being used to its full potential, both by the public and by the bank itself. The complexity of e-banking usage is such that it is impossible for a single study to fully capture everything. Given the above, the researcher recommends funding be allocated so that the study can be conducted in other banks, as the current study's findings demonstrated the benefits and drawbacks of using electronic banking services.

Banks need to focus on increasing their user base across diverse demographics, including gender, age, education, and profession. They should also identify which demographic segments are most sensitive to the satisfaction of e-banking services. Currently, the high annual rental costs of bank branches make expanding e-banking services essential to reduce client visits to branches and gain a financial advantage over traditional banking halls. Instead of merely issuing cards, banks should organize structured training sessions for customers to enhance their understanding of e-banking and inform them about associated charges. Rather than falling short on their promise of 24x7 availability, banks should ensure uninterrupted service despite network issues, power outages, or technical glitches. They should also expand efforts to maintain customer satisfaction above current levels and conduct surveys to quantitatively measure customer satisfaction.

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Appendices

Questionnaire

FINANCIAL TECHNOLOGY ADOPTION IN FINANCIAL MARKET AND ITS IMPACT IN CUSTOMER SATISFACTION IN NEPAL

Dear Respondent,

I am a student of Shanker Dev College Affiliated to Tribhuvan University, pursuing a Master's in Business Studies. The questionnaire is intended to help the researcher get information on the impact of digital banking services on customer satisfaction. The purpose of the study is purely academic and information given will be treated with the highest degree of confidence. You have been selected as a key respondent for this study. Kindly, complete the questionnaire to enable the researcher complete the study. Please tick the answer which represents your opinion on the subject.

I appreciate your participation in this effort.

Thank you,

Apsara Paudel

Section A: Demography of respondents

1. Please select your gender

Male Female

2. Please select your age (in years)

Under 25 26-35 36-45 46-55 Over 55

4. Please select your job position

Manager Officer Worker Other

5. Earning Per Months

Up to Rs.25000 Rs250001 to 50000 Rs.50001 to 75000 above Rs.75001

6. Banking Experience

Up to 5 years 5 to 10 years 10-15 Years 15-20 Years Above 20 years

Section B: Impact of digital banking services on customer satisfaction

Please mark a tick in an appropriate response that best describes your view and perception towards performance and the satisfaction. [1- Strongly agree, 2- Agree, 3- Neutral, 4- Disagree, 5- Strongly disagree]

1. Customer Satisfaction

S.N.	Statement	1	2	3	4	5
CS1	I am satisfied about the E-banking services of this bank.					
CS2	I will strongly recommend other to use online banking of this bank.					
CS3	I will continue to use electronic banking services in the future of the bank.					
CS4	I am satisfied about time management of this bank.					

2. ATM (Automated Teller Machine)

S.N.	Statement	1	2	3	4	5
A1	The ATM makes cash withdrawal very convenient.					
A2	There is less queuing the ATM.					
A3	Transaction on the ATM is secured Transaction on the ATM is reliable.					
A4	ATM does not share my personal information with others.					

3. Internet Banking Services

S.N.	Statement	1	2	3	4	5
I1	Transaction via internet banking secured.					
I2	Transaction via internet banking is reliable.					

I3 Internet banking does not share my personal information with others.

I4 Statement can be requested through internet banking.

4. Mobile banking

S.N.	Statement	1	2	3	4	5
M1	Mobile banking makes banking very convenient.					
M2	Transaction on mobile banking is secured.					
M3	Mobile banking is easy to use.					
M4	Transactions on mobile banking is reliable.					
M5	Mobile banking does not share my persona information.					

5. Credit Card Services

S.N.	Statement	1	2	3	4	5
C1	Credit card helps to buy in advance and pay later.					
C2	Credit card is very convenient while travelling.					
C3	Online/Living expenses payment is easier.					

6. Debit Card Services

S.N.	Statement	1	2	3	4	5
D1	Transaction via debit card is secured.					
D2	Transaction via debit card is reliable.					
D3	Debit card is easy to carry.					

7. Electronic Fund Transfer Services

S.N.	Statement	1	2	3	4	5
E1	Electronic Fund transaction is very secured and reliable.					
E2	Electronic fund transfer is the fast processing with reasonable cost.					
E3	Most efficient digital payment method in the Electronic fund transfer.					

Thank You!
Have a Great Time

FINANCIAL TECHNOLOGY ADOPTION IN FINANCIAL MARK...

By: APSARA PAUDEL

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CHAPTER I INTRODUCTION 1.1 Background of the Study Financial **technology**

, or financial technology, has completely transformed the financial services industry by utilizing digital advancements to improve and automate the provision and use of financial services. Monetary innovation reception is a significant piece of the bigger digitalization development, which incorporates the consolidation of computerized advancements into day to day existence and company tasks. The starting points of monetary innovation can be followed back to the presentation of the primary mechanized teller machine (ATM) in the last part of the 1960s. However, as the internet and mobile technologies proliferated in the 21st century, the sector began to gain significant momentum. The 2008 worldwide monetary emergency likewise assumed a urgent part in speeding up monetary innovation reception, as it uncovered weaknesses in conventional financial frameworks and provoked an interest for more straightforward, proficient, and client driven monetary administrations. The process of transferring funds directly between accounts using electronic methods rather than checks or cash is referred to as electronic banking.

Electronic banking has the potential to boost a **bank** 's earnings **by** decreasing operational **expenses**

. In order to access a secure website, a user connecting to the bank via a modem or network card must first log onto the internet through an internet service provider, browse the bank's website, and provide a password. E-banking, as defined by the Basel Committee, is the electronic delivery of small-value and retail banking goods and services.

Deposit taking, lending, account management, financial counseling, electronic **bill payment, and other electronic payment**

methods are some of these services. With e-banking, customers may complete the majority of banking transactions whenever it is most convenient for them. They can pay bills, make purchases, and access their cash at any time of day or night, seven days a week. Thanks to technology improvements, banks have recently implemented electronic banking, or e-banking. Customers can utilize a laptop or personal computer to make financial transactions online at their convenience, outside of regular banking hours, thanks to e-banking. Compared to typical branch banking, this new distribution system offers extended operation hours and better spatial convenience, all at a far lower cost structure. E-banking is therefore highly enticing to banks as well as customers that are open to