

Abstract

As a result, digital banking services are essential to commercial banks' ability to develop and offer new goods and services with distinctive features as well as to reroute and redesign their internal business procedures in response to external shifts. The study's goal was to ascertain how well digital marketing techniques performed in relation to Nepal's commercial banks. The study employed a descriptive and informal research design. The 20 commercial banks that operate in Nepal made up the study's population. Primary data for the study were gathered via self-administered questionnaires. In order to analyze the data, descriptive statistics were used. The performance and effects of digital marketing tactics were evaluated using regression analysis. The ATM has a positive and significant relationship, according to the study. There is little correlation between consumer satisfaction and online banking. Additionally, a high positive correlation was discovered at the 1% level of significance, with the strongest correlations being seen with mobile banking and customer happiness. In a similar vein, there is a substantial positive correlation between satisfaction and credit and debit cards.

The results of the regression analysis showed a linear association between customer happiness and ATM, mobile banking, and debit card usage. Customer satisfaction is significantly improved by ATMs. Additionally, it was shown that credit card and electronic fund services were positively negligible with regard to customer satisfaction, while debit card services are positively significant with regard to that same measure. However, internet banking is positively insignificant. Moreover, mobile banking is negatively insignificant with customer satisfaction.

Keywords: ATM, Digital banking, Mobile Banking, Customer Satisfaction

Chapter I

Introduction

1.1 Background of the Study

As technology advances, one of the newest innovations that banks have embraced is electronic banking, or e-banking. One of the channels for electronic banking is e-banking, which enables bank customers to conduct their financial operations electronically via the internet using a laptop or personal computer at their convenience and without being limited to traditional bank operating hours. E-banking is a cutting-edge delivery method that has a substantially cheaper cost structure than conventional delivery routes while offering longer wait times and better spatial convincing than traditional branch banking. As a result, banks and customers who are embracing new technology find e-banking to be quite appealing (Woods and Segal, 2018). Today's consumers are accustomed to free online banking since it is so commonplace, and many banks solely conduct business online, which lowers overhead and allows them to offer savings account rates that are more competitive and generate larger profit margins.

Consumers are essential to any business's survival and success, and the banking industry is no exception. Therefore, it becomes necessary to keep customers rather than just appease them because doing so could boost bank profitability and performance. Every person's life is being impacted by technology in the modern era, and online banking is one of the innovations that is influencing banking practices more quickly than before. Furthermore, due to a number of advantages like cost and time savings, customers are quickly switching from traditional banking to online banking. In the modern era, technology has a profoundly positive and significant impact on everyone's life. The rapid development of information technology has profoundly altered the global corporate and economic landscape and permeated the lives of millions of individuals. In the banking industry, technological advancements have sped up client transactions and communication. It is described as a bank's giving its clients access to information or services via online banking at any time from their homes or places of business.

It is seen as an additional channel that is used in conjunction with existing channels to offer convenience without requiring the payment for some expenses related to branch visits, such as traveling to the branch or standing in line. Online banking removes time constraints,

location restrictions, and physical barriers to banking services (Morawetz, 2018). Early in the 1990s, credit card, ATM, and telephone banking services were the three main applications for e-banking services. Databases, information systems, and other technology have been incorporated into financial services on various levels throughout the past ten years. Following the development of internet access, local banks now run a secure website where customers may use online banking services such as online transfers, payments, and inquiries. To offer its clients internet banking capabilities, there are two main business models. The first is the incumbent bank, also referred to as the "bricks and clicks" model, which uses e-banking as a new service delivery channel and applies online banking as an addition to its traditional banking into a whole system. Ahmad & Al-Zu'Bi (2021) describes The idea goes on to state that, despite the remaining external dangers, a firm's competitive position is partially decided by the strengths and weaknesses of industry participants.

A nation's financial and economic development depends heavily and dynamically on its banks. Electronic banking, or e-banking, is one of the newest technologies that banks have embraced due to technological advancements (Mukherjee, 2004). E-banking is a rapidly expanding service that enables users to use a computer to obtain account-specific data and maybe conduct transactions from a distance. Customers of banks can conduct their financial transactions electronically using e-banking channels at any time that is convenient for them, using a personal computer, laptop, or mobile device, and without being limited to traditional bank operation hours. In comparison to traditional branch banking, e-banking is an innovative distribution channel that offers shorter wait times, more spatial convenience, and a far more affordable pricing structure. In addition to saving the bank money on operations, e-banking increases client retention and happiness. E-banking is therefore highly appealing to banks and clients who are embracing new technologies.

The use of electronic methods to move money directly between accounts as opposed to using checks or cash is known as electronic banking. Most banking transactions may be conveniently completed at a customer's convenience using e-banking. Customers have round-the-clock access to their money, including the ability to move funds between accounts, pay bills, and make purchases. Electronic banking has the potential to boost bank profits by cutting expenses for banks (Devkota, 2021).

The banking industry and its clients had to wait 65 years after Nepal Bank Limited was established in 1937 to utilize E-banking services in Nepal (about 2002 A.D.). E-banking is still not very well-liked by clients who reside in Nepal's rural districts. Therefore, the impact of electronic banking on customer satisfaction and service delivery in Nepalese commercial banking is the main subject of this study. Furthermore, it centers on the potential of electronic banking within the framework of Nepalese commercial banks. However, practically every bank in Nepal has access to electronic banking these days. Additionally, these banks are expanding into rural areas in an effort to attract more clients by educating them about the latest developments in information technology.

Kadariya (2015) found that Credit card and debit card have a significant negative relationship with customer satisfaction. Khadka (2016) stated that customer satisfaction is negatively correlated with electronic fund transfer and internet banking services of commercial banks.

1.2 Problem Statement

Over the past ten years, there has been a significant transformation in Nepal's banking sector. The banking sector used to operate with basic electronic devices like ATMs and SMS alerts. Due to this, all bank clients had to physically walk to the banking hall in order to complete basic tasks like making withdrawals, checking account balances, and verifying deposits. Long lines resulted from this, which was time-consuming, energy-demanding, and generally expensive. But things have changed recently because a number of financial institutions have brought electronic banking services to the Nepalese banking sector. The banking environment in Nepal has been enhanced by technological advancements such as ATMs, Electronic Funds Transfer at Point of Sale (EFTOPS), Internet banking, SMS alerts and credit and debit cards. They go on to say that these extremely profitable technologies significantly lessen the demand for manual services provided to bank customers, which enhances service delivery and boosts bank profitability (Aktar, Karim, Jannat and Islam, 2022).

Due to intense competition in Nepal's banking market and customers' increasing level of sophistication, the majority of commercial banks have adopted technology to provide financial services. Nepal is still a developing nation, and there are a lot of questions

regarding how e-banking should be used there. As a result, it's important to comprehend how commercial banks use online banking and provide superior services. Therefore, the study's challenge is to ascertain how much the bank's use of electronic banking services and products influences customer satisfaction and service delivery in Nepal's banking industry. Consequently, having an online banking facility is turning into a "need to have" rather than a "nice to have" service (Chaudhary & Bhattacharya, 2016)

- What is the present scenario of Nepalese commercial Bank under E-Banking Services?
- Is there any relationship between ATM, Mobile Banking, Internet banking, debit card, credit card and electronic fund transfer and customer satisfaction of Commercial Banks?
- Does ATM, Mobile Banking, Internet banking, debit card, credit card and electronic fund transfer affect on customer satisfaction of commercial banks?

1.3 Objectives of the Study

The research has delineated the subsequent goals:

- To assess the present situation of commercial banks under E-Banking of Nepalese commercial banks.
- To examine the relationship of ATM, Mobile Banking, Internet banking, debit card, credit card, electronic fund transfer and customer satisfaction of Nepalese Commercial Bank.
- To analyze the impact of ATM, Mobile Banking, Internet banking, debit card, credit card and electronic fund transfer on customer satisfaction of Nepalese commercial banks.

1.4 Rationale of the Study

The commercial bank was the primary focus of the study with regard to "services delivery" and "customer satisfaction." This study adds to our understanding and is a valuable resource for academics. The banking industry's use of information and communication technology (ICT) has an impact on both the profitability of the banks and the provision of services. Many banks are gradually integrating ICT into their service delivery processes and phasing out their old banking methods. Commercial banks currently play a significant role in the economy and are becoming increasingly well-known both domestically and abroad thanks

to their professional services and effective management. One of the primary services offered by commercial banks, on which the entire institution depends, is e-banking. Research on commercial banks' e-banking is very important to many different groups. The majority of Nepalese people are still unaware of online transactions or e-banking; this study will assist them in understanding the concept of internet services that are accessible to them. The majority of the global economy today is dependent on financial institutions, which need IT help to remain afloat. As a result, this study will offer helpful input to the bank's IT policy maker and serve as a helpful resource for other commercial banks as they develop suitable plans. For students and academics who want to conduct additional research on the topic, the study will be extremely important. The results of this study will give other banks evidence about how to enhance their online banking offerings so that potential consumers will have a better overall experience, which will impact the bank's profit through revenue produced. It is anticipated and hoped that the study's findings would help with these and other pertinent topics.

1.5 Limitations of the Study

The goal of the study is to determine how customer satisfaction in Nepalese private banks is affected by the provision of electronic banking services. It is evident from the industry's architecture and degree of computerization that banks will be modern in the future, with upcoming technologies enabling interconnectedness. In the future, banks will require the assistance of information technology to be viable. As a result, banks must be ready to take advantage of the opportunities presented by financial liberalization and globalization. The study's focus will be on the electronic banking services offered by Nepal's commercial banks. The investigation will concentrate on a few chosen Nepalese commercial banks. Although there are 21 commercial banks in Nepal, the majority of them use e-banking; nonetheless, only five of them have been chosen as a sample.

The lack of readily available data on the topic matter places significant constraints on the researcher's ability to conduct the study. Another example is the fact that research will be extremely difficult owing to commercial banks' hectic schedules, which make it hard to find pertinent information or data for the study. Additionally, data needed for the study is not easily accessible because of the banks' confidentiality laws. One of the study's limitations will be asking questionnaires of respondents who are busy.

Chapter II

Literature Review

This chapter presents theoretical review, conceptual review, empirical review and research gap.

2.1 Theoretical Review

Diverse theories exist about digital marketing, with each defining its own paradigm and notion in the field. Marketing theories that show how digital marketing is growing and how it affects the banking industry are of particular relevance to the research. Some of these theories are highlighted below and include;

2.1.1 The Porter's five forces perspective

According to the theoretical viewpoint, a company that attains a competitive advantage through providing cost or benefit advantages will be in a position of superior performance (Porter, 1980). According to this concept, a firm's competitive advantage stems from external environmental issues it must address, such as creating obstacles for competitors to enter the market, differentiating its products, needing a certain amount of capital, and the cost of switching customers. (Lady et al., 2002). According to the idea, there are five factors that influence competition within an industry: the threat of new entrants, the rivalry between existing industry competitors, the bargaining strength of suppliers, the threat of replacement products, and the power of consumers (Porter, 1980). The idea goes on to state that, despite the remaining external dangers, a firm's competitive position is partially decided by the strengths and weaknesses of industry participants. Second, there is a chance that possible new competitors in the market, buyer and supplier negotiating power, and the danger of substitute products will all significantly lessen an organization's ability to compete.

Industry structure dictates who will profit, but companies are not completely captive to it; instead, they can use their own strategies to affect the five forces. The five forces framework makes clear what matters and points managers in the direction of the elements that will give them the greatest long-term benefit. According to this concept, attaining a competitive edge is mostly based on how well one responds to demands unique to a given business. An very helpful method for considering and examining the type of competition that exists within a business is the five forces model. But the model paints a static picture

of competition that overemphasizes the significance of industry and strategic group structure as drivers of company profit rates, while downplaying the importance of innovation and individual company differences (Ghemawat et al., 2009).

2.1.2 The Technology Acceptance Model (TAM)

Davis (1986) introduced the TAM Model, which focuses on the factors that influence end users' acceptance of computers. TAM theorizes that two beliefs—perceived utility and perceived ease of use—have an impact on a person's behavioral intention to utilize a system. Perceived ease of use refers to how much a person believes utilizing the system would be error-free, whereas perceived utility is the degree to which a person believes utilizing the system will enhance his or her job performance. According to TAM, computer acceptance behaviors are mostly influenced by these two ideas.

The purpose of TAM is to offer a theoretically supported, parsimonious explanation of the factors influencing computer acceptance that may generally explain user behavior across a wide range of end-user computing technology and user populations. However, it may be particularly well adapted for modeling computer acceptance since it integrates knowledge gathered from more than ten years of IS research (Welch, & Worthington, 2010). According to TAM, a person's attitude toward using technology and their opinion of its utility can both contribute to explaining how strongly they intend to use it. According to (Rowley, 2011), technology ought to be simple to use and easy to learn. This suggests that users' perceptions of usability should positively impact their perceptions of trustworthiness and their inclination to employ internet marketing.

2.1.3 Effectiveness of Digital Marketing Strategies

The expansion of digital marketing is contingent upon the ability to successfully adjust to changing circumstances, refine customer insights, and translate those insights into enhanced customer experiences and services. In order to be heard and remembered, it also requires interacting with target consumers, creating communities with them, enhancing marketing efficacy, and introducing innovative means of communicating value propositions (Shabgoo, Gilaninia, and Mousavian, 2011). It undoubtedly depends on the caliber of workers, their education, and their capacity for teamwork.

Market Penetration

Methodology According to Johnston and Scholes (2002), market penetration strategy is the least risky because it makes use of many of the company's current resources and competencies in a growing market. They also claim that if competitors reach capacity limits, there may be exit opportunities to increase market share, and that simply maintaining market share will result in growth. Additionally, the plan most likely needs the least amount of funding for growth, while resources might need to be directed toward advertising campaigns to draw in and eventually win over clients. This could take the kind of sponsorship, advertising, limited-time discounts, or special promotions. The most obvious danger associated with following this strategy is the possibility of retaliation from rival companies. This risk is particularly high if penetration can only be achieved at the expense of eating into rival companies' market share and if products can be effectively substituted for one another.

Market Development Strategy

Market development, in the words of Pearce and Robinson (2001), is selling current products to consumers in linked markets. These clients can be unexplored vertical markets, undiscovered regions, or other fresh prospects. In order to find potential new customer groups, expand its distribution network, and create new locations both domestically and abroad, the company targets new geographic areas both domestically and internationally. It also seeks to eat into the market share of competitors by identifying products that are good substitutes for one another.

Product Development Strategy

When internal variables point to distribution weakness or product development strength, and external elements indicate market saturation, tougher rivalry, or other market risks, new product development techniques are employed. When internal characteristics point to new markets for current products because of stronger distribution but weaker production or product development, a new market development strategy may be developed (Jauch and Glueck, 1988).

Diversification Strategy

Related diversification and unrelated diversification are two possible forms of diversification strategies. Related diversification reduces the costs associated with product

and market adjustments, such as the need to adopt new technology, and helps a company avoid a potential internecline conflict with its current competitors (Doyle, 1994). Unrelated diversification refers to a company's expansion into markets that, in terms of technology or distribution methods, have nothing to do with its current offerings, or whose growth is motivated more by financial considerations than by industrial ones. Unrelated diversification frees the company from restrictions on the market it has decided to enter and grow in. Diversification that is unrelated may be conglomerate or concentric.

2.1.4 Digital Marketing and Competitive Advantage

Financial institutions have undergone a dramatic metamorphosis. Information technology innovation is the driving force behind these institutions' change. The worldwide digital marketing change curve is centered on information and communication technology (Mirhoseini, 2010). For a considerable while now, a world full with technical breakthroughs and adaptations has only known change. It has become second nature to marketers to pick up new skills. It's common to have to navigate new channels in daily life. When a rule is no longer relevant, it is defined and then abandoned (Mishra, 2008). It is essential to have the flexibility to modify the company's digital marketing plan to suit the demands of the industry.

The entire digital marketing model needs to be redesigned. Anything less will force your business to catch up to the industry leaders, and since success necessitates cross-functional collaboration, catching up is nearly impossible. In certain organizations, departmental collaboration requires a shift in the corporate culture (Mauro & Tschoegl, 2008). Technological advancements in digital marketing, like as analytics, mobile, and social media, are happening very quickly. Both employees and customers make extensive use of these advancements. Executives in every business, including media, electronics, and paint production, face a dizzying array of new digital prospects, according to Lee (2009). They have few markers to help them navigate, but they are paying attentively. Digital maturity is important. It matters in all industries, and any organization with the leadership resolve to do so may implement the strategies used by digitally mature businesses.

2.1.5 Digital Marketing and Customer Service

Market segmentation and consumer-focused marketing are made easier by contemporary digital marketing. Market segmentation makes it easier to create a marketing mix that is

more targeted and effective in reaching marketing goals. When compared to an integrated approach for the entire market, a segment-wise approach is more efficient and successful because it makes it easier to provide an appropriate marketing mix. A producer can better understand consumer wants, behavior, and expectations through market segmentation since precise, segment-specific data is gathered that is intended for use (Clark and Dorie, 2012). Building gratifying relationships with consumers that are advantageous to the company and the client is the main goal of marketing initiatives for organizations. As a result of these initiatives, marketing now plays a significant role in most enterprises and in society. Companies and marketers must take note of the relatively new concept of modern marketing. Thus far, the functions of contemporary digital marketing and their implementation have garnered greater attention (Kates and Matthew, 2013).

According to (Bickman and Rog, 2008), the global banking industry has been expanding quickly thanks to digital channels, first with online banking and now with mobile banking. Due to lower Internet usage and slower Internet access speeds in developing markets, the evolution's characteristics fluctuate slightly between developed and developing nations, but overall, there is a comparable trend toward increased use of digital channels for banking. Banks must change their sales and marketing strategies from broad-based brand and branch-focused campaigns to include more effective digital marketing as a result of the growing usage of digital platforms. The ultimate goal is multichannel sales and marketing integration. The emergence of social media and the fact that consumer interactions in digital channels differ from those in traditional channels complicate this shift in emphasis.

2.1.6 Digital Marketing and Growth

The collection of consumers who regularly buy a business's products or services is known as its customer base. These clients are a business's primary source of income. Given that consumer behaviors are well-understood by market research or prior experiences, the customer base may be regarded as the company's target market (Rafaeli, 2010). According to a study by Novak and Hoffman (2011), one of the biggest and most important developments in the banking sector for expanding consumer reach recently has been the quick development of digital channels. Digital marketing is therefore completely changing the way retail financial services organizations function. Naturally, the proliferation of mobile phones and the expansion of Internet access serve as the foundation for this. Additionally, a great deal more data is being produced via digital channels, which can be

utilized to profile clients, comprehend their demands, and target them in ever-tinier segments with relevant offers.

According to (Clark and Dorie, 2012), banks must take digital advancements seriously since new rivals have established themselves as online companies from the beginning and view analytics as a crucial core competency. The majority of the time, banks in industrialized nations have been effective in diverting transactions from branches to other channels. Although the dynamics are somewhat different in developing nations, where additional branches may occasionally be required, the long-term tendency will remain the same. Banks need to improve their digital channel marketing strategies because fewer consumers are visiting their physical locations. It is possible to take use of the technology and techniques.

Digital marketing presents more of a hurdle for established banks functioning in a more regulated environment, claim Kates & Matthew (2013). As a result, many banks are still in the very early phases of developing their offline and online digital marketing capabilities, but there are also banks that have all the necessary components in place to become leaders in this field. This involves, among other things, the capacity to give offers to clients in real time across many channels, an enhanced use of analytics like predictive analysis, and a real-time single view of the customer (Welch & Worthington, 2010). (Mcmillan & Schumaker, 2011) pointed out that, in contrast to conventional marketing channels like print, television, direct mail, and so forth, digital adoption helps give consistent, affordable, personalized customer communications.

2.1.7 Segmentation, Targeting, and Positioning (STP):

Segmentation: According to this notion, a market can be split up into different groups according to a range of characteristics, including needs, behavior, psychographics, and demographics.

Targeting: Following segmentation, a business chooses one or more segments to focus on in light of the company's competencies and the attractiveness of the market.

Positioning: This entails developing a distinct and positive perception of a brand or product in the eyes of the intended market.

2.1.8 Consumer Behavior Theories

Customer behavior theory is the study of how consumers make decisions about what to buy. By forecasting the how and when a customer will buy something, it helps marketers and businesses profit from these behaviors. It is helpful to pinpoint the factors that affect these choices and to emphasize proactive behavior manipulation techniques. Understanding how and why consumers make decisions about what to buy is the goal of the complicated field of consumer behavior. To understand and forecast consumer behavior, numerous theories and models have been developed. The following are some important theories pertaining to consumer behavior:

Theory of Planned Behavior (TPB): According to this idea, which was developed by Icek Ajzen, the most significant factor influencing whether someone would carry out a behavior is their intention to do so. In turn, three primary aspects impact intentions: the attitude towards the conduct, the perceived behavioral control (the ease or difficulty of completing the behavior), and the subjective norm (social pressure to perform or not execute the behavior).

Theory of Reasoned Action (TRA): An earlier version of the Theory of Planned Behavior is this. It implies that a person's attitude toward a behavior and the subjective standard have an impact on their intention to engage in that action.

Maslow's Hierarchy of Needs: According to Abraham Maslow's thesis, people have a hierarchy of wants that goes from more fundamental physiological needs like food and shelter to more advanced needs like self-actualization. Where people fall on this hierarchy affects the way they behave as consumers, who use their purchases to try and satisfy unfulfilled wants.

Cognitive Dissonance Theory: This hypothesis, which was developed by Leon Festinger, contends that when people's attitudes or beliefs don't match their actions, it causes them to feel uncomfortable, or cognitive dissonance. Customers may attempt to lessen this dissonance by altering their opinions or providing reasons for their actions, which may have an effect on their purchasing choices.

Consumer Decision-Making Process: The steps a customer takes when deciding what to buy are described in this model. It usually entails identifying the issue, gathering data, weighing your options, making a decision, and evaluating the purchase once it has been made.

Diffusion of Innovation Theory: This hypothesis, which was created by Everett Rogers, describes how new inventions or products proliferate within a community. Based on their inclination to accept new items, it divides people into innovators, early adopters, early majority, late majority, and laggards.

Cultural Influence Theory: This idea places a strong emphasis on how culture influences consumer behavior. Decision-making, product selection, and usage are all influenced by cultural elements such as conventions, values, and beliefs.

Social Identity Theory: This theory investigates the ways in which a person's social identity and self-concept impact their consumption decisions. Purchasing decisions are frequently made in accordance with social, ethnic, or cultural groups that an individual identifies with.

2.2 Conceptual Review

2.2.1 Digital banking adoption

The impact of information technology on the banking industry is more pronounced in public, private, and international banks, where the introduction of novel goods and services by banks will require a higher degree of enhancement in the services provided to clients. The world is turning more and more toward technology these days, and the bank cannot even imagine developing new goods and services without it. Through cash machines, online banking, and mobile banking, customers can transact with banks, giving them access to a diverse customer base that spans geographic boundaries. One of the financial practices that is expanding the fastest these days is digital banking, which is simply a bank's offering of information or services to its clients (Giannakoudi, 1999). In the age of electronic trade, digital banking services are essential to banks' long-term survival (Burnham, 1996).

Businesses and business relationship challenges have changed as a result of technology. This has allowed for the restructuring of design, marketing, production, delivery, and services through supply chains, autonomous structures, contract warehousing, and delivery. Sophisticated digital transformation has been spurred by technological growth and is being adopted by large, well-established high-tech organizations as well as tech-savvy enterprises (Idiegbeyan- ose, 2015). The digitization process is a step-by-step process that closely resembles the management, access, and archiving procedures. Additionally, the author developed a few digitization procedures, such as the ones listed below (Satyendra, 2016).

Starting the project and the beginning process: It includes the initial setup required prior to the digitization process, like buying the required equipment, hiring the required staff, and training them to generate the required digital data.

The process of initiation and the start of the project: It includes the initial setup required prior to the digitization process, like buying the required equipment, hiring the required staff, and training them to generate the required digital data.

Document and activity selection for digitization: Subsequently, the hard copy papers undergo sorting and selection in preparation for digitalization. It also involves setting timelines for finishing particular activities associated with the digitalization process. If hand processes had never been used, there would be no need to change the papers' physical formats.

Conversion Process: This is the real process of setting up the required hardware and transforming paper documents into a format that can be read by machines.

Editing, Access, and Maintenance: This involves making the access points more user-friendly, reviewing the current digital records for errors, and establishing the appropriate protocols and plans for routine maintenance. It is critical to realize that maintenance comes first when digitalization operations are put into place to avoid a system failure or an unplanned loss of all data.

The banking sector underwent an information technology revolution with the advent of the credit card, ATMs, and ATM networks in the early 1970s, especially with regard to

distribution channels. This was followed by the introduction of telephone banking, cable television banking, and personal computer banking in the late 1980s and early 1990s. Information technology has made it possible to perform many banking procedures that were formerly handled over the counter through physical channels through electronic channels (Giannakoudi, 1999).

The bank's position in terms of size, recognition, and trust makes the adoption of digital banking services feasible. Whether or not a consumer chooses to use online banking may be greatly influenced by their understanding of it, its advantages, and the quantity of information that is available to them (Fink, 2005). Prior studies by Gan demonstrated the dependence of user input variables on control, satisfaction, and intention to use (Ganetal, 2006). Control could be defined as the level of work and involvement required of users when utilizing electronic banking. It has been demonstrated that technical self-efficacy, adaptability, and familiarity with the online banking application are important factors in determining adoption decisions (Thornton, 2001).

Elements Affecting Indian Consumer Acceptance of Online Banking to look at the elements that affect the uptake of online banking. Perceived convenience of use, perceived usefulness, and perceived reliability all influence digital banking, as the authors' partial least square (PLS) model for online banking effectively showed. Marketing specialists should highlight the opportunities that online banking services offer when promoting them. Raising awareness of the services can also help to attract more users to the platform.

Muzividzi (2013) examined the factors that affect intellectuals' acceptance of digital banking. This report indicates that the uptake of online banking has been slow, despite banks' best efforts to market the technology. The project's objective was to identify the factors influencing the adoption of digital banking in an attempt to identify potential solutions. The study focused on technology specialists who possess greater expertise than the average person. To collect data, 5000 students and faculty members at Chinhoyi University of Technology were polled and interviewed. A sample of 450 employees and students was selected from the population. Numerous factors that both impose limitations and encourage the use of online banking were found by the study. The two primary ones were a breakdown in transaction security and marketing exposure.

The financial system has been making an effort to find out more about the elements that encourage users to conduct their financial business online (Gerrard, 2003). Numerous academics are conducting extensive research on how customers utilize e-banking (Sayar, 2007). Customers that use electronic banking also gain access to financial services at any time and from any location, as well as better business conditions like lower commission rates, consistent service quality, and time-saving benefits (Yu, 2008).

2.2.2 Status of Digital Banking Adoption in Nepal

The idea of self-service banking was first presented in the 1980s, and as the internet and computer technology advanced, ATMs came to power this concept. As the internet grew, banks started offering financial services, enabling users to view their bank statements by just logging on. As mobile data and smartphones became more prevalent in technology, banks started to provide mobile banking services. After Nepal Bank Ltd. was established in 1937, it took almost 53 years for Nabil Bank Ltd. to start offering credit cards in the early 1990s. This was the nation's first bank to start operations. A pioneer in the field of electronic banking in Nepal, Himalayan Bank Ltd. introduced telebanking and automated teller machines in 1995. After the establishment of the first bank, the banking industry, and the bank itself, customers had to wait more than 65 years for internet banking. In 200, the Kumari Bank Ltd. introduced internet banking to Nepal for the first time. Even with the introduction of online banking ten years ago, it is still not a common banking technique in Nepal. Most bank customers do not use internet banking yet, despite the fact that large towns like Biratnagar, Pokhara, and Kathmandu have good internet infrastructure and most banks provide it in metropolitan regions.. A research estimates that 200,000 people in Nepal use the internet, with 50% of them residing in the Kathmandu valley. But just 1,5% of internet users—roughly 3,000 people—use online banking. According to a research, the majority of banks in Nepal have embraced ATM services for electronic banking, and mobile banking is growing in acceptance. However, internet (computer-based) banking is still not offered.

Current growing trends in banking services worldwide include the use of voice-based artificial intelligence (AI), robots for basic banking services at branches, robot advisers for banking and financial services, etc. Pumori is the earliest and most used banking software system in Nepalese banks. Financial services started to transition to digital in the 1990s. During this decade, debit/credit cards, ATMs, digital banking, and mobile banking were all

introduced; these services later became essential to the financial services offered by banks of all kinds.

The proliferation of smartphones and the internet has led to an increase in the number of customers in Nepal utilizing digital banking services. This has contributed to the accessibility of banking services via a digital platform, significantly increasing the value and respect for banks. This guarantees that clients obtain services right away and has reduced the friction related to financial services. On the other hand, digital banking services are still relatively new in Nepal. There is still much space for expansion in the Nepalese banking sector, including expanding the services' reach to include more bank clients.

The growing popularity of mobile banking apps can be attributed to their usefulness and accessibility. Most importantly, from a bank's financial standpoint, providing customer service via mobile banking is significantly less expensive than providing it through branch banking.

At first, account statements were the main usage for digital banking services. Consumers' comprehension of the features and applications of online banking was inadequate. Digital banking technologies require a very long time to become widely used. These days, most people utilize their smartphones and the Internet. Clients can now use mobile devices and the internet to transact banking business. The following ICT- and digital-based delivery channels are provided by banks in Nepal (Khatta, 2018).

a. Internet Banking

Clients can use a variety of devices, such as PCs, laptops, and cell phones, to execute banking transactions when they use this service for online banking. Depending on the service the bank provides, customers may be able to pay their bills, transfer money between accounts, and keep an eye on their account information. Additionally, subscribers can contact the bank to request particular banking services.

b. Mobile Banking

Users of this service can use a mobile device that is portable to complete bank transactions. Message transactions are frequently sent from a mobile portable device via SMS to the bank's system. A variety of services, including bill payment, mobile top-up, financial

transfers, account information viewing, and bank communication, are usually offered by this service. This service was first introduced in Nepal in 2004 by Laxmi Bank Limited, and at present, most class "A" banks offer it. As of mid-September 2018, there were 50,86,069 mobile banking subscribers in Nepal.

c. Plastic Cards

This is only another well-liked internet banking channel. Plastic cards that can be utilized include prepaid, debit, and credit cards. Among other things, these cards can be used to withdraw cash, pay bills at POS and ATM terminals, and make online transactions. The more secure chip-based EMV card is taking the role of the magnetic stripe that once held data on the back of plastic cards. The first commercial bank in Nepal to issue plastic cards as credit cards was Nepal Arab Bank Limited (now NABIL bank) in 1990. Nepal had 1,04,721 credit card customers, 55,44,253 debit card members, and 96,816 prepaid card subscribers as of mid-September 2018. In Nepal, banks frequently offer plastic cards.

d. Point-of-Sale and Automated Teller Machine

In addition to being a device for withdrawing cash, an ATM can be used to pay bills. It was initially made available in Nepal in 1995 by Himalayan Bank Limited. There were 2,791 ATMs in operation as of mid-September 2018, and the number of installed ATMs is growing daily. Following the introduction of SCT 2001, an integrated shared network of ATMs was established. Through the acceptance of multiple device types and the acquisition of standards, this network is promoting ATM interoperability. Moreover, a VISA network makes it possible to use a card from one bank in an ATM owned by another bank.

e. Branchless Banking

Thanks to this relatively new electronic banking service, communicating with people who live in remote areas without access to bank branches is now easier. Consumers can access their bank accounts, transfer funds to other accounts, take money out of their accounts, and make payments for goods and services via the Point of Transaction (POT) machine that a bank or its branchless banking agent provides. The service can be accessed using biometrics or plastic branchless banking cards. A fingerprint is used in the majority of biometric authentication procedures. There were 1285 branchless banking facilities and 1,30,660 branchless banking members as of mid-September 2018.

f. Mobile Wallets

This is the most recent and widely used e-banking product in Nepal. Because of this, people who don't have a bank account can keep money on their phone. This is a way to pay for goods as well as services. It is possible for customers to load money from their bank accounts into this product. This provision has enabled customers who do not have bank accounts to get financial services. Given that mobile device penetration is high in Nepal and that building banks and bank branches is difficult due to the country's topography, this could be a great tool for financial inclusion. Thanks to IT suppliers, banking services that use QR codes have become more and more popular worldwide. Nabil, in addition to Union Pay International.

2.2.3 Technology Acceptance Model

The TAM was created as a remedy since there were no validated measurement scales available to predict users' adoption of information technology. The claim made in this viewpoint is that "the research has been limited by the lack of high-quality measurements for important determinants of user acceptability and Past research reveals that many metrics do not correlate substantially with system use." Fred (1989). The Technology Accepted Model (TAM) is depicted in Figure 1 and provides information on the unofficial relationships between system design attributes, attitude toward use, perceived utility, perceived usability, and actual usage behavior (Davis, Acceptance of TPC Scale - Validity and Reliability Study, 1993). Two major criteria influence when and how people will use new information system (IS) technologies, according to the TAM model. These TAM factors (PEOU) are perceived utility (PU) and perceived usability (Chandio, 2011).

The likelihood that a user would utilize a web application frequently and the pleasant elements of their connection with the system are two criteria that influence users' adoption of recommendation technology. Armenta states, "People will utilize an application if they believe it will improve their performance on a certain task compared to not using it. Furthermore, even in cases where users find a particular program to be helpful, if it is difficult to use, the effort required to use it outweighs any apparent benefits." TAM was thought to be a useful teaching and learning aid (Kazi, 2013).

The benefit of TAM is its technologically utilitarian focus, which may make it simple to overlook the influence of a customer's social and psychological viewpoints on the adoption of a technology. One critique of TAM is its lack of recognition of individual differences (Prasad, 1999). A number of psychological characteristics, including age, gender, and past experience, that may affect attitudes toward technology and, ultimately, influence intent to use, were not sufficiently considered in the original Technology Acceptance Model (TAM).

2.3 Empirical Review

Singhal (2008) looked at internet banking, which is the use of the internet to conduct banking operations such bill payment, cash transfers, checking and savings account balances, mortgage payments, and the acquisition of certificates of deposit and financial instruments. Sakhaei (2014) will look at Internet banking service quality indices. This is a descriptive-surveying applied research study. The aim of this study is to investigate the relationship between customer satisfaction in Iran and the quality of services provided via Internet banking. to research the relationship between client satisfaction and service quality. This study assessed how consumer satisfaction with online banking is impacted by service quality. According to the study, there is a significant correlation between customer satisfaction in online banking and the six service quality aspects. Reliability and website design have the strongest relationships with consumer satisfaction.

Choudhury and Bharttchargee (2016) investigated the relationship between customer loyalty and electronic banking channels using the survey approach. Data from a sample of 400 salaried workers chosen using the stratified random sampling method served as the study's foundation. Delivery channels for electronic banking services were assessed for their usability, affordability, ease of use, and self-control, and behavioral and attitudinal loyalty were used to gauge customer loyalty. The outcome demonstrated that customer loyalty is strongly positively impacted by electronic banking delivery channels.

According to Vadivelu Tharanikaran's 2017 analysis, the study's goal is to evaluate the level of customer satisfaction and service quality in the Batticaloa district's electronic banking environment. A questionnaire was created with item measures that capture the customer happiness and service quality components in order to accomplish these goals. To assess the assumptions in this 231-respondent study, a single sample t-test was run. The

results of this study help practitioners, academics, and bank management create and implement strategies linked to consumer happiness and service quality in electronic banking. Electronic banking, or e-banking, is a type of banking instrument that is required by customers and is legally constructed and developed. It enables cash transaction records to be transferred, installment payments to be made, and more. Regardless of the participant's location, electronic banking is used in conjunction with a PC and internet. According to Kim et al. (2011), the term "e-banking" refers to a broad category of banking services that involve the use of electronic, internet, and mobile technologies. The term "e-banking system" refers to a variety of systems, including automated teller machines (ATMs), computer, cable, internet, and, most recently, smartphone banking. These technologies are quickly becoming commonplace in the banking industry, where they are employed to reduce operational expenses for banks as well as to provide better services to customers who are tech-savvy and looking for simplicity.

Wadesango (2020) conducted research on how the performance of commercial banks is affected by digital banking services. This study attempted to analyze the impact of digital banking on Zimbabwe's commercial banks' financial performance in order to achieve this goal. A quantitative research approach was used. It is anticipated that the adoption of digitalization in Zimbabwe's banking industry will have an impact on how banks develop financial services and products, and as a result, on consumer happiness and bank performance. One commercial bank was the study's target population. Data collection was conducted using a data collection sheet. The Pearson correlation coefficient was useful in assessing how digital banking affected the banks' bottom lines. Multiple regression analysis, the other inferential test, was employed to examine the impact of digital banking on financial performance. The analysis showed that rising online client deposits made through DIGITAL banking platforms were the reason behind CBZ's ROA, a commercial bank in Zimbabwe. The study found that over the designated study period, there was an upward trend in the ratio of online bank transactions to total assets. ICT costs, fees, and commissions climbed further, contributing to an increase in the total asset ratio. According to the study's findings, online banking transactions strongly and favorably predicted return on assets (ROA), and more online banking transactions resulted in higher ROA. The study suggests that in order to increase commercial banks' financial performance, bank management should improve digital banking.

Hossain (2021) looked at a study on how state-owned commercial banks in Bangladesh fared financially after adopting e-banking. This study looks at the connection between Bangladesh's state-owned commercial banks' financial performance and their use of e-banking. The panel data of the sample banks was analyzed using the pooled ordinary least square (OLS) estimate. The empirical results show that banks' profitability in terms of return on equity, return on assets, and net interest margin in the year of adoption is significantly impacted negatively by the adoption and implementation of e-banking. The outcome does, however, also demonstrate that e-banking significantly improves return on assets in the year after implementation.

Akhter (2022) conducted a study on Bangladeshi commercial bank customers to determine the elements that influence consumers' intentions to use online banking services. The modern internet banking system requires both e-business and e-commerce because of the expanding global economy. On the other hand, the success of the banking industry in this technology age is linked to encouraging bank customers to use online banking services. Therefore, the purpose of this study is to identify the variables that, in the Bangladeshi environment, influence commercial bank customers' intentions to use internet banking services. Based on previously published material, a survey questionnaire was created to determine the purpose of the study. In this study, the convenience sampling approach was employed. 250 bank customers were approached to request participation in the study in order to collect data. 180 responses, or 72% of the total, were obtained for the fully completed survey; the sample size was $n = 180$. SPSS version 23 was utilized for testing hypotheses and doing correlation analyses. The study's findings demonstrate the statistically significant influence of the following factors on the intention to use online banking services: perceived security risk (PSR), perceived usefulness (PU), perceived ease of use (PEU), social influence (SI), and consumer innovativeness (CI). It is determined that in order to increase bank users' desire to adopt and embrace general banking services through internet platforms in their online banking transactions, the bank management committee should make use of PU, PEU, SI, and CI. This report presents a number of important implications for the next research study and provides guidance for the bank management committee of a commercial bank.

Sambaombe (2022) looked at a study that used the TRA model to analyze the impact of internet banking on customer satisfaction in commercial banks, using the Stanbic main

branch as a case study (Doctoral dissertation, University of Zambia). Using Stanbic Bank as a case study, the objective of this study was to determine the impact of online banking on customer satisfaction in commercial banks using the TRA model. The cross-sectional study design was used in this investigation. The Stanbic Bank headquarters in the Lusaka district served as the study's location. Bank customers were the study's target audience. An estimated 196 people made up the study's sample size. In this study, stratified sample allocation was used to identify the kind of clients. A circular systematic random sampling method of selection was used to choose the respondents. To gather data, a closed-and open-ended questionnaire was employed. The association between consumer satisfaction with banking services and online banking was found using Kendall's tau-b correlation. To ascertain the impact of online banking on the outcome variable (consumer satisfaction), binary logistic regression was employed. A slight positive association was found via Kendall's tau-b correlation between customer satisfaction and online banking use. Customer satisfaction was negatively impacted by the interaction between gender and "being male," having less than a secondary education, negative behavioral beliefs, negative attitudes, negative behavioral intentions, and not using internet banking.

There was no significant correlation identified between the interaction of not using internet banking, being older than 36, having unfavorable normative attitudes, and having a bad customer perception and being unemployed. The results of using Kendall's tau-b correlation indicated a weakly positive association between customer satisfaction and using online banking. Moreover, connections between the following were discovered to be linked to customer dissatisfaction: gender of "being male," having completed secondary education or less, negative behavioral belief, negative attitude, negative behavioral intention, and not using internet banking. Consequently, in order to sustain or expand its clientele, the bank must take these factors into account in its strategic planning while striving to raise customer satisfaction. These results will help banks, customers of their services, and policymakers—both public and private—encourage financial inclusion.

Wuisan and Handra's (2022) study focused on leveraging digital advertising to optimize online marketing strategies. The expansion of the internet is changing how businesses operate, especially those in retail settings where electronic commerce is the primary means of transaction processing. The purpose of this study is to look into the finest methods for implementing internet advertising and piqueing consumers' interest in making a purchase.

This study also employed a descriptive survey approach with verification. The population of this study is Bandung-based Lazada users, with a sample size of 96 individuals. The findings show that customers' intentions to make purchases on the Lazada website are directly impacted by the use of online advertising. The community has been impacted by the information technology industry's rapid development in supporting a wide range of small and large company activities so they can be globally recognized. The most obvious effect is that, in addition to being recognized, it can boost profit and sales volume. One of the marketing channels with the most influence is digital marketing. In this instance, social media is being used in conjunction with digital marketing to boost sales. This is because, in the age of globalization, social media has a significant impact on e-commerce applications, and as a result, sales volume has increased significantly in comparison to traditional methods of selling. Digital marketing is widely regarded as the most efficient and successful kind of advertising, with the potential to greatly boost sales volume.

Meria et al. (2023) conducted study on application-based digital marketing tactics that increase consumer satisfaction. More sophisticated tools that can be employed as a medium in the development of customer-focused business operations are created as technology progresses. While a growing number of companies are moving from traditional to digital marketing, many of them are still struggling to put digital marketing concepts into practice. The significance of digital marketing in the current digital era and the ways in which technology advancements impact how companies engage with their clientele. Using digital marketing strategies in marketing campaigns is one method to integrate these technologies. This study aims to assess and investigate, using an application-based approach, how exposure to principles of digital marketing strategy can boost consumer satisfaction. This study employed a descriptive research design, gathering and evaluating data in an impartial and methodical manner. Theories and empirical results from earlier studies are examples of secondary research data that are gathered via literature reviews. According to the findings, a successful digital marketing plan consists of the following elements: a thorough grasp of the target market and its segmentation; selection of the appropriate marketing platform; creation of engaging and pertinent content; search engine optimization; and continual customer contact and interest. The discussion's conclusions lead to the conclusion that, in order to select the most effective digital marketing strategy, firms need analyze both internal and external factors. This is known as an application-based digital marketing strategy.

Nuseir et al. (2023) investigated the effects of digital marketing techniques on customer experience. This study aims to investigate modern digital marketing techniques and technologies and their function in different marketing domains or activities. In order to enhance customer experience tools, the study also looks into market segmentation in the digital age. The survey also ascertains which approach has been recommended as being most effective in improving the customer experience. The research methodology includes a Systematic Literature Review (SLR), which entails selecting the most important publications, extracting and synthesizing data, and evaluating the selected publications' quality.

Table 1

Summary of Empirical Review

Authors	Title	Objectives	Methodology	Findings
Meria (2023)	Increasing consumers with satisfaction application based digital marketing strategies.	The purpose of this research is to evaluate and explore how exposure to digital marketing strategy concepts can increase customer satisfaction using an application basis.	Descriptive research Design	According to the findings, a successful digital marketing plan consists of the following elements: a thorough grasp of the target market and its segmentation; selection of the appropriate marketing platform; creation of engaging and pertinent content; search engine optimization; and continual customer contact and interest.
Nuseir (2023)	Digital marketing strategies and the impact on customer experience: A	The aim of this study is to explore the contemporary digital marketing strategies and tools and the role played	Survey Method	Positive customer experiences lead to these people becoming social media influencers, which boosts productivity and revenue for the firm. The

	systematic review.	by these in various marketing activities or areas.		Internet is transforming brand, pricing, distribution, and promotion strategies, thus marketing managers who do not take advantage of this will be at a disadvantage in their firm marketing plan.
Akhter (2022)	Determining factors of intention to adopt internet banking services: A study on commercial bank users in Bangladesh.	The aim of this study is to determine the influencing factors of intention to adopt internet banking services of commercial bank users' in the Bangladeshi context.	survey questionnaire method	According to the study, in order to increase bank customers' willingness to accept and use general banking services via online platforms for their online banking transactions, the bank management committee should make use of PU, PEU, SI, and CI.
Kano (2022)	Implications of digital marketing strategy the competitive advantages of small businesses in Indonesia.	The purpose of this study is to find out the use of marketing strategies from several lower-middle businesses that have gone online and their implications for the competitive advantage of these lower-middle businesses.	Quantitative methods with causality analysis	It was discovered that 78% of the outcomes of product marketing using a digital approach were achieved, with the remaining 22% coming from other elements including capital, resource availability, and managerial expertise.

Lacarcel (2022)	Main uses of artificial intelligence in digital marketing strategies linked to tourism.	The main objective of this review is to identify the main uses of artificial intelligence in digital marketing strategies.	Questionnaire Method	Artificial intelligence has created new avenues for the tourism industry's digital marketing methods to flourish, providing numerous short-term opportunities.
Sambao mbe (2022)	An analysis of online banking on customer satisfaction in commercial banks based on the TRA model: a case study Stanbic (Doctoral dissertation, The University of Zambia)	The aim of this was to establish the influence of online banking on customer satisfaction in commercial banks based on the TRA model using Stanbic Bank as a case study	This study employed the cross-sectional study design.	According to the findings, there is a marginally favorable link between customer happiness and using online banking. Moreover, connections between the following were discovered to be linked to customer dissatisfaction: gender of "being male," having completed secondary education or less, negative behavioral belief, negative attitude, negative behavioral intention, and not using internet banking.
Wuisan and handra (2022)	Maximizing online marketing strategy with digital advertising.	This study's goal is to investigate the best practices for online advertising implementation and capturing consumer interest in purchasing.	Survey Method	The findings show that customers' intentions to make purchases on the Lazada website are directly impacted by the use of online advertising. The community has been impacted by the information technology industry's rapid development

					in supporting a wide range of small and large company activities so they can be globally recognized.
Hossain (2021)	Effects of e-banking adoption on the financial performance of state-owned commercial banks in Bangladesh.	This study examines the relationship between e-banking adoption and the financial performance of state-owned commercial banks in Bangladesh.	The pooled ordinary least square (OLS) estimate was applied		The outcome also demonstrates that, in the year after adoption, e-banking significantly improves return on assets.
Wadesan go (2020)	Impact of digital banking services on performance of commercial banks.	To investigate the effect of digital banking on financial performance of commercial banks in Zimbabwe.	Quantitative research methodology was adopted.		According to the study's findings, online banking transactions strongly and favorably predicted return on assets (ROA), and more online banking transactions resulted in higher ROA.
Vadivelu Tharanikaran (2017)	Service quality and customer satisfaction in the electronic banking	To assess the degree of service quality and customer satisfaction in the electronic banking context in Batticaloa district.	Questionnaire Method		The results of this study help practitioners, academics, and bank management create and implement strategies linked to consumer happiness and service quality in electronic banking.
Choudhury & Bharttach	The nexus between electronic	to examine the relation between electronic banking	The study was based on data		The outcome demonstrated that customer loyalty is strongly positively impacted

argee (2016)	banking channels and customer loyalty.	channels and customer loyalty	and	collected from sample of 400 salaried employees selected through the stratified random sampling method.	by	electronic delivery channels.	banking
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2.3.1 Review of Thesis

Pandey (2023) analyzed on Impact of online banking on the profitability of Nepalese commercial banks. This study looks at how online banking affects Nepalese commercial banks' profitability. The dependent variables are return on equity and return on assets. Similarly, credit cards, internet, mobile, QR code, ATM, and point-of-sale banking are the chosen independent variables. The main data source is utilized to evaluate consumers' perceptions of online banking services. 163 respondents provided main and secondary data for the study. A structured questionnaire is created in order to fulfill the study's objectives. To determine the significance and impact of internet banking on the profitability of Nepalese commercial banks, regression models and correlation coefficients are estimated. According to the study, online banking has a positive impact on return on equity and return on assets, meaning that higher returns on equity and return on assets would result from better internet banking services. The return on equity and return on assets are also positively impacted by ATM banking, suggesting that the higher the return on equity and return on assets, the better the ATM banking service.

Upadhyay (2022) examined on Impact of Relationship Marketing on Brand Loyalty with Reference to Nepalese Commercial Banks. The researcher works to investigate how Nepalese Commercial Banks' use of relationship marketing techniques influences their customers' brand loyalty. In addition to survey research design, both qualitative and

quantitative research are used. Self-administered questionnaires are employed, some of which are utilized to investigate how relationship marketing affects Nepalese commercial banks' ability to maintain brand loyalty. For the study, both primary and secondary data are employed. Following data analysis, Nabil Bank got the top spot. Because of their positive relationships and mutual trust, the majority of Chitwan customers are devoted to Nabil Banks. Relationship marketing actually has a significant effect on consumers' brand loyalty to commercial banks in China. Customers are completely devoted to Nabil Bank and Global IME Chitwan as a result of their great client relations and confidence in these banks.

Ghimire (2022) researched on digital banking adoption by customer of commercial banks in Nepal. The following specific goals served as the study's guidelines: analyzing the impact of perceived usefulness on digital banking adoption; assessing the impact of perceived ease of use on digital banking adoption; evaluating the impact of perceived credibility on digital banking adoption; and looking into the impact of convenience on digital banking adoption. For the aim of the study, 380 responses to an online questionnaire used to gather primary data were gathered. The study group consisted of both current and prospective users of digital banking services in Nepal, representing a wide range of varied groups. The findings indicate that customers' intentions to use digital banks are highly influenced by their perceptions of the ease of use, usefulness, reliability, and convenience.

Kandel (2022) examined on rebranding effect of Nepalese commercial banks on customer perception. This research studies the impact of rebranding strategies on customer perception. This study examines how rebranding tactics affect consumers' perceptions. The study's main focus is on revolutionary rebranding, which entails significant brand changes. The study's population consists of the new clients that the renamed commercial banks have recruited. There are 261 people in the survey's sample. The key data used in this study were gathered. Print versions of the questionnaires were provided. Purposive sampling is the method of sampling that has been used in this investigation. Descriptive and inferential statistics have been utilized to analyze the survey data that was gathered. For the purpose of descriptive analysis, the mean, standard deviation, minimum and maximum values have been determined. Correlation, regression, and the t-test have also been examined in relation to inferential statistics. The findings showed that perceived quality and product features had a favorable and significant link and impact on each other. Additionally, repositioning influences consumer perception favorably but not much. According to the report,

rebranding should only be carried out after giving considerable thought to how consumers feel about a company's goods and services. Rebranding initiatives can revitalize the company and provide a tactical instrument to foster a favorable customer perception.

Devkota (2021) investigated on factors influencing attitude toward online advertising in Kathmandu valley. The Kathmandu Valley's attitudes toward internet advertising are examined in this paper. In order to gather data, the study used a non-probability sampling technique and a descriptive cross-sectional research design. Data were gathered from 401 Kathmandu Valley internet shoppers. A structural equation model based on PLS was used to investigate the theories. Initially, the study looked at the relationship between positive aspects of the economy and attitudes toward internet advertising. The findings support the idea that positive aspects of the economy significantly impact people's attitudes about online advertising. The relationship between quality components and attitudes toward online advertising was also investigated in this article, and the results showed that attitudes toward online advertising in online platforms are significantly influenced by high-quality advertisement components. Results indicate that favorable aspects of online advertising and aspects of the industry that are beneficial to the economy have a big impact on people's perceptions of these kinds of ads.

Paudel (2020) examined on what determines customers' perception of banking communication? An empirical evidence from commercial banks of Nepal. This essay sheds light on the methods used by banking authorities to interact with clients and the efficiency of their instruments and strategies for bank growth. In the months of April through September of 2019, 373 clients with accounts at Nepali commercial banks were interviewed using a structured questionnaire technique. An Ordered Logit Regression Model and a Dummy Based Awareness Index were used to investigate how Nepalese clients perceived banking communications. The Ordered Logit demonstrates that giving customers time to resolve their problems and offering DEMAT facilities were found to have a significant link with banking communication awareness level. The Awareness Index indicates that customers are only marginally aware of banking communication. Thus, this study suggests that giving customers' problems enough time to be addressed and that using DEMAT tools raises awareness in banking communication. By removing obstacles to communication and focusing on client happiness, this study improves communication in the banking industry.

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 communication experiences of bankers working in commercial banks. The exploratory research design utilized in this study demonstrates the causal link between latent and observable variables. Using the purposive sample technique, the research creates a systematic questionnaire to interview 355 individuals. The outcome is derived from the Awareness Index and descriptive analysis.. According to the Employees Awareness Index, 12% of workers are not sufficiently informed about banking communication, followed by 46% of workers who are still somewhat aware and 37% of workers who are sufficiently aware.

Adhikari (2019) analyzed the effect of innovation and technology on productivity and profitability in Nepalese commercial banks. The impact of innovation and technology on the profitability and productivity of Nepalese commercial banks is investigated in this study. The dependent variables are profitability and productivity in banks. Mobile, e-payment, online, ATM, and point-of-sale banking are the independent variables. The respondents' thoughts about innovation and technology in Nepalese commercial banks are evaluated using the main data source. 160 respondents from 25 Nepali commercial banks made up the study's sample. A structured questionnaire is created in order to fulfill the study's objectives. To examine the impact of innovation and technology on productivity and profitability in Nepalese commercial banks, multiple regression models are estimated. The results of the study demonstrated the beneficial effects of online banking on bank profitability and productivity. It suggests that an increase in online banking raises bank profitability and productivity. In a similar vein, ATM servicing boosts bank profitability and productivity. It implies that increased bank productivity and profitability are a direct result of improved ATM service. Additionally, the outcome demonstrates that mobile banking improves bank profitability and productivity.

When it comes to transactions, e-banking which is the way of the future offers consumer's tremendous advantages via ATMs, mobile banking, online banking, and other electronic delivery methods. Examining the impact of electronic banking on Nepal's commercial banks' financial performance is the primary goal of this study. For the analysis, both primary and secondary data were employed. Primary data were gathered via questionnaires, and secondary data were gathered via banks' websites and annual reports. Analytical and

descriptive research methods were employed in this investigation. The findings were presented using multiple regression analysis, appropriate frequency tables, and a coefficient correlation to explain the link between the variables. The study's conclusion is that electronic channels, such as ATM cards and mobile banking, have a negligible and unfavorable effect on banks' profitability as measured by ROE and ROA. The only banking method that significantly and statistically improved bank profitability in terms of ROA and ROE was online banking. Major obstacles to the bank's development of its online services included customer ignorance, their degree of education, their familiarity with computers and the internet, electronic issues, security issues, issues with trust, and the nation's internet infrastructure.

Parajuli (2018) investigated how customer satisfaction in Nepalese private commercial banks was affected by the provision of electronic banking services. Examining the effect of e-banking service delivery on customer satisfaction in a private commercial bank in Nepal is the primary goal of the study. Seventy respondents who are happy with their banking services provided primary data for the study through the use of structured questionnaire procedures. A descriptive, informal comparative research design forms the basis of the study. The quantitative method was employed in this study to collect data for analysis. The replies to a mostly structured questionnaire survey were used as the basis for statistical analysis to test hypotheses. The self-administered questionnaire was used. Convenience sampling, or non-probabilistic sampling, was the method used for this investigation. In contrast to ATMs and online banking, customer happiness is regarded as a dependent variable. Services such as credit card, debit card, mobile banking, and electronic fund transfers are regarded as independent variables. SPSS was used to construct and analyze their correlation and regression.

2.4 Research Gap

This is the first study of its kind on the effects of electronic or digital banking; no other studies have looked at the topic in the context of Nepal. By examining and evaluating the impacts of e-banking as a delivery method on Nepal's financial sectors. Barber and Odean (2001) shows in order to promote effective and efficient banking operations, several challenges still need to be handled, notwithstanding banks' efforts to introduce e-banking services in Nepal. Odean (1998) and Brown and Reilly (2009) haven't given these e-

banking issues much thought, though. The goal of this study is to fill in the gaps in the literature and finish the previous research on electronic banking in Nepal.

The impact of e-banking on the financial performance of Nepali banks is not well understood, and many people are unaware that these same institutions also offer ease through e-banking (Dirir, 2022). This report also offers recommendations for improving the country's electronic banking services. Finding the factors that might affect customers' desire to use digital banking in Nepal is the goal of the study. The study examines significant factors that impact a user's decision to utilize digital banking services in Nepal.

Chapter III

Research Methodology

It goes into great detail about the approach the researcher used to carry out this investigation. It gives an explanation of the techniques used and the rationale behind their selection throughout the study's data collection phase. The study's research design comes first, then the population and sample, data collection methods, validity and reliability tests, data analysis, and software.

3.1 Research Design

The research design used for this study is descriptive and casual comparative. Descriptive design is used to explain the many parts of online banking services. In a similar vein, the link between the independent variable (e-banking services) and the dependent variable (consumer happiness) can be ascertained by casual design.

The impact of e-banking service delivery on customer satisfaction in the banking sector in Nepal is investigated using a more informal research approach. A descriptive study is conducted, according to Sekaran & Bougie (2013), in order to identify and characterize the qualities of value of interest. The study collected data using a quantitative approach in order to analyze it. The responses from the primarily structured questionnaire survey were used as the basis for statistical analysis to test the hypothesis.

3.2 Population and Sample

The population is made up of many components from which study samples are chosen (Rubin and Babbie 2016). The sample is a portion of the general population that has been chosen by the researcher to take part in the study. The whole population of Nepal is represented in this study by all 20 till November, 2023 of the country's commercial banks. The entire population is used to choose the sample.

Sampling is done with the intention of spending less money, time, and effort. A total of 250 banking customers participated in the study; only 188 of them were deemed valid to be included in the analysis. These clients were chosen using a straightforward sampling method. Convenience sampling, or non-probabilistic sampling, was the method used for

this investigation. Hands-on distribution of survey questions was done around the Kathmandu Valley to elicit answers from a range of responder groups. The participants in this study consented to participate in answering the questionnaire after being solicited as they entered the banking hall for business.

3.3 Sources of Data

Primary sources of data were used to collect and analyze the impact of e- banking services and customer satisfaction.

Primary Sources of data Collection

The major source of data for the research questions forms the basis of the study research. Primary data are first-hand observations made by the researcher in order to verify a hypothesis and subsequently serve as proof for claims made by the researcher. The researcher employed the questionnaire method to gather data in order to obtain primary data.

In addition to being informed of the purpose of the research and its primary goal, the respondents were asked to complete the questionnaire. This approach to data collection improved our knowledge of client satisfaction in Nepal's banking sector and e-banking services. The questionnaires were given out and collected at the respondent and researcher's convenience.

3.4 Data Collection Techniques

The process of obtaining information from specified respondents in order to address the research questions is known as data collection. The basic data formed the basis of this investigation. Observations, experiments, social surveys such as questionnaires and interviews are examples of primary data sources. The questionnaire method is employed in this study to collect data from participants.

3.5 Data Analysis

The frequency table was utilized, which provides an easy-to-read and interpret summary of each category's percentage. In addition to the descriptive analysis, the hypothesis was validated by correlation and regression analysis.

Descriptive Analysis

The respondents' demographic features, customer satisfaction, and e-banking services were all explained using descriptive statistics. The variables were described using calculated mean, standard deviation, frequencies, and percentages.

Correlation Analysis

The correlation coefficient was used to depict the association of e-banking services and customer satisfaction.

Regression Analysis

To examine the impact of e-banking services and customer satisfaction regression model was used. The model is specified as:

$$Y (\text{Customer Satisfaction}) = \beta_0 + \beta_1 (X_1) + \beta_2 (X_2) + \beta_3 (X_3) + \beta_4 (X_4) + \beta_5 (X_5) + \beta_6 (X_6) + e$$

$$Y (\text{Customer Satisfaction}) = \beta_0 + \beta_1 (\text{ATM}) + \beta_2 (\text{IB}) + \beta_3 (\text{MB}) + \beta_4 (\text{CC}) + \beta_5 (\text{DC}) + \beta_6 (\text{EF}) + e$$

Where,

Y=Customer Satisfaction

X₁, X₂, X₃, X₄ = ATM, IB, MB, CC, DC and EF

β₀ = Regression Constant

β₁, β₂, β₃, β₄, β₅... = Regression Coefficient of ATM, IB, MB, CC, DC and EF respectively

e = Error

3.6 Research Framework

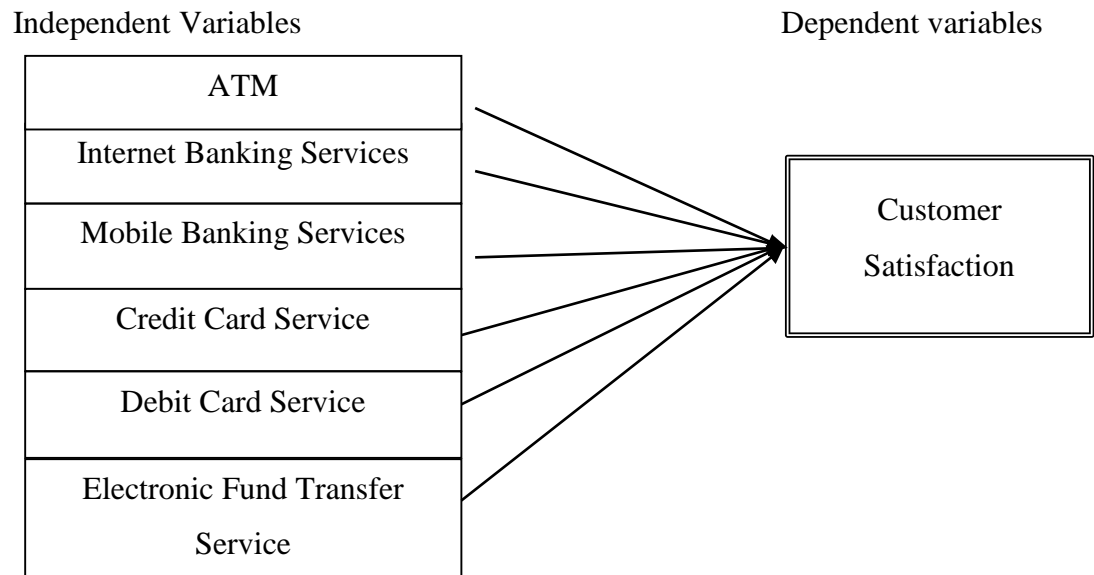


Figure 1

Research Framework

Source: Tharanikaran (2017)

Automated Teller Machine (ATM) Services

ATM exhibits a negative substantial impact on customer satisfaction but a favorably negligible relationship with it. In support of this is Madan and Singh (2019). Additionally, this runs counter to Dangol and Manandhar (2020) and Kartini and Nahda (2021) conclusions. The benefits of ATMs were covered by Sasidharan and Mathews (2008).

Internet Banking Services

Mittal (2019) found that overconfidence bias has a positive substantial impact on investing decisions. Given that Dirir (2022) supports the investment decision, it is probably not very important. While Nath (2003) supports that internet banking has negative insignificant impact on customer satisfaction.

Mobile Banking Services

Customer satisfaction are positively correlated with mobile banking. Similar to Dirir's (2022) findings, but unsupported by Ali et al. (2023). Furthermore, as Artif (2023) supports, mobile banking services has a negative significant impact on customer satisfaction. Furthermore, because customers can complete transactions whenever they want, mobile phones have increased the quality of services (Schierholz and Laukkanen 2014).

Debit Card Services

When a customer uses a debit card to make a transaction, money is taken straight out of their checking account. Dirir's (2022) findings says that using debit cards to make purchases straight from your savings eliminates the need to carry cash or paper checks. Additionally, this runs counter to Gupta's (2017) and Madan's (2019) conclusions. One of the services that has been studied the most is the debit card services.

Credit Card Services

A credit card is a small, rectangular piece of metal or plastic that is given out by a financial institution and allows its users to borrow money to pay for products and services. Credit card users are required to repay the amount borrowed, plus interest, and any other costs that were agreed upon. Credit card services has a detrimental effect on customer satisfaction, as Chhapra (2018) has shown. Similarly, Madan (2019) supports the customer satisfaction, which is positively insignificant but consistent with Narahari's (2021) findings.

Chapter IV

Results and Discussion

4.1 Demographic Study of Respondents

4.1.1 Profile of Respondents

Table 2

Demographics characteristics of respondents

Respondent Character	No. of Responses	Percentage
Gender		
Male	101	53.72
Female	87	46.28
Total	188	100.00
Age		
Under 25	70	37.23
26-35	88	46.81
36-45	18	9.57
46-55	8	4.26
Over 55	4	2.13
Total	188	100.00
Present Position		
Manager	35	18.62
Officer	39	20.74
Worker	84	44.68
Other	30	15.96
Total	188	100.00
Earning Per Month		
Up to Rs.25000	67	35.64
Rs.25001- Rs.50000	63	33.51
Rs.50001- Rs.75000	36	19.15
Above Rs.75000	22	11.70
Total	188	100.00

Source: Self-Opinion

Out of 188 respondents, (53.72 percent) were males while the rest (46.28 percent) were females. The number of male respondents were 101 and the number of female respondents were 87. The majority of the respondents, i.e. (46.81 percent), were between 26 to 35 years of age, followed by respondents under the age of 25 (37.23 percent), 36 to 45 years (9.57 percent), 46 to 55 years (4.26 percent), and over 55 years (2.13 percent).

In terms of job position or designation, the majority of the respondents, i.e. (44.68 percent) belonged to the worker position, followed by Officers who were (20.74 percent), Managers were (18.62 percent), and people working in the other designation other than the stated one were (15.96 percent) and majority of the respondents has a per month income of under

Rs.25000 (35.64 percent) followed by per month income between Rs.25,001 to Rs50,000 (33.51 percent), per month income between Rs.50,001 to Rs.75,000 (19.15 percent) and per month income of more than Rs.75,000 (11.70 percent).

4.1.2 Banking Industry Experiences of Respondents

The following table gives the break-up of respondents on the basis of their banking industry experience.

Table 3

Banking experience-wise distribution of respondents

Banking Experience	No. of Respondents	Percentage (%)
Up to 5 Years	31	16.49
5 Years to 10 Years	56	29.79
10 Years to 15 Years	57	30.32
15 Years to 20 Years	30	15.96
Above 20 Years	14	7.45
Total	188	100.00

Source: Primary data

From the table 3, it can be understood that 31 respondents constituting 16.49% of the total sample size of 188 have up to 5 years banking experience, 56 respondents making up for 29.79% of the total 188 have banking experience between 5 to 10 years, 57 respondents representing 30.32% of the total sample have banking experience between 10 to 15 years, 30 respondents representing 15.96% of the total sample have banking experience between 15 to 20 years. Further, it can be inferred that 14 respondents constituting 7.45% of the total 188 respondents have banking experience above 20 years.

4.2 Descriptive Statistics

Brief informational coefficients known as descriptive statistics are used to provide an overview of a specific data collection, which may be a sample or a representative of the full population. Measurements of central tendency and measurements of variability (spread) are the two categories into which descriptive statistics fall. The standard deviation, variance,

minimum and maximum variables are measures of variability, whereas the mean, median, and mode are measures of central tendency.

Customer Satisfaction

Customer satisfaction, or CSAT, gauges how well a business meets customer expectations with its products, services, and overall customer experience. It shows how well your products or services are accepted by clients, which is a useful indicator of the state of your business.

Table 4

Descriptive Statistics of Customer Satisfaction

Statement	Mean	Std. Deviation
CS1	2.3989	.78447
CS2	2.5372	.95553
CS3	2.5532	.86051
CS4	2.5160	.92196
Overall Mean and SD	2.501	0.881

Source: SPSS Output

Table 4 shows the descriptive statistics of customer satisfaction. There are five statements are used to measure the variables. Each of respondents submitted their responses in the five point Likert scale. The overall mean of customer satisfaction is 2.501 and standard deviation is 0.881.

Automated Teller Machine (ATM)

Thanks to automated teller machines (ATMs), which are electronic telecommunications devices, customers of financial institutions can conduct financial transactions, such as cash withdrawals, deposits, funds transfers, balance inquiries, and account information inquiries, at any time and without having to speak with bank employees directly.

Table 5

Descriptive Statistics of ATM

Statement	Mean	Std. Deviation
A1	2.3191	.88617
A2	2.2926	.77013
A3	2.8511	.98608
A4	1.8830	.89391
Overall Mean and SD	2.336	0.884

Source: SPSS Output

Table 5 shows the descriptive statistics of ATM services. There are five statements are used to measure the variables. Each of respondents submitted their responses in the five point Likert scale. The overall mean of ATM services is 2.336 and standard deviation is 0.884.

Internet Banking Services

Customers of banks and other financial organizations can use internet banking, also known as online banking, e-banking, or virtual banking, to carry out a range of financial operations via the financial institution's website.

Table 6

Descriptive Statistics of Internet Banking Services

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

Source: SPSS Output

Table 6 shows the descriptive statistics of internet banking services. There are five statements are used to measure the variables. Each of respondents submitted their responses in the five point Likert scale. The overall mean of internet banking services is 3.207 and standard deviation is 1.182.

Mobile Banking

Wireless applications and short message services (SMS) technology allow access to mobile banking. There are numerous advantages to mobile banking. For example, the issue of not being able to access physical branches has been resolved as a result of these useful and affordable services.

Table 7

Descriptive Statistics of Mobile Banking

Statement	Mean	Std. Deviation
M1	2.5160	.93349
M2	2.5160	.91614
M3	2.3777	.83438
M4	2.4255	.83364
M5	2.2872	.72573
Overall Mean and SD	2.424	0.848

Source: SPSS Output

Table 7 shows the descriptive statistics of mobile banking services. There are five statements are used to measure the variables. Each of respondents submitted their responses

in the five point Likert scale. The overall mean of mobile banking services is 2.424 and standard deviation is 0.848.

Credit Card Services

A credit card is a small, rectangular piece of metal or plastic that is given out by a financial institution and allows its users to borrow money to pay for products and services. Credit card users are required to repay the amount borrowed, plus interest, and any other costs that were agreed upon.

Table 8

Descriptive Statistics of Credit Card Services

Statement	Mean	Std. Deviation
C1	2.0691	.73164
C2	2.3830	.82871
C3	2.4840	.86201
Overall Mean and SD	2.312	0.807

Source: SPSS Output

Table 8 shows the descriptive statistics of credit card services. There are five statements are used to measure the variables. Each of respondents submitted their responses in the five point Likert scale. The overall mean of credit card services is 2.312 and standard deviation is 0.807.

Debit Card Services

When a customer uses a debit card to make a transaction, money is taken straight out of their checking account. Using debit cards to make purchases straight from your savings eliminates the need to carry cash or paper checks. Furthermore, when issued by well-known payment processors like Visa or Master Card, debit cards—also known as "check cards"—offer many of the same consumer protections as credit cards in addition to the convenience of the former.

Table 9

Descriptive Statistics of Debit Card Services

Statement	Mean	Std. Deviation
D1	2.3670	.76583
D2	2.5957	.89943
D3	2.3777	.78142
Overall Mean and SD	2.447	0.815

Source: SPSS Output

Table 9 shows the descriptive statistics of debit card services. There are five statements are used to measure the variables. Each of respondents submitted their responses in the five point Likert scale. The overall mean of debit card services is 2.447 and standard deviation is 0.815.

Electronic Fund Transfer Services

The point-of-sale (POS) terminal, an electronic device used for credit and debit card transactions at retail venues including shops, restaurants, and hotels, is one of the most common ways to offer new banking services. Customers can use their credit or debit cards to conduct financial transactions around-the-clock thanks to it.

Table 10

Descriptive Statistics of Electronic Fund Transfer Services

Statement	Mean	Std. Deviation
E1	2.9415	1.38818
E2	3.0585	1.30478
E3	2.7872	1.31931
Overall Mean and SD	2.929	1.337

Source: SPSS Output

Table 10 shows the descriptive statistics of electronic fund transfer services. There are five statements are used to measure the variables. Each of respondents submitted their responses in the five point Likert scale. The overall mean of electronic fund transfer services is 2.927 and standard deviation is 1.337.

Table 11

Descriptive Statistics of Factors of Customer Satisfaction

Statement	Mean	Std. Deviation
AV	2.3364	.58058
IV	2.5013	.59098
MV	2.4245	.64289
CV	2.3118	.59870
DV	2.4463	.68925
EV	2.8626	.64814
CSV	3.2081	.51574
Overall Mean and SD	2.584	0.609

Source: SPSS Output

Table 11 shows descriptive statistics of factors of customer satisfaction. There are five statements are used to measure the variables. Each of respondents submitted their responses in the five point Likert scale. The overall mean of customer satisfaction factor is 2.584,

which is greater than 2, with standard deviation 0.609. This shows good organizational performance in context of customer satisfaction.

4.2.1 Relationship between factors of Satisfaction

The effectiveness of customer satisfaction was found out from the respondents through the usage of a single sample t-test. Six variables in total a debit card, credit card, Internet banking, mobile banking, and electronic fund transfers were taken into consideration as the primary determinants of the efficacy of customer satisfaction in this study.

Table 12

Correlation between effectiveness of Characteristics and Literacy

Variables	ATM	IB	MB	CC	DC	EF	CS
ATM	1						
Internet Banking	.402**	1					
P-Value	.000						
Mobile Banking	.250**	.446**	1				
P-Value	.001	.000					
Credit Card	.272**	.345**	.505**	1			
P-Value	.000	.000	.000				
Debit Card	.421**	.497**	.453**	.560**	1		
P-Value	.000	.000	.000	.000			
Electronic Fund	.375**	.658**	.373**	.371**	.535**	1	
P-Value	.000	.000	.000	.000	.000		
Satisfaction	.274**	.420**	.805**	.527**	.393**	.356**	1
P-Value	.000	.000	.000	.000	.000	.000	

Source: SPSS Output

The effective character is significantly correlated with the satisfaction. Different factors have shown the significant correlation. At first, the ATM has positive significant relation with coefficient 0.402. The relationship of the internet banking and customer satisfaction are insignificant with negative coefficient ($r = -0.021$). Also, it was found to be strongly positively correlated with significant at 1% level of significance followed by that with mobile banking and customer satisfaction ($r = 0.446$, $p\text{-value} = 0.000$). Similarly, credit card and debit card shows positively correlated significant relation with satisfaction

4.2.2 Regression Analysis

The impact of ATM, Mobile Banking, Internet banking, debit card, credit card, electronic fund transfer on customer satisfaction are analyzed in this section.

Table 13

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487a	.238	.212	.51527

a. Predictors: (Constant), IV, AV, EV, MV, CV, DV

Table 14

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: CSV

b. Predictors: (Constant), IV, AV, EV, MV, CV, DV

Table 15

Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	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: SPSS Output

The multiple correlation coefficient ($R = 0.601$; $R\text{-square} = 0.361$) shows that 36.10% of the variation in customer satisfaction is explained by six variables viz. ATM, Mobile Banking, Internet banking, debit card, credit card, electronic fund transfer. The ANOVA for regression model shows that ($F = 17.041$; $p\text{-value} = 0.000$). So, there is linear relationship between also significant of ATM, mobile banking and debit card with customer satisfaction at 5% level of significance.

4.3 Discussions

The first purpose of this study was to analyze the present situation of commercial banks under E-Banking of Nepalese commercial banks. The finding of this study shows descriptive statistics of customer satisfaction. This findings shows overall standard deviation of credit card services is low compare to others which is similar to the findings of Akhter (2022) and Meria et al. (2023) but contradict to the findings of Vadivelu Tharanikaran (2017). The reason for such findings was because customers of the various banks viewed credit card services as a mean of avoiding long queues at the banking hall and a solution to driving through the numerous traffic of the city just to move to a commercial.

The second objective of the study was to examine the relationship of ATM, Mobile Banking, Internet banking, debit card, credit card and electronic fund transfer and customer satisfaction of Nepalese Commercial Bank. ATM has positive significant relation while the relationship of the internet banking and customer satisfaction are insignificant with negative coefficient. This study is similar to the findings of Hossain (2021) and Wuisan and handra (2022). Also, it was found to be strongly positively correlated with significant at 1% level of significance followed by that with mobile banking and customer satisfaction. Similarly, credit card and debit card shows positively correlated significant relation with satisfaction. Additionally, the finding of this study support the findings of Choudhury & Bharttachargee (2016) but against with the findings of Wadesango (2020).

Lastly the third objective is to assess the impact of ATM, Mobile Banking, Internet banking, debit card, credit card and electronic fund transfer on customer satisfaction of Nepalese commercial banks. ATM has positive significant impact with customer satisfaction and this findings is related to the findings of Nuseir et al. (2023) while Sambaombe (2022) didn't support this findings. Also, Debit card services is positively significant with customer satisfaction but internet banking is positively insignificant with customer satisfaction which shows similar with the findings of Choudhury & Bharttachargee (2016). Likewise, credit card and electronic fund was found to be positively insignificant with customer satisfaction. Moreover, mobile banking is negatively insignificant with customer satisfaction followed by the findings of Wadesango (2020).

Furthering the discussion, the regression result of this study showed the variation in customer satisfaction is explained by six variables viz. ATM, Mobile Banking, Internet banking, debit card, credit card and electronic fund transfer. The ANOVA for regression model shows that there is linear relationship between also significant of ATM, mobile banking and debit card with customer satisfaction.

Chapter V

Summary and Conclusion

This chapter includes the concluding summary of the whole thesis. The key findings based on the study objectively have been elaborated in this chapter. The further research conclusion and implications have also been included in this chapter.

5.1 Summary

The concept of job happiness is intricate and multidimensional, and it can have diverse meanings for individuals. Motivation and job satisfaction are typically associated, however the exact nature of this relationship is unclear. Motivation and satisfaction are two different things. Rather than being a product, customer happiness is more of an attitude. This study's primary goals are to determine the effects of independent variables—such as ATMs, Internet banking, mobile banking, credit card, debit card, and electronic fund transfer services—on customer satisfaction, as well as to investigate the relationship between the independent and dependent variables and understand the composition of those satisfaction variables. The research employs descriptive statistics, specifically regression analysis and correlation. Correlation analysis and regression analysis are analyzed through SPSS version 23 to know the relation and effect of independent variable to dependent variables.

The study has used casual and descriptive research design. The population of the study was all employees of Airlines industry. Simple random and judgmental purposive sampling method was used to select the sample Airlines industry and conventional sampling method was used to select the respondents. The sample size was 188 respondents. Quantitative data were collected from employees.

To collect the information the researcher used the well-structured questionnaire. The questionnaire divided into seven segments. The first segment was related to demographic information of the respondents. The second segment was designed to measure work life balance on Airlines services variables. And last segment designed to collect the suggestion for improvement of work life balance. To measuring customer's experience and satisfaction the five point Likert scale was used.

During the survey work, questionnaire were distributed through the researcher himself and requests the respondents to manage proper time for the fill up the questionnaire. Data analysis was done using SPSS software version 23. The frequency, percentage were used to describe the nature of data. Mean and standard deviation were used to measure the experience of employees on Airlines service variables. And regression analysis was used to the describe relationship between independent variables and work life balance. The hypotheses were tested through the ANOVA results.

To collect the information the researcher used the well-structured questionnaire. The questionnaire divided into seven segments. The first segment was related to demographic information of the respondents. The second segment was related to interpersonal services of the financial institution. The third segment of questionnaire was related to ATM services of the financial institution. The fourth segment was related to mobile banking services of the financial institution. The fifth segment was related to complaint handling/problem-solving services of the financial institution. The sixth segment was designed to measure work life balance on banking services variables. And last segment designed to collect the suggestion for improvement of work life balance. To measuring customer's experience and satisfaction the five point Likert scale was used.

During the survey work, questionnaire were distributed through the researcher himself and requests the respondents to manage proper time for the fill up the questionnaire. Data analysis was done using SPSS software version 23. The frequency, percentage were used to describe the nature of data. Mean and standard deviation were used to measure the experience of employees on banking service variables. And regression analysis was used to the describe relationship between independent variables and work life balance. The hypotheses were tested through the ANOVA results. Finally, this study succeeded to find the impact of banking services on level of work life balance. The main theme of the thesis is satisfaction of the financial institutions employees towards quality of banking services. It can be seen that all banking service variables have positive impact on work life balance.

5.2 Conclusion

The study investigated the practices of e-banking services delivery in banking industry. Along with that, the study had also analyzed the impact of electronic banking services

delivery on customer satisfaction in Nepalese private commercial bank. Based on the result of the descriptive analysis study it can be concluded that the majority of current-banking users are between the age of 31 up to 40, gender wise the female are the dominant users, occupationally salaried and students are the majority users and educational level diploma and above diploma holders are the majority users and the banks do not keep full record of their customer profile in standardized way for easy reference. There is a relationship between demographic characteristics and customer satisfaction in e-banking than ordinary banking. Specifically, the study inferred that ATM, internet banking services, mobile banking services, credit card services, debit card services and electronic fund transfer services were insignificant with customer satisfaction. Further, the findings deduced that CCS has the lowest variation of 0.807 and ATM has highest variation of 0.848. This shows that banking institutions in Nepal have been providing credit card services more than other services. In a nutshell, e-banking services has impact in improving customer satisfaction, impact in reducing waiting time for customers to get bank services and impact in improving customers to control their account movements.

Furthermore, it can be inferred that while employees of financial institutions in Kathmandu are moderately satisfied with ATM services and the handling of complaints and problem-solving procedures provided by the institutions, they are satisfied with interpersonal services and mobile banking services. Additionally, getting a debit or ATM card is a major source of dissatisfaction for staff of financial institutions in Kathmandu. There is a mild suggestion made to the staff to enhance the quality of banking services offered by Kathmandu's financial institutions. Employees also recommend raising the standard of ATM services to include more necessities..

5.3 Implications

The findings of the study contribute to bankers, customers, academicians and researchers in similar field. The findings indicated that ATM, internet banking, mobile banking, credit card, debit card and electronic fund transfer services had statistically insignificant impact on customer satisfaction.

Electronic banking services have become one of the mainstream banking strategies globally. In spite of it numerous advantages there have some challenges which hinder it

optimum usage both to the public and the bank themselves. The complexities associated with e-banking patronage are so large that a single study could not discover all. In view of the above, the researcher recommends that funds be made available for the study to be replicated in the other banks since the findings of the current study indicated that there are varied challenges as well as advantages with electronic banking services.

Bankers should identify which consumers with whose demographic features are more sensitive to the satisfaction of e-banking services, and banks should endeavor to increase the number of users from all aspects, including gender, age, educational status, and vocation. The expansion of e-banking services is necessary to minimize client visits to bank halls and to obtain a financial advantage over opening bank halls, as the annual rental cost of opening a bank hall is now significantly higher than that of purchasing an ATM. Instead of just giving out cards, banks should arrange official trainings for their consumers to raise their understanding of e-banking and make sure they are aware that there are fees associated with using these services. The banks should exceed the promise of providing 24\7 rather than under delivering 24\7 availability that is the banks should ensure that at no time should services cease as a result of network problem, power failure and other technical problems. Should increase the effort to keep customers satisfaction above the current level and should conduct survey to measure customer” satisfaction empirically.

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