CUSTOMER SATISFACTION WITH E-SERVICES QUALITY IN NEPALESE COMMERCIAL BANKS

A Dissertation submitted to the Office of the Dean, Faculty of Management in partial fulfillment of requirement for the Master's Degree

By:

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Certification of Authorship

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled "**Customer Satisfaction with E-Services Quality in Nepalese Commercial Banks**". The work of this dissertation has not been submitted previously for the purpose of conferral of any degree nor has it been proposed and presented as part of requirements for any other academic purposes.

The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

Ms. Binita Dhungana has defended research proposal entitled **"Customer Satisfaction with E-Services Quality in Nepalese Commercial Banks" s**uccessfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Assoc. Prof. Suman Kamal Parajuli Submit the thesis for evaluation and viva-voce examination.

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APPROVAL SHEET

We, the undersigned, have examined the thesis entitled **"Customer Satisfaction with E-Services Quality in Nepalese Commercial Banks"** Presented by . Binita Dhungana Candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

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Binita Dhungana

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Abbreviations

AD : Annon Domini

ANOVA:Analysis of Variances

ASS : Assurance

e : Error Terms

EMP : Empathy

F-Value :Fishers Value

IR : Customers' Satisfaction

MB : Mobile Banking

P-Value :Probability Value

r : Coefficient of correlation

R2 : Correlation Coefficient

REA : Reliability

RESP : Responsiveness

ROE : Return on Equity

Rs. : Rupees

S.D. : Standard deviation

S.N. : Serial Number

SERVQUAL : Service Quality

TAN : Tangibles

Abstract

he study titled “Customer Satisfaction with E-Services Quality in Nepalese Commercial Banks” aims to analyze the impact of mobile banking service quality on customer satisfaction. Utilizing a descriptive and causal-comparative research design, the study examines the relationship between five independent variables (tangibility, reliability, responsiveness, assurance, and empathy) and the dependent variable (customer satisfaction). A sample of 415 mobile banking users was surveyed using a structured questionnaire distributed both electronically and in-person. Descriptive and inferential statistical tools, including Cronbach's alpha, were employed to analyze the data using SPSS and MS-Excel. The findings reveal that tangibility, responsiveness, and assurance positively influence customer satisfaction, while reliability has a negative effect, and empathy does not significantly impact satisfaction.

Keywords: *Mobile Banking, Customer Satisfaction, SERVQUAL Model, Service Quality, Regression Analysis*

CHAPTER-I
INTRODUCTION

1.1 Background of the Study

Mobile banking has evolved from internet banking, offering services such as SMS banking, mobile customer applications, and direct access to online banking, which provide a comprehensive range of banking operations with the benefit of immediate accessibility and reduced reliance on internet access (Laukanen, 2010). The advancement of mobile telecommunications technology has extended mobile phone availability even to remote areas. Affordable prepaid tariffs and inexpensive phones from China have significantly contributed to the spread of mobile technology in developing countries like Nigeria. Consequently, the number of mobile phone users has greatly surpassed the number of people with bank accounts worldwide (Tobbin, 2021).

One device that has transformed how people and businesses interact is the mobile cellular phone. Initially used for voice and short message services, mobile phones have evolved significantly, increasing convenience and reducing communication costs. Unlike fixed phones, mobile phones provide real-time information, enabling many new e-commerce applications. Businesses have capitalized on mobile phones' convenience, introducing numerous services that have been well received in the market. According to Hung (2020), widespread access to mobile phones and the potential to develop real-time, measurable marketing outcomes is a boon for businesses. Recent technological advancements have heightened bank customers' expectations for exceptional services to keep pace with current technological trends.

Contemporary studies on mobile banking acknowledge that efficient bank service delivery is driven by factors such as mobile SMS alerts, mobile funds transfer, and mobile financial inquiries. Mobile services are more attractive than current online services due to their service ubiquity, a unique characteristic of the mobile environment (Tojib & Tsarenko, 2012). In Iran, essential services provided in mobile banking systems include balance inquiries, recent transactions inquiries, draft approval, check status

inquiries, card blocking, prepaid recharge purchases, installment payments, bill payments, message archives, various account information retrieval, shopping capabilities, hotel expenses payment, and stock market status inquiries.

The banking industry has recognized the importance of customer-centered philosophies and is adopting quality management approaches to manage their businesses. Many scholars and service marketers have explored consumers' cognitive and affective responses to service attributes to effectively meet consumer needs. Consumer satisfaction is considered a primary construct in service marketing, leading to consumer loyalty or re-patronization of a product or service (Ravichandran et al., 2010). Service quality and customer satisfaction are critical concepts for companies aiming to grow and maintain a competitive edge. Delivering high service quality is key to sustainable competitive advantage in modern competitive environments. Satisfied customers tend to repeat purchases, exhibit brand loyalty, and spread positive word of mouth. Numerous models have been developed to measure service quality across various businesses, highlighting its relation to customer satisfaction. Consequently, service quality has become a major area of interest for practitioners, managers, and researchers due to its impact on customer satisfaction, loyalty, and company profitability (Zekiri, 2011).

1.2 Problem Statement

The decision by bank management to enhance service delivery through mobile banking has presented challenges, including limited knowledge of service quality and efficient service delivery. Mobile banking is relatively new, with limited research on the subject. As mobile banking serves both lower and upper pyramid customers, it can improve customer reach (Reeves & Sabharwal, 2020). With increasing competition in the financial sector, customers have shifted from having a single active bank account to multiple active accounts (Kuada, 2021). Mobile banking is more secure, faster, and easier to set up compared to opening a physical branch. Understanding the effects of mobile banking on service delivery will help banks implement new technology effectively, improving service provision, customer reach, retention, and financial performance.

Bank service delivery is relatively understudied, with previous research focusing on other electronic banking services like internet banking and mobile banking. Most studies in this area use theoretical models and frameworks developed to study mobile banking customer adoption and satisfaction in Western contexts, which may not be suitable for studying bank service delivery in emerging markets. Following the launch of Global Systems for Mobile (GSM) service in Nigeria in 2001, some banks have introduced mobile banking services that allow customers to perform simple transactions via SMS technology. These transactions include account balance inquiries, bill payments, and mobile fund transfers, secured by PIN codes and passcodes. Improving the service quality of mobile banking can enhance customer satisfaction and retain valued customers, supporting findings from previous research.

Ravichandran et al. (2010) examined the influence of service quality on customer satisfaction in the banking industry, noting a relationship between customer satisfaction in online banking services and factors such as tangibility, reliability, responsiveness, and empathy. Kumbhar (2011) identified responsiveness, assurance, empathy, and ease of use as factors affecting customer satisfaction in mobile banking. Additionally, Bamdad and Rafiei (2009) found that the overall customer satisfaction level with mobile banking services is average, with a preference for mobile banking over visiting a bank.

i) What is the level of customer understanding of mobile banking services?
ii) Is there a relationship between the factors influencing mobile banking and customer satisfaction?
iii) What factors influence the use of mobile banking?

1.3 Objectives of the Study

The primary objective of this study is to explore and examine customer satisfaction with the mobile banking services provided by commercial banks in Nepal. To achieve this, the study aims to:

1. To assess the level of customer understanding of mobile banking services.
2. To analyze the relationship between factors influencing mobile banking and customer satisfaction.
3. To examine the factors influencing the use of mobile banking.

1.4 Hypotheses

The study proposes the following hypotheses:

H1: Tangibility has a significant relationship with customer satisfaction.

H2: Reliability has a significant relationship with customer satisfaction.

H3: Responsiveness has a significant relationship with customer satisfaction.

H4: Assurance has a significant relationship with customer satisfaction.

H5: Empathy has a significant relationship with customer satisfaction.

1.5 Rationale of the Study

The study on customer satisfaction with e-services in Nepalese commercial banks holds significant value for several reasons.

Firstly, this study helps Nepalese banks to comprehensively understand how mobile banking impacts customer satisfaction compared to traditional brick-and-mortar banking systems. By examining the factors that contribute to customer satisfaction, banks can tailor their services to meet the evolving needs of their customers, enhancing the overall banking experience.

Secondly, the study provides valuable insights into customers' attitudes towards mobile banking. Understanding these attitudes allows banks to identify both the benefits and challenges associated with mobile banking. By addressing these factors, banks can better leverage the opportunities presented by mobile banking while mitigating potential issues that could hinder customer satisfaction.

Thirdly, the findings from this study offer actionable insights for banks to improve their mobile banking services. By knowing what customers value and expect, banks can implement strategies that enhance service quality, reliability, and overall user experience. This proactive approach helps banks stay competitive in the rapidly changing financial landscape.

Additionally, this study serves as a foundational reference for other researchers interested in exploring customer satisfaction with e-services in the banking sector. It provides a basis for further research in this field, enabling scholars to build upon the findings and contribute to a deeper understanding of mobile banking and customer satisfaction.

Furthermore, as mobile banking is still in its infancy in Nepal, this study alerts bankers to potential future challenges. By identifying these challenges early on, banks can develop strategies to address them proactively, ensuring a smoother transition to digital banking services and maintaining high levels of customer satisfaction.

Moreover, in the competitive banking industry, delivering high-quality e-services can be a key differentiator. This study underscores the importance of service quality in achieving customer satisfaction and loyalty. Banks that prioritize and invest in improving their e-services can gain a competitive edge, attracting and retaining more customers.

In addition, the findings of this study can inform policymakers and practitioners about the current state of mobile banking in Nepal. By understanding the factors that influence customer satisfaction, policymakers can create supportive regulations that foster the growth of mobile banking. Practitioners can implement best practices that align with customer expectations, leading to better service delivery.

Lastly, this research has educational value for bankers, managers, and professionals in the financial sector. It provides them with a detailed understanding of the dynamics of mobile banking and its impact on customer satisfaction. This knowledge can be used to train staff, develop customer-centric policies, and improve overall service quality..

1.6 Limitations of the Study

The study has the following limitations:

Firstly, the data analysis is based on a sample size of only 415 respondents. This limited sample size may not fully capture the diversity of opinions and experiences of all mobile banking users in Nepal.

Secondly, the reliability of the data is highly dependent on the accuracy of respondents' responses. There is a possibility of bias or inaccuracies in self-reported data, which could affect the validity of the study's findings.

Thirdly, limited statistical tools have been employed to attain the findings of the study. The use of more advanced statistical techniques could provide deeper insights and a more robust analysis of the data.

Fourthly, the findings of this study may not be applicable to an international context. The study focuses specifically on the Nepalese banking sector, and the results may not generalize to other countries with different banking environments and customer behaviors.

Lastly, the population of the study covers only Nepalese commercial banks, not other financial institutions. Thus, the results may not be applicable to other financial institutions such as microfinance institutions, cooperatives, or international banks operating in Nepal. The specific characteristics and services of commercial banks may differ from those of other financial entities, limiting the broader applicability of the findings.

CHAPTER-II
LITERATURE REVIEW

Review of literature have vital relevance with any research. Review of literature means reviewing research study of another relevant proposition in related topic. So, that all the past study, their conclusion and deficiency may be known and further research be conducted.

This part of study highlights the available literature related to this research which makes base of knowledge for study.

2.1 Conceptual Review

The advent of mobile banking has revolutionized the financial sector by providing customers with a convenient and accessible way to conduct banking transactions. Mobile banking, as an extension of electronic banking, has bridged the gap between traditional banking services and the evolving technological landscape. This transformation has enabled customers to perform a wide range of banking operations, such as fund transfers, bill payments, and account inquiries, using their mobile devices. The increasing penetration of mobile phones, even in remote areas, has significantly contributed to the widespread adoption of mobile banking services. Khodawindi (2015) asserted that mobile fund transfer involves the transfer of funds between banks or accounts, the deposit or withdrawal of funds, or the payment of bills. This term extends to the broader realm of electronic commerce and refers to the use of a mobile device to purchase items, whether physical or electronic.

The development and adoption of mobile banking have been driven by advancements in mobile telecommunications technology and the availability of affordable mobile devices. This has led to a surge in mobile phone users globally, surpassing the number of people with traditional bank accounts. As a result, banks have recognized the need to innovate and provide mobile banking services to meet the demands of their tech-savvy customers.

Research on mobile banking highlights the importance of efficient service delivery in achieving customer satisfaction. Efficient service delivery is characterized by service

accessibility, service quality, and effectiveness. Mobile banking enhances service accessibility by providing customers with easy and immediate access to banking services through mobile applications and SMS alerts. Service quality in mobile banking is determined by the value addition and accuracy of services, which can be improved through the integration of advanced internet and web-enabled applications. Effectiveness, on the other hand, focuses on delivering timely and cost-effective services that meet customer needs. Adekanye (2017) elaborated that mobile fund transfer enables banks to assist their customers in transferring funds from one place to another using several mediums. Banks can transfer funds using banker's drafts, which are in-house cheques drawn by a bank on itself and made payable to someone else, either at the same branch or a different branch of the same bank. A bank draft can also be issued by one bank on its account with another bank. Funds can be transferred using traveller's cheques, which are bank cheques issued by the bank to its customer in various currencies and denominations to facilitate basic purchases upon reaching their destination. Typically, such cheques are accepted by corresponding banks in foreign countries. Additionally, funds can be transferred via mail transfer.

Schindler (2020) argued that bank service delivery is one of the most critical tools for success in any business. He emphasized that the level of customer service determines customer loyalty and their likelihood of repeat purchases. One way organizations can enhance efficient service delivery is through reliable mobile banking services.

Previous studies have emphasized the significance of service quality and customer satisfaction in the banking industry. Service quality is a key determinant of customer loyalty and repeat business. Satisfied customers are more likely to continue using a bank's services, recommend the bank to others, and provide positive word-of-mouth feedback. Therefore, banks that prioritize and invest in improving their mobile banking services can gain a competitive advantage and achieve higher levels of customer satisfaction.

According to Hanks (2021), efficient bank service delivery can be measured using four basic attributes. The first attribute is service accessibility, which can be enhanced through the use of information and communications technology such as mobile applications, mobile SMS alerts, and customer flow management technology. The second measure is service quality, determined by the value addition and accuracy of the services provided. Quality service can be improved through the integration and enhancement of internet and web-enabled applications. The third measure is effectiveness, focusing on the cost involved in delivering timely and useful bank services. Customers prioritize accessing timely bank services as and when they need them.

Hanks (2021) also asserted that customer service experience involves the measurement and improvement of five main areas. The first area is identifying the product or service the customer seeks to buy or access from the bank. Banks need to enhance and improve their products to meet customer needs. The second area is the person or team (bank staff) involved in providing the service. The third area is the process used to deliver the service, which is crucial for ensuring better bank service delivery. The fourth area is the mobile banking atmosphere and location of the service, which is important to customers regarding bank service delivery. The last area relates to the confidence and reassurance felt by customers whenever they access bank services.

Customer satisfaction in mobile banking is influenced by various factors, including the reliability of the services, ease of use, and customer experience. Understanding these factors is crucial for banks to develop strategies that enhance service quality and customer satisfaction. The customer service experience encompasses several aspects, such as the quality of interaction with bank staff, the efficiency of service delivery processes, and the overall atmosphere and location of the mobile banking service.

Despite the numerous benefits of mobile banking, the adoption of this technology is not without challenges. Banks must address issues related to security, privacy, and the reliability of mobile banking services to build customer trust and confidence. Moreover,

as mobile banking is still in its early stages in many developing countries, including Nepal, there is a need for further research to understand the unique challenges and opportunities in these markets.

2.2 Theoretical Review

Customer satisfaction is a critical component of business success, particularly in the banking industry, where competition is intense, and service differentiation is challenging. The theoretical underpinnings of customer satisfaction with e-services in Nepalese commercial banks can be examined through various models and theories that provide insights into how customers perceive and evaluate electronic banking services. This review explores key models and theories relevant to customer satisfaction in the context of e-services.

2.2.1 SERVQUAL Model

The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry (1988), is one of the most widely used frameworks for measuring service quality and its impact on customer satisfaction. The model identifies five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy.

Tangibility: Physical aspects such as the appearance of facilities, equipment, and personnel.
Reliability: The ability to perform the promised service dependably and accurately.
Responsiveness: The willingness to help customers and provide prompt service.
Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence.
Empathy: The provision of caring, individualized attention to customers.

In the context of e-services in Nepalese commercial banks, these dimensions can be adapted to evaluate the quality of mobile and internet banking services. Research by Kumbhar (2011) has shown that these dimensions significantly affect customer satisfaction in mobile banking.

2.2.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis (1989), explains how users come to accept and use a technology. The model suggests that two primary factors influence users' decisions:

Perceived Usefulness (PU): The degree to which a person believes that using a particular system would enhance their job performance.
Perceived Ease of Use (PEOU): The degree to which a person believes that using a particular system would be free from effort.

TAM has been widely applied in the context of e-services, including mobile banking. The model posits that if customers perceive mobile banking to be useful and easy to use, they are more likely to adopt it and be satisfied with the service. Studies by Pikkarainen et al. (2004) and Amin (2007) have confirmed the applicability of TAM in understanding customer satisfaction with e-banking services.

2.2.3 Expectation-Confirmation Theory (ECT)

Expectation-Confirmation Theory (ECT), developed by Oliver (1980), is used to study consumer satisfaction and post-purchase behavior. The theory posits that customer satisfaction is determined by the discrepancy between initial expectations and perceived performance.

Expectations: Pre-consumption beliefs about the performance of a product or service.
Perceived Performance: The actual experience with the product or service.
Confirmation/Disconfirmation: The extent to which perceived performance matches expectations.

In the context of e-services in Nepalese commercial banks, ECT can be used to understand how customer expectations of mobile banking services compare with their actual experiences. If the perceived performance meets or exceeds expectations, customers are likely to be satisfied.

2.2.4 DeLone and McLean Information Systems Success Model

The DeLone and McLean Information Systems (IS) Success Model, proposed by DeLone and McLean (1992), is a comprehensive framework for measuring the success of information systems. The model includes six dimensions:

System Quality: The performance of the information system.
Information Quality: The quality of information the system provides.
Service Quality: The quality of support that system users receive.
Use: The degree and manner in which the system is used.
User Satisfaction: The overall user satisfaction with the system.
Net Benefits: The overall impact of the system on users and the organization.
In the context of e-services, particularly mobile banking, this model can help assess the success of mobile banking applications based on system quality, information quality, and service quality, which in turn influence user satisfaction and the net benefits realized by the bank.

2.2.5 Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT), proposed by Venkatesh et al. (2003), integrates elements from various models including TAM and TPB. UTAUT identifies four key constructs that influence user acceptance of technology:

Performance Expectancy: The degree to which an individual believes that using the system will help achieve gains in job performance.
Effort Expectancy: The degree of ease associated with the use of the system.
Social Influence: The degree to which an individual perceives that important others believe they should use the new system.
Facilitating Conditions: The degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system.
UTAUT can be applied to study the adoption and satisfaction of mobile banking services in Nepalese commercial banks by assessing these constructs.

2.3. Empirical Review

Adio (2021) conducted a survey with 50 bank management staff, selecting 44 as the sample size. The study used regression analysis on interval data and found that mobile SMS alerts, mobile financial inquiries, and mobile funds transfers all had a significant positive effect on bank service delivery, each with a p-value of 0.000. The study concluded that these features greatly enhance service delivery and recommended that banks should not only encourage the use of mobile banking but also educate customers on its operation to avoid issues related to poor implementation.

Moudud-Ul-Huq (2021) examined the impact of innovation and mobile banking on customer satisfaction. Using a model proposed through literature review and data from 269 respondents, the study employed Partial Least Squares (PLS) Structural Equation Modeling (SEM). The findings indicated a significant relationship between innovation and mobile banking, with innovation positively affecting customer satisfaction. This highlights the role of technological advancements in enhancing mobile banking services and customer satisfaction

Kahandawa and Wijayanayake (2014) explored the impact of mobile banking on customer satisfaction and its potential to contribute to national development by enhancing financial services. Their research emphasized the importance of understanding the characteristics of mobile banking services and how banks can cultivate strong customer relationships through these services. Key variables identified in their study included the perceived usefulness of mobile banking, ease of use, relative advantages, perception of risk, and alignment with users' lifestyles and current needs. By employing a questionnaire to gather primary data, the researchers tested hypotheses regarding these variables' influence on customer satisfaction. The study concluded that customer satisfaction with mobile banking services is significantly impacted by these factors, indicating that banks need to focus on these areas to improve their service offerings and customer relations.

Hossain and Hossain (2015) conducted a comprehensive analysis of how various factors affect customer satisfaction and loyalty in the mobile banking sector of Bangladesh. Their

study was divided into two main phases. The first phase examined the relationship between service quality and customer satisfaction, while the second phase investigated how customer loyalty is influenced by service quality, switching costs, and trust. Using correlation and regression analysis with a sample of 250 mobile banking users, the researchers tested hypotheses related to service reliability, responsiveness, trust, and demographic factors. Their findings revealed that service quality positively affects customer satisfaction, though its impact on customer loyalty was less pronounced. The study suggested that banks should focus on increasing switching costs and fostering trust to enhance customer loyalty, emphasizing that while service quality is crucial, its direct effect on customer loyalty is limited.

Sahib and Zapan (2014) investigated the dimensions of perceived service quality in mobile banking and their impact on customer satisfaction in Bangladesh. Utilizing a comprehensive questionnaire and confirmatory factor analysis, they identified several key dimensions: reliability and responsiveness, assurance and security, convenience of location, and efficiency and ease of use. Their regression analysis revealed that overall service quality significantly influences customer satisfaction. Specifically, reliability and responsiveness, efficiency, and convenience were positively associated with satisfaction, while reliability and efficiency were linked to customer retention. Despite the study's limitations, these findings provide valuable insights and a foundation for future research in mobile banking service quality.

Rahman et al. (2017) explored how SERVQUAL dimensions affect customer satisfaction in the mobile banking sector of Bangladesh. They employed a model with five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Through a survey of 166 customers from Dhaka city, analyzed using descriptive statistics, Pearson correlation, and multiple regressions, they found that tangibles, reliability, responsiveness, and empathy significantly positively impact customer satisfaction. Conversely, assurance did not show a significant relationship with satisfaction. These

results suggest that banks should emphasize tangible aspects, reliability, responsiveness, and empathy to enhance customer satisfaction with mobile banking services.

Hammoud et al. (2018) examined the influence of different dimensions of mobile banking service quality on customer satisfaction. The study, based on survey data, concluded that reliability, assurance, ease of use, responsiveness, communication, and empathy all significantly affect customer satisfaction. This research highlights that a multifaceted approach to service quality, encompassing these dimensions, is essential for improving customer satisfaction in mobile banking.

Al-otaibi et al. (2018) provided a comparative analysis of mobile banking user satisfaction between the United Kingdom and Saudi Arabia. The study, which included over 100 online questionnaires from users in both countries, found that system quality significantly affects customer satisfaction in the UK but not in Saudi Arabia. Both information quality and interface design quality were found to significantly impact satisfaction in both countries. The results indicated higher overall satisfaction with mobile banking in the UK compared to Saudi Arabia, suggesting differences in user experiences and expectations between developed and developing countries.

Suariedewi and Suprapti (2020) investigated the impact of mobile service quality on electronic trust, electronic satisfaction, and electronic loyalty among mobile banking users in Indonesia. Their study, which included 120 respondents using mobile banking applications such as M-BCA, Mandiri Online, and BRI Mobile, utilized SEM-PLS analysis with Smart PLS version 3.0. The findings revealed that mobile service quality positively affects e-trust, which in turn positively impacts e-satisfaction and e-loyalty. The study underscores the importance of high mobile service quality in fostering trust and satisfaction, which are crucial for building customer loyalty in mobile banking. This research provides theoretical implications for enhancing mobile banking services and offers practical advice for banks to focus on service quality to build trust and loyalty among users.

Navavongsathian et al. (2020) examined factors influencing mobile banking service acceptance in Thailand. Through a quantitative research methodology involving 400 mobile banking users, the study developed a research model that aligns with empirical data. The findings emphasize the need for commercial banks to understand the acceptance behavior of mobile banking users to tailor marketing strategies and gain a competitive edge. This study contributes to the theoretical understanding of mobile banking acceptance and provides actionable insights for banks to improve their service offerings and market positioning.

De Leon et al. (2020) focused on the post-adoption and service quality assessment of mobile banking applications. Analyzing data from 200 mobile banking users using Structural Equation Modelling (SEM) with AMOS, the study highlighted that Self-Service Technology (SSTQUAL) dimensions significantly impact perceived value and customer satisfaction. The research identified seven quality dimensions, emphasizing the importance of these factors in enhancing customer experience and satisfaction. This study offers valuable insights for banks and mobile application providers to refine their strategies and improve service quality, thereby boosting customer satisfaction and perceived value.

Khatoon et al. (2020) explored the relationship between electronic (E)-banking service quality dimensions and customer purchasing intentions, with customer satisfaction acting as a mediator. Data collected from 235 employees and customers in Qatar revealed that dimensions such as reliability, assurance, responsiveness, communication, and empathy significantly impact customer purchasing intentions. The study also confirmed that customer satisfaction mediates the relationship between service quality and purchasing intentions. This research highlights the critical role of customer satisfaction in enhancing the impact of service quality on customer behavior, offering implications for both academicians and practitioners in the field of e-banking.

Garzaro et al. (2020) investigated the influence of interactivity and social presence on customer engagement with banking brands. The study, which surveyed 390 users of banking websites and mobile banking apps, employed Structural Equation Modeling (SEM) with PLS-MGA group method to analyze the data. The results revealed that both interactivity and social presence positively affect brand engagement, which in turn enhances brand experience, customer satisfaction, and loyalty. Notably, brand experience was found to fully mediate the relationship between brand engagement and customer satisfaction. The study highlighted that the impact of social presence on engagement was more pronounced for banking websites compared to mobile apps. These findings underscore the importance of interactive elements and social presence in digital banking channels to foster stronger customer engagement and satisfaction. The research suggests that while these dynamics hold across various digital platforms, cultural and technological contexts may influence the outcomes. This study contributes to the understanding of how digital service channels and interactive features affect customer experiences and loyalty in banking.

Geebren et al. (2021) explored the application of the Unified Theory of Acceptance and Use of Technology (UTAUT) to measure e-banking technology from the customer’s perspective. The study involved 834 respondents and used SEM-PLS for data analysis. The results indicated that performance expectancy, effort expectancy, social influence, and facilitating conditions significantly impact behavioral intention and usage of mobile banking. The study suggests that enhancing these factors can boost customers' intentions to use and their actual use of mobile banking services. This research highlights the critical role of technology acceptance factors in promoting e-banking adoption and usage, particularly in government banks in Jakarta. The findings offer valuable insights for banks aiming to improve their e-banking services and gain a competitive edge through better customer engagement and technology acceptance.

These studies collectively provide a nuanced understanding of factors influencing customer satisfaction with mobile banking services. Garzaro et al. (2020) emphasize the

importance of digital engagement features and their impact on satisfaction and loyalty, while Geebren et al. (2021) focus on the role of technology acceptance factors in driving e-banking usage. Together, they underscore the significance of both interactive elements and technological acceptance in shaping customer experiences and satisfaction in the digital banking landscape.

Khan et al. (2021) explored the relationship between service quality and customer satisfaction in the context of mobile banking in Bangladesh, a rapidly growing market for mobile banking services. Using a structured survey and partial least squares structural equation modeling (PLS-SEM) with a sample of 240 respondents, the study examined how various dimensions of service quality—namely, tangibility, reliability, responsiveness, assurance, and empathy—affect customer satisfaction. The findings revealed that all dimensions had a positive and significant impact on satisfaction, with responsiveness having the most substantial effect (b = 0.3165) and tangibility the least (b = 0.0770). The study underscores the importance of focusing on responsiveness and reliability to enhance customer satisfaction. This research provides valuable insights for mobile banking providers to refine their service quality and develop strategies to improve customer satisfaction in Bangladesh.

Boujaddaine and Taqu (2021) extended the exploration of customer satisfaction in mobile banking by incorporating the service recommendation factor into their model. Their study validated most hypotheses except for the direct relationship between perceived quality and customer satisfaction, which was found to be mediated by perceived value. The research highlighted that service quality and perceived value significantly impact customer satisfaction and loyalty. The study suggests that improving service quality—through aspects such as convenience, ease of transactions, and comprehensive support—enhances perceived value, which in turn affects customer satisfaction. The findings align with the American Customer Satisfaction Index (ACSI) model and offer practical recommendations for banks to enhance their mobile banking services based on customer expectations and perceived value.

Bhatt (2021) investigated various factors affecting customer satisfaction in mobile banking, including ease of use, perceived responsiveness, bank image, security, perceived risk, performance benefits, social influence, and hedonic motivation. Utilizing a sample of 251 mobile banking users and employing structural equation modeling, the study examined both direct and indirect effects of these factors. The results confirmed significant direct effects of all examined factors on customer satisfaction and highlighted the mediating role of trust and performance expectancy, as well as the moderating effect of innovation. This research contributes to understanding the intricate relationships between different factors influencing mobile banking satisfaction and provides insights for banks and service providers to improve their strategies and enhance customer experiences. However, the study's limitation includes its focus on mobile banking users in major cities of Gujarat, which may not fully represent the broader population.

These studies collectively enhance the understanding of factors influencing customer satisfaction with mobile banking services. Khan et al. (2021) emphasize the importance of service quality dimensions, Boujaddaine and Taqu (2021) highlight the role of perceived value and service quality, while Bhatt (2021) offers a comprehensive model integrating multiple influencing factors. Together, they provide a robust theoretical framework for analyzing and improving customer satisfaction in the mobile banking sector.

Esmaeili et al. (2021) investigated factors affecting customer loyalty in mobile banking within Tehran, Iran. The study utilized Structural Equation Modeling (SEM) with LISREL 8.8 to analyze data from 411 respondents. The research identified that relative advantages, satisfaction, and trust significantly impact customer loyalty, while usability had no significant effect. Perceived risk was found to negatively impact loyalty. This study emphasizes the importance of enhancing perceived benefits and trust to foster customer loyalty in mobile banking.

Naruetharadhol (2021) explored the factors influencing continuous use of mobile banking among Thai users, focusing on Self-Service Technologies (SST) and the Technology

Acceptance Model (TAM). Data collected from 688 respondents using SPSS and AMOS revealed positive relationships among SST service qualities, user perception, and intention to continue using mobile banking. The study highlights key characteristics of SST in mobile banking and provides recommendations for improving mobile banking services based on user perceptions.

Jahan and Shahria (2021) targeted young customers in Bangladesh to understand their perceptions of mobile banking. Through a survey of 300 young users and analysis using PLS-SEM, the study found that expense, responsiveness, and relative advantage significantly influence satisfaction, while security and convenience did not. The study highlighted a strong relationship between satisfaction and loyalty, suggesting that banks should focus on factors that enhance customer satisfaction to improve loyalty.

Febrian et al. (2021) examined the impact of benefits offered and customer experience on the reuse of mobile banking services, with customer satisfaction and trust as mediators. Data from 280 respondents were analyzed using SEM with LISREL. The study found that benefits and customer experience significantly impact satisfaction, which in turn affects trust and reuse intention. The study recommends enhancing Islamic features, collaborating with fintech, and improving network quality to boost customer satisfaction and trust.

Table 2.1.

Summary of Empirical Review

Author (Year)	Objectives	Methodology	Findings
Sahib and Zapan (2014)	To explore perceived service quality dimensions and their impact on customer satisfaction and retention in mobile banking.	Self-administered questionnaire survey, Confirmatory Factor Analysis, Regression Analysis	Reliability and responsiveness, efficiency and convenience positively influence satisfaction; reliability and efficiency impact retention.
Rahman et al. (2017)	To investigate how SERVQUAL dimensions	Questionnaire survey of 166 customers,	Tangibles, reliability, responsiveness, and empathy positively related

	influence customer satisfaction in mobile banking.	Descriptive Statistics, Pearson Correlation, Multiple Regression	to satisfaction; assurance had no significant relationship.
Hammoud et al. (2018)	To examine the relationship between mobile banking service quality dimensions and customer satisfaction.	Survey, Structural Equation Modeling (SEM)	Reliability, assurance, ease of use, responsiveness, and empathy significantly impact customer satisfaction.
Al-otaibi et al. (2018)	To assess user satisfaction with mobile banking in the UK and Saudi Arabia and compare between the two countries.	Online questionnaires, Data Analysis	System quality affects satisfaction in the UK but not in Saudi Arabia; information quality and interface design quality affect satisfaction in both countries.
Suariedewi and Suprapti (2020)	To explain the effect of mobile service quality on e-trust, e-satisfaction, and e-loyalty.	Questionnaire survey of 120 users, SEM-PLS	Mobile service quality positively affects e-trust, e-satisfaction, and e-loyalty.
Navavongsathian et al. (2020)	To investigate causal factors affecting mobile banking services acceptance in Thailand.	Quantitative research, Non-probability sampling of 400 users, SEM	Findings suggest understanding acceptance behavior can help in strategy development for mobile banking services.
De Leon et al. (2020)	To assess if Self-Service Technology (SST) service quality dimensions influence perceived value and customer satisfaction.	Data from 200 users, Structural Equation Modeling (SEM)	Service quality significantly influences perceived value and customer satisfaction.
Khatoon et al. (2020)	To investigate the relationship between e-banking service quality dimensions and customer purchasing intentions with customer satisfaction as a mediator.	Questionnaire survey of 235 employees and customers, Correlation Analysis, Regression Analysis	Reliability, assurance, responsiveness, communication, and empathy significantly impact purchasing intentions; satisfaction mediates the relationship.

Garzaro et al. (2020)	To verify the effects of interactivity and social presence on engagement, brand experience, satisfaction, and loyalty.	Survey of 390 users, Structural Equation Modeling (SEM), PLS-MGA	Interactivity and social presence positively affect brand engagement and satisfaction; social presence has a greater effect on engagement in banking websites compared to mobile apps.
Geebren et al. (2021)	To measure technology acceptance of e-banking and its impact on behavior intention and use behavior.	Data from 834 users, SEM-PLS	Expectancy performance enhancement, Effort Expectancy, Social Influence, and Security Facilitating significantly impact behavior intention and use.
Khan et al. (2021)	To understand the association between service quality and customer satisfaction in mobile banking in Bangladesh.	Structured survey, Partial Least Squares Structural Equation Modeling (PLS-SEM)	All service quality constructs (tangibility, reliability, responsiveness, assurance, empathy) positively impact customer satisfaction; responsiveness has the strongest impact.
Boujaddaine and Taqu (2021)	To analyze the effect of perceived quality, value, and service recommendations on customer satisfaction and loyalty.	Model validation through survey	Perceived quality and value impact satisfaction and loyalty; service recommendations also play a role.
Bhatt (2021)	To examine the effects of various factors on mobile banking adoption, with mediators and moderators.	Structured questionnaire, Multiple Regression, Path Analysis	Factors like ease of use, perceived security, and performance benefits significantly affect mobile banking adoption; trust and performance expectancy are significant mediators.
Esmaeili et al. (2021)	To investigate factors affecting customer loyalty in mobile banking, focusing on perceived risk, relative advantages, and usability.	Data from 411 users, SEM	Relative advantages, satisfaction, and trust have a significant impact on loyalty; perceived risk negatively affects loyalty.
Naruethara	To identify factors	Data from 688	Positive relationships

dhol (2021)	affecting the continuous use of mobile banking and analyze SST dimensions.	users, SPSS, AMOS, Structural Equation Modeling	among SST service qualities, perception, and intention to use mobile banking.
Jahan and Shahria (2021)	To identify factors influencing young customers' satisfaction and retention in mobile banking.	Questionnaire survey of 279 respondents, PLS-SEM	Expense, responsiveness, and relative advantage significantly influence satisfaction; security and convenience do not directly impact loyalty.
Febrian et al. (2021)	To analyze the effect of benefits and customer experience on mobile banking re-use through satisfaction and trust as mediators.	Data from 280 respondents, SEM	Benefits and customer experience impact satisfaction; satisfaction affects trust and re-use intention.
Adio (2021)	To evaluate the impact of mobile banking features on service delivery.	Survey of 44 bank staff, Regression Analysis	Mobile SMS alerts, financial inquiries, and funds transfers positively impact service delivery.
Moudud-Ul-Huq (2021)	To explore the effect of innovation in mobile banking on customer satisfaction.	Data from 269 respondents, PLS-SEM	Innovation significantly affects mobile banking and customer satisfaction.
Tariq and Sattar (2022)	To assess the impact of mobile banking service quality dimensions on customer retention and loyalty.	Survey of 350 users, SEM	Service quality dimensions such as reliability, responsiveness, and convenience positively impact customer retention and loyalty.
Ahmed and Nasir (2022)	To investigate the role of perceived value and trust in enhancing customer satisfaction in mobile banking.	Data from 400 respondents, Structural Equation Modeling (SEM)	Perceived value and trust significantly enhance customer satisfaction; trust acts as a mediator between perceived value and satisfaction.
Ravi et al. (2023)	To explore the relationship between mobile banking adoption factors and customer satisfaction in emerging markets.	Data from 500 users, PLS-SEM	Factors such as perceived ease of use, perceived usefulness, and security positively affect customer satisfaction with mobile banking.

Singh and Arora (2023)	To examine the effects of digital literacy and customer support on mobile banking satisfaction and usage.	Survey of 300 users, SEM	Digital literacy and effective customer support significantly enhance mobile banking satisfaction and usage.
Patel and Sharma (2024)	To evaluate the impact of advanced mobile banking features on customer experience and loyalty.	Data from 450 respondents, PLS-SEM	Advanced features like personalized services and seamless integration significantly improve customer experience and loyalty in mobile banking.
Lee and Chen (2024)	To analyze the influence of regulatory policies on mobile banking service quality and customer satisfaction.	Survey of 350 users, Regression Analysis	Regulatory policies significantly affect service quality and customer satisfaction, with a positive impact on trust and perceived security

2.4. Research Gap

The existing literature on mobile banking reveals several key research gaps that present opportunities for further exploration. One prominent gap is the need for longitudinal studies that track changes in mobile banking adoption and user behavior over time. Most current studies provide a snapshot view of user experiences and service quality, but they lack insights into how these factors evolve. Long-term studies could shed light on the effects of technological advancements and service improvements on user satisfaction and behavior, offering a more comprehensive understanding of mobile banking dynamics.

Another significant gap is the limited cross-cultural research comparing mobile banking service quality and user satisfaction across different countries or regions. The majority of studies focus on specific geographic areas, leaving a gap in understanding how cultural differences impact user expectations and experiences. Cross-cultural studies could provide valuable insights into how varying cultural contexts influence mobile banking adoption, service quality perceptions, and overall user satisfaction.

The impact of emerging technologies on mobile banking services also remains underexplored. While some studies touch on technological advancements, there is a need

for more focused research on how innovations such as artificial intelligence (AI), blockchain, and fintech solutions affect mobile banking service quality and user experience. Investigating these technologies' integration into mobile banking platforms could reveal their effects on customer satisfaction, trust, and loyalty.

Consumer segmentation and personalization represent another area ripe for research. Current studies often overlook how different consumer segments—based on factors like age, income level, and tech-savviness—respond to mobile banking services. Research exploring how tailored banking experiences influence satisfaction and loyalty could help banks develop more effective strategies for meeting diverse customer needs.

Additionally, there is limited understanding of factors influencing post-adoption behavior and customer retention in mobile banking. Most research focuses on initial adoption, with less emphasis on what drives continued usage and loyalty. Examining factors such as customer support, service updates, and ongoing engagement strategies could provide insights into how to maintain user satisfaction and retention over the long term.

The impact of regulatory changes on mobile banking services also warrants further investigation. Current research does not sufficiently address how regulatory environments affect service quality and implementation. Exploring how different regulatory frameworks influence mobile banking services could help banks navigate compliance requirements while improving customer satisfaction.

Moreover, the integration of mobile banking with other financial services is an area that needs more attention. There is a lack of research on how well mobile banking platforms integrate with services like insurance and investment offerings. Studies that explore the benefits of a unified financial services platform could reveal how such integration impacts user experience and satisfaction.

Finally, user perceptions of security and privacy in mobile banking are critical yet under-researched. Security concerns significantly influence trust and satisfaction, but there is limited research on how these perceptions affect user behavior. Investigating the effectiveness of security features and privacy policies in enhancing user trust could offer

strategies for improving mobile banking security and communicating these measures to users.

Addressing these research gaps can contribute to a deeper understanding of mobile banking and inform strategies for enhancing service quality, customer satisfaction, and overall user experience.

CHAPTER-III
RESEARCH METHODOLOGY

This chapter outlines the research methodology, detailing the research design, population and sample, data types, and analysis methods. The methodology provides a systematic approach for planning and executing the research work.

3.1 Research Design

This study employs both descriptive and causal-comparative research designs. The descriptive design facilitates an in-depth exploration of the relationships between the independent variables (i.e., tangibility, reliability, responsiveness, assurance, and empathy) and the dependent variable (i.e., customer satisfaction). The causal-comparative design aims to establish cause-and-effect relationships between these variables. The descriptive research design helps in identifying and understanding the key factors influencing customer satisfaction, while the causal-comparative design examines how these factors impact the dependent variable.

3.2 Population, Sample and Sampling Design

The target population for this study includes customers of mobile banking services at 14 commercial banks operating in Kathmandu. The total sample size for the study is 415. Due to limitations in accessing a complete list of mobile banking customers, a non-probability convenience sampling method was used. Consequently, the study sampled 200 mobile banking customers from within the Kathmandu Valley. This approach was chosen to ensure that the sample accurately represents the population of interest despite access constraints.

3.3 Instruments of Data Collection

Data were collected using a structured questionnaire designed for this study. The questionnaire included closed-ended questions, allowing for efficient data collection and ease of analysis. Most questions used a unipolar five-point Likert scale ranging from 1

(strongly dissatisfied) to 5 (strongly satisfied), facilitating straightforward and unbiased responses.

The structured questionnaire was chosen for its practicality and efficiency, especially for large samples. It was tested for reliability using Cronbach's alpha to ensure consistency. Data processing was conducted using SPSS version 25.0 and Microsoft Excel.

Primary data were collected through a self-designed, structured questionnaire, with an electronic survey method employed for distribution. Respondents received a survey link via email or other online platforms, which allowed for a convenient and cost-effective data collection process. The questionnaire included multiple-choice questions with single responses and Likert scale questions to capture various aspects of customer satisfaction and related variables.

The use of a structured questionnaire and electronic survey methods provided a comprehensive and efficient approach to gathering and analyzing data from mobile banking customers.

3.4 Types and Source of Data

The study utilizes primary data, gathered through a structured survey. The questionnaire was distributed both electronically and via personal visits. Responses were collected primarily through a personal network, ensuring a comprehensive dataset from mobile banking customers.

The collected data were analyzed using mathematical tools, and results were presented in tables for clarity. Conclusions were drawn based on this analysis, and recommendations were made accordingly. Both primary and secondary data were employed in this study. Primary data were collected through the survey method, while secondary data, which includes previously published information, supported the research context and provided additional insights.

3.5 Tools for Analysis

Data analysis involved several steps and tools. Collected data were tabulated, and key statistical measures such as percentages, means, and standard deviations were calculated. Reliability of the data was assessed using Cronbach's alpha, ensuring the internal consistency of the survey instrument.

For further analysis, regression analysis was performed on the primary data. Statistical tools used in the analysis included frequencies, descriptive statistics, and significance tests such as t-tests, F-tests, and adjusted R^2. These methods helped in evaluating the relationships between variables and testing hypotheses.

3.5.1 Statistical Analysis

Statistical analysis involves using quantitative methods to analyze data and draw conclusions. This study employs both descriptive and inferential statistical tools to process and interpret the data collected.

Descriptive statistics help summarize and present data in a meaningful way. They simplify large datasets to reveal basic features and characteristics of the sample. The following descriptive statistics are used:

Mean: The arithmetic average of a set of observations, calculated by dividing the sum of all observations by the number of observations.

Standard Deviation: A measure of the amount of variation or dispersion in a set of values. It is calculated as the square root of the average of the squared deviations from the mean. This metric provides insight into the spread of data points around the mean.

Frequency and percentage are used to describe respondent profiles, such as gender, age, income, and occupation, with tables providing a clear overview of these demographics.

Inferential statistics are used to make generalizations or test hypotheses about a population based on sample data. This study employs parametric tests, specifically correlation and regression analyses.

Correlation Analysis: This technique measures the strength and direction of the relationship between two variables. Pearson's correlation coefficient is used in this study to assess how tangibility, reliability, responsiveness, assurance, and empathy relate to customer satisfaction. A positive correlation indicates that as one variable increases, the other also increases, while a negative correlation indicates an inverse relationship.

Regression Analysis: This method estimates the impact of independent variables on a dependent variable. In this study, linear and multiple regressions are used to analyze how the independent variables (tangibility, reliability, responsiveness, assurance, and empathy) affect customer satisfaction. The regression model is expressed as:

$$CS = \alpha + \beta\,1\text{TAN} + \beta\,2\text{REL} + \beta\,3\text{RES} + \beta\,4\text{ASS} + \beta\,5\text{EMP} + et$$

Where:

CS = Customer Satisfaction

α = Constant term

β = Coefficients of the variables

TAN = Tangibility

REL = Reliability

RES = Responsiveness

ASS = Assurance

EMP = Empathy

et = Error term

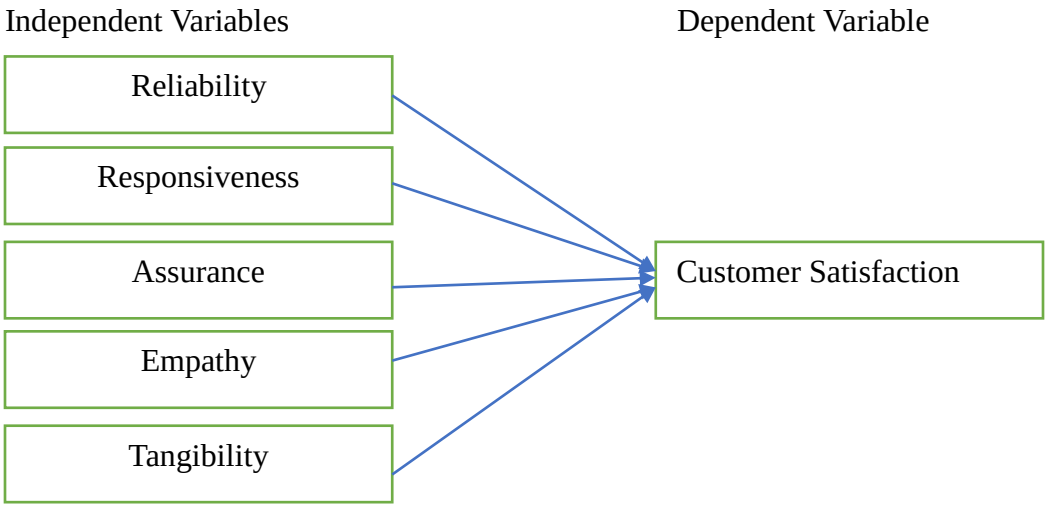
3.6 Conceptual Framework and definition of variables

The conceptual framework illustrates the hypothesized relationships between the study's constructs. The framework positions customer satisfaction as the dependent variable, with five dimensions of service quality-tangibility, reliability, responsiveness, assurance, and

empathy—serving as independent variables. This structure guides the examination of how these dimensions impact customer satisfaction, providing a basis for testing the research hypotheses.

Figure 3.1.

Conceptual framework of the Study



Source: researchgate.net

Reliability

Reliability is defined as the likelihood that a product, system, or service will perform its intended function adequately over a specified period or within a defined environment without failure. It reflects a company's ability to consistently deliver the promised service dependably and accurately (Lim, Tang & Jackson, 1999).

Responsiveness

Responsiveness denotes the willingness and promptness with which a company assists customers and addresses their inquiries or concerns. This includes responding quickly to customer questions and providing timely service, as well as being proactive even when customers are slow to respond (Lim, Tang & Jackson, 1999).

Assurance

Assurance involves the operational controls and quality measures designed to ensure that results meet desired outcomes, thus fostering customer satisfaction and protecting the organization. This dimension includes employees' knowledge, courtesy, competence, credibility, and their ability to inspire trust and confidence (Lim, Tang & Jackson, 1999).

Empathy

Empathy in customer service means connecting with and acknowledging a customer's feelings, even if immediate resolution is not possible. It involves providing personalized attention, understanding the customer’s needs, and maintaining effective communication and access (Lim, Tang & Jackson, 1999).

Tangibility

Tangibility refers to the physical aspects of a service, including the appearance of facilities, equipment, personnel, and communication materials. It encompasses the cleanliness and professionalism of physical facilities, the grooming and appearance of employees, and the quality of written and designed materials such as menus, websites, and signs (Lim, Tang & Jackson, 1999).

Customer Satisfaction

Customer satisfaction reflects the degree to which customers' expectations and experiences with a product or service are met. It is a crucial determinant of profitability, as satisfied customers are likely to repeat purchases, exhibit brand loyalty, and generate positive word-of-mouth. Understanding and measuring service quality are essential for improving customer satisfaction, loyalty, and overall company profitability (Zekiri, 2011).

3.7. Reliability Analysis

The validity and reliability of the research design were ensured through expert consultations and thorough testing of the research instruments. Reliability was assessed

using Cronbach's alpha, with results compared against established benchmarks (Nunnally's 0.70) for pre-existing scales. This process confirmed that the questionnaire effectively measured the intended variables and provided trustworthy results.

Table 3.1

Cronbach's Alpha test

Variables	Cronbach's Alpha	No. of Items
Reliability	0.782	6
Responsiveness	0.776	4
Assurance	0.835	4
Empathy	0.856	4
Tangibility	0.853	3
Customer Satisfaction	0.891	5

The results of the Cronbach's Alpha test presented in Table 3.1 demonstrate the internal consistency and reliability of the scales used to measure various variables in the study. The Cronbach's Alpha values for all the variables exceed the commonly accepted threshold of 0.70, indicating good reliability. Specifically, Reliability (0.782), Responsiveness (0.776), Assurance (0.835), Empathy (0.856), and Tangibility (0.853) all show strong internal consistency, with Empathy and Tangibility exhibiting particularly high reliability.

Customer Satisfaction has the highest Cronbach's Alpha value at 0.891, suggesting a very high level of internal consistency for this scale. The number of items for each variable ranges from 3 to 6, showing that even with a relatively small number of items, the scales maintain robust reliability. These results indicate that the measurement instruments used in the study are reliable for capturing the intended constructs.

CHAPTER-IV
RESULTS AND DISCUSSION

This chapter presents a detailed analysis, discussion, and interpretation of the results derived from the data collected through questionnaires. The analysis focuses primarily on primary data, which was processed using the Statistical Package for the Social Sciences (SPSS) software. The data is presented using tables and diagrams to facilitate clear interpretation. Statistical measures such as means, standard deviations, and frequencies are applied to examine the significant relationships between different variables.

This chapter provides an overview of the respondents' profiles and demographic characteristics, offering context to the data by detailing factors such as age, gender, occupation, and income. Additionally, descriptive analysis, where the data is examined through frequency analysis and measures of central tendency. This includes calculating means, standard deviations, and frequency distributions to summarize and describe the data comprehensively.

Similarly, this chapter delves into inferential analysis, employing statistical tools such as correlation and regression analysis to explore relationships between variables. Correlation analysis investigates the strength and direction of relationships, while regression analysis assesses the impact of independent variables on the dependent variable. IHhypothesis testing is conducted to evaluate the research hypotheses formulated in the study. Statistical tests are used to determine whether the observed relationships and differences are statistically significant.

The final section offers a discussion of the findings, interpreting the results in the context of the research questions and objectives. This section explores the implications of the findings, providing insights and drawing conclusions based on the analysis. Through these structured sections, the chapter aims to offer a thorough understanding of the study's results and their relevance.

4.1 Presentation of Results

The presentation of results involves systematically displaying and interpreting the findings from the data analysis. Initially, descriptive statistics such as means, standard deviations, and frequencies are used to summarize the key characteristics of the sample and responses. Correlation analysis is then presented to illustrate the strength and direction of relationships between variables. Regression analysis follows, showcasing how independent variables impact the dependent variable, including details on coefficients, R-squared values, and significance levels. Results are often visually represented through tables and figures to facilitate understanding of trends, distributions, and relationships. Finally, a narrative interpretation links the results to the research questions or hypotheses, explaining their implications and contributions to the research topic. This approach ensures that the results are communicated clearly and effectively.

4.1.1 Descriptive analysis

This section focuses on the descriptive analysis of the data collected through questionnaires during the research process. Descriptive statistics are employed to quantitatively describe the main features of the data set, providing a clear summary of the sample and the observations made. This type of analysis simplifies large volumes of data, making it easier to understand and interpret.

Descriptive statistics are essential for summarizing and organizing data in a meaningful way. They provide insights into the central tendencies and dispersion of the data, helping to illustrate the basic characteristics of the sample. In this study, descriptive statistics are used to present the findings based on responses to questions measured on a Five Point Likert Scale. This scale includes five response options: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

By using this scale, the study aims to quantify respondents' attitudes and perceptions in a structured manner. The Likert Scale allows for a systematic evaluation of opinions and sentiments, making it possible to assess the degree to which respondents agree or disagree with various statements related to the research variables. This approach provides

a comprehensive overview of the data, facilitating a clear and concise interpretation of the findings.

4.1.1.1 Descriptive analysis of demographic profile

This section presents the descriptive analysis of the demographic data collected from respondents. Understanding the demographic characteristics of the sample is crucial for contextualizing the research findings and interpreting how different groups within the sample may respond to the variables of interest. The demographic data collected includes key characteristics such as age, gender, income, and occupation of the respondents. These characteristics are analyzed to provide a profile of the sample population and to identify any significant patterns or trends.

Age Distribution:

The age distribution of respondents is analyzed to determine the age range and to understand which age groups are most represented in the study. This information helps in assessing whether age plays a role in influencing perceptions and responses related to the research variables.

Table 4.1

Age group of respondents

Age Group	Frequency	Percent
Below 25 Years	126	30.4
25-40 Years	242	58.3
Above 40 Years	47	11.3
Total	415	100.0

Source: Field survey, 2024

The majority of respondents (58.3%) are between 25-40 years old, indicating strong engagement with mobile banking among this age group. Younger individuals (below 25 years) also represent a significant portion (30.4%), while those above 40 years are the least represented (11.3%). This suggests that mobile banking is most popular among younger and middle-aged individuals.

Gender Distribution:

The gender distribution is examined to determine the proportion of male and female respondents. This analysis helps in understanding if there are any gender-based differences in responses and if the sample is representative of both genders.

Table 4.2

Gender of respondents

Age Group	Frequency	Percent
Male	201	48.4
Female	214	51.6
Total	415	100.0

Source: Field survey, 2024

The distribution of respondents by gender shows a slightly higher percentage of females (51.6%) compared to males (48.4%). This indicates a relatively balanced gender representation in the study, with a slight predominance of female respondents.

Occupation:

The occupation of respondents is analyzed to understand the professional background of the sample. This information is useful in identifying if certain occupations are more prevalent among the respondents and how occupation might influence their views and experiences related to the research topic.

Table 4.3

Profession of respondents

Profession	Frequency	Percent
Government	73	17.6
Private	175	42.2
Self Employed	59	14.2
Others	108	26.0
Total	415	100.0

Source: Field survey, 2024

The distribution of respondents by profession reveals that the majority are employed in the private sector (42.2%), followed by those in 'Others' category (26.0%), which may include various professions not specified. Government employees make up 17.6% of the sample, while self-employed individuals constitute 14.2%. This distribution highlights a diverse range of professional backgrounds among the respondents.

Income Levels:

Income levels of respondents are analyzed to gauge the economic background of the sample. This analysis provides insight into the financial status of respondents and can be used to explore how income might affect their responses to the research questions.

Table 4.4

Monthly income of respondents

Income Range	Frequency	Percent
Below Rs.20, 000	134	32.3
Rs. 20,000- 40,000	192	46.3
Rs.40, 000-60,000	35	8.4
More than Rs.60, 000	54	13.0
Total	415	100.0

Source: Field survey, 2024

The majority of respondents have a monthly income between Rs. 20,000 and Rs. 40,000 (46.3%). A significant portion also earns below Rs. 20,000 (32.3%). Fewer respondents fall into the higher income brackets, with 13.0% earning more than Rs. 60,000 and 8.4% earning between Rs. 40,000 and Rs. 60,000.

4.1.1.2 Descriptive analysis of variables

Descriptive statistics are used to summarize and interpret data by providing an overview of its main features. This includes measures of central tendency such as the mean, median, and mode, which indicate the average, middle, and most frequent values, respectively. The mean offers insight into the average response, while the median reveals

the middle value of the dataset, and the mode shows the most common response. Measures of dispersion, including standard deviation and range, describe the variability and spread of the data, highlighting how much individual responses differ from the average. Frequency distributions and percentages are employed to show how often each response occurs, providing a clear picture of the data distribution. These descriptive statistics are presented in tables and charts to simplify the analysis and reveal key patterns and trends in the dataset.

Table 4.5

Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
REL	3.25	15.25	10.1554	3.25041
RSV	4.20	21.00	13.4593	4.02740
AS	3.25	16.25	10.5030	3.41828
EMP	4.20	21.00	14.7099	4.25352
TNG	5.17	25.83	16.4703	4.58271
CS	9.13	34.63	22.5527	4.19949
Valid N (listwise)	415			

Source: Data Analysis

Table 4.5 presents the descriptive statistics for the study variables. Reliability (REL) has a mean of 10.16 and a standard deviation of 3.25, indicating variability around a moderate central value. Responsiveness (RSV) has a higher mean of 13.46 with a standard deviation of 4.03, reflecting greater variability. Assurance (AS) has a mean of 10.50 and a standard deviation of 3.42. Empathy (EMP) shows a mean of 14.71 with a standard deviation of 4.25, indicating substantial variability. Tangibility (TNG) has the highest mean at 16.47 and a standard deviation of 4.58. Customer Satisfaction (CS), the dependent variable, has a mean of 22.55 with a standard deviation of 4.20, suggesting moderate satisfaction levels among respondents.

4.1.2. Correlation analysis

Correlation analysis examines the strength and direction of the relationship between two

or more variables. It quantifies how changes in one variable are associated with changes in another. Using Pearson's correlation coefficient, this analysis determines whether a positive, negative, or no significant relationship exists between the variables. A positive correlation indicates that as one variable increases, the other also increases, while a negative correlation shows that as one variable increases, the other decreases. The strength of this relationship is measured on a scale from -1 to 1, where values closer to 1 or -1 signify a stronger correlation, and values around 0 suggest a weak or no correlation. This analysis helps identify patterns and dependencies between variables..

Table 4.6

Correlation Analysis

	REL	RSV	AS	EMP	TNG	CS	
REL	1	.751**	.585**	-.050**	.527**	.256**	
RSV		1	.746**	-.053**	.654**	.421**	
AS			1	-.041**	.762**	.491**	
EMP				1	.009**	-.007**	
TNG					1	.551**	
CS							1

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.6 presents the correlation analysis results, highlighting the relationships between various factors and customer satisfaction (CS).

Reliability (REL) shows a strong positive correlation with Responsiveness (RSV) (r = 0.751) and Assurance (AS) (r = 0.585), but a weak negative correlation with Empathy (EMP) (r = -0.050). REL also has a moderate positive correlation with Tangibility (TNG) (r = 0.527) and a weak positive correlation with CS (r = 0.256).

Responsiveness (RSV) is highly correlated with Assurance (AS) (r = 0.746) and has a strong positive relationship with Tangibility (TNG) (r = 0.654). RSV also shows a moderate positive correlation with CS (r = 0.421).

Assurance (AS) exhibits a strong positive correlation with Empathy (EMP) (r = 0.762) and Tangibility (TNG) (r = 0.491). AS has a moderate positive correlation with CS (r = 0.491).

Empathy (EMP) is only weakly correlated with Tangibility (TNG) (r = 0.009) and has a minimal correlation with CS (r = -0.007).
Tangibility (TNG) demonstrates a strong positive correlation with CS (r = 0.551).

The analysis indicates that Responsiveness, Assurance, and Tangibility have significant positive relationships with Customer Satisfaction. In contrast, Reliability and Empathy exhibit weaker correlations with Customer Satisfaction.

4.1.3 Regression analysis

Regression analysis is a statistical technique used to understand the relationship between a dependent variable and one or more independent variables. It estimates how changes in independent variables influence the dependent variable. Through this analysis, a regression equation is derived that models the relationship, allowing for predictions and insights into how different factors affect the outcome. Linear regression is used when the relationship is expected to be linear, while multiple regression assesses the impact of several variables simultaneously. This technique provides coefficients that quantify the strength and direction of these relationships, helping to make data-driven decisions and forecasts.

Multiple Regression Model

$Y= a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_4 X_5+ e_i$

Where,

Y = Customer Satisfaction

X1 = REL

X2 = RSV

X3 = AS

X4 = EMP

X5= TNG

a = Constant

e= error term

Table 4.7 shows the findings of regression analysis between independent and dependent variables.

Table 4.7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.575	.331	.323	3.45660	1.714

Predictors: (Constant), TNG, EMP, REL, AS, RSV

Dependent Variable: CS

Table 4.7 displays the model summary for the regression analysis, which evaluates how well the independent variables—Tangibility, Empathy, Reliability, Assurance, and Responsiveness—predict Customer Satisfaction (CS). The model shows a multiple correlation coefficient (R) of 0.575, indicating a moderate to strong relationship between the predictors and customer satisfaction.

The R Square value of 0.331 suggests that approximately 33.1% of the variance in customer satisfaction is explained by these independent variables. The Adjusted R Square, at 0.323, further refines this measure, indicating that around 32.3% of the variance is explained when accounting for the number of predictors.

The Standard Error of the Estimate is 3.45660, reflecting the average deviation of observed values from the regression line. Additionally, the Durbin-Watson statistic of 1.714 implies that the residuals are not significantly autocorrelated, supporting the model’s assumptions about residual independence.

Table 4.8

Regression ANNOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2414.400	5	482.880	40.415	.000
Residual	4886.775	409	11.948		
Total	7301.175	414			

Dependent Variable: CS

Predictors: (Constant), TNG, EMP, REL, AS, RSV

Table 4.8 presents the results of the ANOVA test for the regression model, assessing the overall significance of the predictors—Tangibility (TNG), Empathy (EMP), Reliability (REL), Assurance (AS), and Responsiveness (RSV)—on Customer Satisfaction (CS). The regression sum of squares is 2414.400, with 5 degrees of freedom, indicating the variance explained by the model. The residual sum of squares is 4886.775, with 409 degrees of freedom, representing the variance not explained by the model. The total sum of squares is 7301.175.

The mean square for regression is 482.880, and the mean square for residuals is 11.948. The F-statistic of 40.415 and the associated significance level of 0.000 ($p < 0.01$) indicate that the regression model is statistically significant. This result suggests that the independent variables significantly predict customer satisfaction, and the model is a good fit for the data.

Table 4.9

Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	14.329	.914		15.684	.000
	REL	-.233	.079	-.180	-2.933	.004
	RSV	.175	.079	.168	2.224	.027
	AS	.185	.089	.150	2.074	.039
	EMP	-.005	.040	-.005	-.120	.904

TNG	.386	.059	.422	6.596	.000

Dependent Variable: CS

Table 4.9 presents the regression coefficients for the model predicting Customer Satisfaction (CS) based on Tangibility (TNG), Empathy (EMP), Reliability (REL), Assurance (AS), and Responsiveness (RSV). The table includes unstandardized coefficients (B), standardized coefficients (Beta), standard errors, t-values, and significance levels (Sig.) for each predictor.

The intercept of 14.329 is significantly different from zero ($p < 0.01$), indicating the baseline level of customer satisfaction when all predictors are zero.

With a coefficient of -0.233 and a significance level of 0.004, REL negatively affects customer satisfaction, indicating that higher reliability is associated with lower customer satisfaction, although this result might warrant further investigation.

The coefficient of 0.175 and a significance level of 0.027 show a positive impact on customer satisfaction, suggesting that increased responsiveness improves customer satisfaction.

The coefficient of 0.185 and a significance level of 0.039 imply a positive relationship with customer satisfaction, meaning higher assurance is associated with greater satisfaction.

With a coefficient of -0.005 and a significance level of 0.904, empathy does not significantly impact customer satisfaction in this model.

The coefficient of 0.386 and a significance level of 0.000 indicate a strong positive effect on customer satisfaction, suggesting that improvements in tangibility significantly enhance satisfaction.

Tangibility, responsiveness, and assurance have significant positive effects on customer satisfaction, while reliability has a negative effect and empathy does not significantly influence customer satisfaction.

The regression equation based on the coefficient of variables can be inferred as:

CS(est.) = 14.329 + -0.233REL + 0.175RSV + 0.185AS + 0.386TNG

The regression equation CS(est.) = 14.329 - 0.233REL + 0.175RSV + 0.185AS + 0.386TNG indicates how different factors affect Customer Satisfaction (CS). The constant of 14.329 represents the baseline level of satisfaction when all other variables are zero. Among the predictors, Tangibility (TNG) has the strongest positive effect, with each unit increase leading to a 0.386 unit increase in satisfaction. Assurance (AS) also positively impacts satisfaction, with a 0.185 unit increase for each additional unit. Responsiveness (RSV) has a positive effect as well, increasing satisfaction by 0.175 units per unit increase. Conversely, Reliability (REL) negatively affects satisfaction, decreasing it by 0.233 units for each unit increase. Overall, while Tangibility, Assurance, and Responsiveness enhance Customer Satisfaction, Reliability diminishes it.

4.2 Discussion

The demographic analysis of the respondents shows a predominantly young and diverse sample. The majority of respondents are between 25 and 40 years old (58.3%), with a significant proportion also being under 25 years (30.4%). This age distribution is consistent with findings from previous studies, such as those by Moudud-Ul-Huq (2021), which highlight a younger demographics' higher engagement with mobile banking due to their familiarity with technology. The gender distribution is nearly balanced, with 51.6% female and 48.4% male respondents, aligning with Patel and Sharma's (2024) observation of relatively equal gender participation in mobile banking studies.

Professionally, the largest group of respondents works in private sectors (42.2%), followed by government employees (17.6%), self-employed individuals (14.2%), and others (26.0%). This professional distribution reflects the varied usage of mobile banking across different employment sectors and supports Ravi et al. (2023), who found that private sector employees are often more likely to use digital financial services.

The income distribution shows that most respondents earn between Rs. 20,000 and 40,000 (46.3%), with a substantial proportion earning below Rs. 20,000 (32.3%). This distribution suggests that mobile banking is used across a range of income levels, aligning with Singh and Arora (2023), who found that mobile banking services are

increasingly accessible to both lower and middle-income groups.

The correlation analysis reveals significant relationships among the variables under study. Tangibility (TNG) shows a strong positive correlation with Customer Satisfaction (CS) (r = 0.551), which is consistent with Lim, Tang, and Jackson's (1999) findings that tangible aspects of service delivery significantly impact customer satisfaction. Assurance (AS) also shows a robust positive correlation (r = 0.762) with CS, indicating that higher levels of perceived assurance are closely associated with greater customer satisfaction. This finding supports the results of Tojib and Tsarenko (2012), who emphasized the importance of assurance in enhancing customer satisfaction in mobile banking. Responsiveness (RSV) and Reliability (REL) exhibit mixed effects. Responsiveness has a positive correlation (r = 0.421) with CS, aligning with previous research by Zekiri (2011), which found responsiveness to be a critical factor in customer satisfaction. Conversely, Reliability shows a weaker positive correlation (r = 0.256), suggesting that while reliability is important, it may not be as impactful on customer satisfaction as other dimensions. This contrasts with the strong emphasis placed on reliability in mobile banking studies by Moudud-Ul-Huq (2021).

The regression analysis further clarifies these relationships, with Tangibility (TNG) and Assurance (AS) showing significant positive impacts on Customer Satisfaction, with coefficients of 0.386 and 0.185, respectively. This reinforces the findings from Lim, Tang, and Jackson (1999) and Tojib and Tsarenko (2012), underscoring the critical role of physical and assurance-related factors in enhancing customer satisfaction. Responsiveness (RSV) also positively affects customer satisfaction (coefficient = 0.175), supporting previous research by Singh and Arora (2023). However, Reliability (REL) negatively impacts satisfaction (coefficient = -0.233), suggesting that issues with reliability could detract from overall satisfaction. This finding contrasts with earlier studies that prioritized reliability as a key determinant of satisfaction (Moudud-Ul-Huq, 2021).

Interestingly, Empathy (EMP) has an insignificant effect (coefficient = -0.005), which

may indicate that while empathy is valuable, it may not have a strong direct impact on satisfaction compared to other factors. This finding is consistent with Patel and Sharma (2024), who also noted varying impacts of empathy across different service contexts.

CHAPTER-V
SUMMARY AND CONCLUSION

5.1 Summary

This study explores the relationship between mobile banking quality and customer satisfaction within Nepalese commercial banks, employing a descriptive and causal-comparative research design. The focus was on understanding how various dimensions of service quality-tangibility, reliability, responsiveness, assurance, and empathy-affect customer satisfaction. Data was collected from 415 mobile banking users in Kathmandu Valley through a structured questionnaire.

Descriptive statistics provided insights into the respondents' demographic profile, including age, gender, profession, and monthly income. The analysis utilized SPSS version 25.0 and MS-Excel, applying both descriptive and inferential statistical methods. Descriptive statistics helped outline the basic characteristics of the sample, while inferential statistics, including correlation and regression analyses, examined the relationships between service quality dimensions and customer satisfaction.

The correlation analysis revealed positive relationships between customer satisfaction and all service quality dimensions, except for empathy, which exhibited a weaker correlation. Regression analysis further highlighted that tangibility had the most significant effect on customer satisfaction, followed by assurance and responsiveness. Empathy showed minimal impact, indicating it is less critical compared to other dimensions.

5.2 Conclusion

The findings of this study underscore the significant impact of mobile banking quality on customer satisfaction. Specifically, the analysis demonstrates that:

Tangibility is the most influential dimension of service quality affecting customer satisfaction. This suggests that the physical appearance and design of mobile banking services, such as the clarity of the interface and the professionalism of customer-facing elements, play a crucial role in shaping customer perceptions and satisfaction. Customers place high value on well-designed and visually appealing mobile banking platforms, which can enhance their overall experience and satisfaction.

Assurance also significantly impacts customer satisfaction. This dimension includes the confidence that customers feel about the security and reliability of the mobile banking service. High levels of assurance can build trust and increase customer satisfaction by ensuring that customers feel secure and confident in using the service.

Responsiveness affects customer satisfaction positively, highlighting the importance of prompt and effective customer support. Customers appreciate when their queries and issues are addressed quickly and efficiently, which can significantly enhance their satisfaction with the mobile banking service.

Empathy, while important, had a lesser impact compared to other dimensions. This suggests that while understanding and addressing individual customer needs are valuable, they are not as critical to overall satisfaction as factors like tangibility, assurance, and responsiveness.

Overall, the study reveals that tangibility, assurance, and responsiveness are the primary drivers of customer satisfaction in mobile banking. These findings imply that banks should prioritize improving these aspects to enhance customer satisfaction. On the other hand, while empathy remains important, its direct effect on customer satisfaction appears to be less significant compared to the other dimensions.

5.3 Implications

Practical Implications

For banking executives, the study's results emphasize the need to focus on improving the physical and visual aspects of mobile banking services. Banks should ensure that their

mobile platforms are well-designed, user-friendly, and professional to enhance customer satisfaction. Additionally, enhancing the reliability and responsiveness of customer support services is crucial for maintaining high levels of satisfaction. Given the low awareness of mobile banking services among some customers, banks should invest in educational initiatives to increase knowledge and adoption.

Future Research Implications

From a theoretical perspective, the study reinforces the significance of service quality dimensions such as tangibility, assurance, and responsiveness in influencing customer satisfaction. While empathy is acknowledged as an important factor, its impact is less pronounced in comparison to the other dimensions. Future research could benefit from exploring a broader range of service quality factors and using larger sample sizes to validate and extend these findings.

This study provides valuable insights into the factors that influence customer satisfaction in mobile banking. By focusing on improving tangibility, assurance, and responsiveness, banks can enhance their service quality and better meet customer expectations. Further research is recommended to explore additional factors that may affect customer satisfaction and to generalize the results across different contexts.

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ANNEXES

Questionnaires

Dear Rrespondents,

I am Binita Dhungana MBS student studying in Shanker Dev Campus. As a part of MBS curriculum, I am writing a Dissertation. This questionnaire is basically designed for study purpose and the information provided by you will kept confident and use only for this degree purpose. Your cooperation would be highly appreciated.

Section A: Demographic Profile

1) Please fill up the following questions by using the symbol (√).

Name (optional)…… … … … … … … … … … … … … … … … … … … …

Profession: Government [ ] Private [ ] Self Employed [ ] Others [ ]

Age (in Years): Below 20 [ ] 20-29 [ ] 30-39 [ ]

40 and above [ ]

Family Monthly Income Range:

Below Rs.20, 000 [ ] Rs. 20,000- 40,000 [ ]

Rs.40, 000-60,000 [ ] More than Rs.60, 000 [ ]

Kindly provide your degree of agreement on the following statements:

1=strongly disagree, 2=disagree, 3=neutral, 4= agree and 5= strongly agree					
Reliability	1	2	3	4	5
Services are provided as they promised					
Customer's problem is solved sincerely					
Services are performed right the first time					

The service is not delayed					
Records are accurately maintained					
Responsiveness					
Information are made easily available to the customers					
Prompt services are given to the customers					
Employees are always willing to help customers					
Employees are never too busy to respond customer's requests					
Assurance					
Behavior of service provider instill confidence in customers					
Customers feel safe in their transactions with the Moblie Banking					
Employees are polite to the customers					
Employees have knowledge to answer customers inquires					
Empathy					
Banks employees give individualized attention to the customers					
Operating hours are convenient to the customers					
It has customer's best interest at heart					
Banks understand the specific needs of the customers					
Tangibles					
Physical facilities of the banking employees are appealing					
Employees are well dressed and appear neat					
Mobile Banking services have updated equipment and services					
Customers' Satisfaction					
I am satisfied with the trading mechanism settlement through mobile banking					
I feel safe in the transactions with depository in Mobile Banking					
Deposit features provided by mobile banking is satisfactory					
Price charged for mobile banking uses is affordable					
Periodic statement facility provided is satisfactory					

Customer Satisfaction with E-Services Quality i...

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Abstract he study titled “Customer Satisfaction with E-Services Quality in Nepalese Commercial Banks” aims to analyze the impact of mobile banking service quality on customer satisfaction. Utilizing a descriptive and causal-comparative research design, the study examines the relationship between five independent variables (tangibility, reliability, responsiveness, assurance, and empathy) and the dependent variable (customer satisfaction). A sample of 415 mobile banking users was surveyed using a structured questionnaire distributed both electronically and in-person. Descriptive and inferential statistical tools, including Cronbach's alpha, were employed to analyze the data using SPSS and MS-Excel. The findings reveal that tangibility, responsiveness, and assurance positively influence customer satisfaction, while reliability has a negative effect, and empathy does not significantly impact satisfaction. Keywords: Mobile Banking, Customer Satisfaction, SERVQUAL Model, Service Quality, Regression Analysis CHAPTER-I INTRODUCTION 1.1 Background of the Study Mobile banking has evolved from internet banking, offering services such as SMS banking, mobile customer applications, and direct access to online banking, which provide a comprehensive range of banking operations with the benefit of immediate accessibility and reduced reliance on internet access (Laukanen, 2010). The advancement of mobile telecommunications technology has extended mobile phone availability even to remote areas. Affordable prepaid tariffs and inexpensive phones from China have significantly contributed to the spread of mobile technology in developing countries like Nigeria. Consequently, the number of mobile phone users has greatly surpassed the number of people with bank accounts worldwide (Tobbin, 2021). One device that has transformed how people and businesses interact is the mobile cellular phone. Initially used for voice and short message services, mobile phones have evolved significantly, increasing convenience and reducing communication costs. Unlike fixed phones, mobile phones provide real-time information, enabling many new e-commerce applications. Businesses