

Effect of Mobile Banking on Customers' Satisfaction in Case of Commercial Bank of Ethiopia Tropical Branch

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Abstract: The provision of financial services to customers via their mobile phones and other mobile devices is referred to as mobile banking. This study investigated the effect of mobile banking on customers' satisfaction in the case of the Commercial Bank of Ethiopia (CBE) Tropical Branch. Specifically, the study examined the effect of the convenience of mobile banking services, the benefits of mobile banking services, and the security of mobile banking services on customer satisfaction. Relevant conceptual and empirical literatures were reviewed. A random sampling was used to sample 190 respondents from the CBE, Tropical Branch. The study used a questionnaire for data collection. Correlation and multiple linear regressions were employed. The study found that convenience, security, and the benefit of mobile making services have a significant effect on customers' satisfaction. The study concludes that mobile banking has a significant effect on customer satisfaction at the CBE Tropical Branch. The study recommends that banks should formulate strong policies in respect of security when it comes to mobile banking. In addition, Ethio-Telecoms and banks should work hand-in-hand to offer a high-quality service and reach customer satisfaction in a secure way.

Keywords: Mobile banking, Customer Satisfaction, Convenience, security, Benefit

Introduction

Background of the study

The most recent development in electronic banking is mobile banking (Hieu, 2023; Gusmar et al., 2023), which has increased users' access to bank accounts via wireless channels (Jahan & Shahria, 2022; Metlo et al., 2021). The provision of financial services to customers via their mobile phones and other mobile devices is referred to as mobile banking. The bank operates via mobile banking when it comes to current, deposit, and savings accounts. This is because mobile phones and other handheld devices have been established firmly as alternative forms of payment in technologically advanced societies (Uwalaka & Eze, 2020; Geebren et al., 2021; Thakuri et al., 2023). Customers who use mobile banking benefit from many advantages. These benefits include ease of use, privacy, affordability, and convenience (Bernarto, 2023). From the user's perspective, mobile banking services are beneficial because they make it easy to transact money whenever and wherever the customers choose (Febrian et al., 2021). Security in mobile banking insured higher customer satisfaction (Apau & Lallie, 2022; Mwiya et al., 2022; Hanif & Lallie, 2021). Scholars have gone further (Bernarto, 2023 ; Thakuri et al., 2023; Kurniawan & Suroso, 2023) and confirmed that mobile banking has many benefits to both customers and banks. In most cases, mobile banking helps in receiving and sending messages, accessing subscriptions, prepaid cards, and instructions. Similarly, mobile banking facilitates deposits, withdrawals, and money transfers between the two parties. Additionally, the amount of data processed and operational performance can both be enhanced

by mobile banking services (Enoruwa et al., 2023); Thakuri et al., 2023). Information and communication are two crucial components of banking and customer activities, which explain the connections between mobile banking and customer satisfaction (Uwalaka & Eze, 2020; Simmers et al., 2022; Li et al., 2021). By implementing cutting-edge services tailored to each user's preferences and current location, mobile banking raises customer satisfaction rates (Tater & John, 2023; Gavilanes et al., 2023; Geebren et al., 2021; Saibaba, 2023). It also adds value to the customer experience by automating repetitive tasks, streamlining business procedures to boost productivity, and giving each customer more attention and better consulting. Given this, mobile banking's innovative features support both consumers and banks in providing communication, financial data, and transactions like checking account balances, gaining access to other banking services and goods, and transferring money at any time, from anywhere (Uwalaka & Eze, 2020; Solarz & Adamek, 2021).

Mobile banking is becoming more and more popular in African countries, especially in Kenya, Nigeria, Tanzania, and here in Ethiopia. The last nation in Africa to allow mobile banking is Ethiopia. In the developing world, where many people still do not utilize banks, mobile banking has proven beneficial. As of 2022, the World Bank reported that 75% of the world's poor are unbanked (World Bank, 2022). That is about 2.5 billion people. Anyone can get financial services even when they are far from a bank by using mobile banking. Ethiopia has a successfully growing economy, as its telecommunications industry has advanced tremendously in

recent years. Ethiopia's mobile technology, which has started to grow strongly over the last few years, will reach 22 million mobile holders by 2023 and is gearing up for further growth. (Snapshot as of March 2023)

Commercial Bank of Ethiopia, Heber Mobile of United Bank, M-BIR, and Hello Cash of Lion International Bank are mobile banking technology providers that have been in Ethiopia for the last eight years to set up mobile banking and mobile money services. Commercial Bank of Ethiopia (CBE) recently started this technology of banking system in Ethiopia. This mobile banking service technology is widely used in many countries, and Ethiopian banks are trying to keep up with the technology. By using mobile banking, you can easily check your account balance, transfer money, and add friends and money. Customers are no longer constrained by geography while using mobile banking, which offers convenience. There is no time limit, so banking can be done at any time of day and anywhere. Moreover, effective financial management and cash security are provided through mobile banking. The research aims at examining the effect of mobile banking service on customers' satisfaction in the case of the Commercial Bank of Ethiopia, Tropical Branch, and helps them plan their marketing strategies and promotion approaches for mobile banking service in the future while also educating customers on mobile banking and improving the quality of the service.

Statements of the Problem

In order to determine whether a product or service has satisfied the needs and expectations of the consumer, the customer must evaluate the product or service in question. However, almost every Ethiopian bank encounters problems meeting customers' expectations of services and customer satisfaction. One of the main issues that customers of certain banks have been made to face, for example, is the difficulties associated with making deposits and withdrawals from banks. Most of the time, the large crowds and lengthy lines in the banking halls can be extremely depressing, especially after salaries have been released. In most cases, these long queues occur despite the fact that the majority of Ethiopian banks have adopted mobile banking to enable customers to transfer money and make bill payments without necessarily attending the banking premises. One of the benefits banks provide is that mobile banking service transactions can be processed faster and most conveniently by customers (Uwalaka & Eze, 2020; Geebren et al., 2021; (Thakuri et al., 2023). Due to service ubiquity, a distinctive feature of the mobile environment, mobile banking services are more appealing than present web services (Arcand et al., 2017). In Ethiopia, the most important services provided in the mobile banking system are: balance inquiry, buy prepaid recharge, installment payment, bill payment, received message archives, and the ability to receive various customer account information. The Commercial Bank of Ethiopia places great emphasis on technology, product innovation, and quality customer service. Even though the penetration of mobile phones among the population continues to grow in significant numbers year after year, the customer's adoption of mobile banking services

within the CBE still remains low, as per National Bank of Ethiopia (NBE) Data 2023. Despite the fact that numerous mobile banking adoption studies have been conducted by various scholars, most of them were conducted in countries such as Korea (Kim et al., 2023), Zambia (Mwiya et al., 2022), Nigeria (Siano et al., 2020), Tunisia (Abdennebi, 2023), Brazil (Malaquias & Silva, 2020), Kenya (Parlasca et al., 2022), Nepal (Thakuri et al., 2023), and China (Zhou et al., 2021), with relatively little attention paid to developing countries like Ethiopia. Ethiopia, being a developing nation, is underrepresented in this research domain. Therefore, this study aims to bridge this gap by examine the effect of mobile banking services on customer satisfaction in the case of the CBE Tropical branch.

Research Questions

The following research questions were intended to be addressed by the study:

- (i) To what extent does the convenience of mobile banking services affect customers' satisfaction at the commercial bank of Ethiopia Tropical Branch?
- (ii) To what extent does the benefit of mobile banking applications affect customers' satisfaction at the commercial bank of Ethiopia Tropical Branch?
- (iii) To what extent does the security of mobile banking affect customer satisfaction at the commercial bank of Ethiopia Tropical Branch?

Scope of Study

The study was conducted in the Tropical Branch of the Commercial Bank of Ethiopia to examine the effect of mobile banking services on customers' satisfaction. Specifically, the study examined the customers' access to and usage of mobile banking services in the study area; different age groups, backgrounds, and educational levels are covered by the research as proportionately as possible. This paper proceeds as follows: Section 2 presents an overview of the literature on customer satisfaction with mobile banking services. Section 3 explores the data and describes the methodology used. Section 4 summarizes the results. Finally, Section 5 contains the discussion of the results and the conclusion.

Review of Related Literature

Theoretical literature review

Mobile banking services

M-banking as a type of banking transaction completed using a mobile device. Interactive Voice Response (IVR), Standalone Mobile Application Clients (SMAC), Short Messaging Service (SMS), and Wireless Application Protocol (WAP) are the technologies that are typically used for mobile banking (Malaquias & Silva, 2020). In the context of this study, mobile banking refers to financial services provided by mobile devices, including payments, transfers, withdrawals, deposits, and savings. By utilizing mobile technology to make transactions quicker, less expensive, and more secure, mobile financial transactions aim to increase the effectiveness of banks (Abdennebi, 2023). According to mobile technology providers and banks, mobile money services are being introduced by Ethiopian banks and microfinance organizations to reach large segments of the population that

currently have limited access to branches or services. The introduction of the services, which let users send or receive money via a mobile device that is connected to a bank account, is a replication of the technology utilized in other African countries to bring millions of individuals into the financial system. According to government policy, which prohibits foreign companies or banks from investing in the financial sector or the telecoms industry, Ethiopian banks and institutions will provide the service to customers and hold the money deposited.

Mobile banking services and customers' satisfaction

The effectiveness of mobile banking on customers' satisfaction has sparked significant debate within the literature. Thus, the available literature presents divergent views on the link between mobile banking and customers' satisfaction. Others believe that mobile banking services are essential for enhancing client satisfaction (Alonso-Dos-Santos et al., 2020; Ngilangwa & Venkatakrishnan, 2014; Kamboj et al., 2022; Bernarto, 2023; Geebren et al., 2021). Mobile banking services are reliable, speedy, friendly, and convenient. In this regard, with these attributes, it is difficult to separate mobile banking from the customer's satisfaction.

Security and Customers' Satisfaction

Every target customer category has highlighted the security and reliability of a service as one of the most crucial aspects when choosing the use of a financial service delivery channel (Hanif & Lallie, 2021; Kruzikova et al., 2022). As a result, (Karjaluoto et al., 2002) concurs that utilizing a mobile phone for banking is reliable. Thakuri (2023) found that security, along with responsiveness and convenience, significantly impacts customer satisfaction. Nurdia (2023) further demonstrated that security directly affects customer satisfaction and loyalty, with service quality also playing a significant role. Almaiah (2023) emphasized the importance of perceived security in enhancing the adoption of mobile banking apps, while Bilal (2023) underscored the need to address security risks in mobile banking.

H1: The security of mobile banking services has significant effect on customer satisfaction at CBE's.

Convenience and customer satisfaction

Thakuri (2023) found that convenience, along with security and responsiveness, has a significant impact on customer satisfaction. This was further supported by Souza (2023), who identified convenience as a predictor of customer satisfaction, with perceived service quality mediating this relationship. Shafiya (2023) and Ajina (2023) both emphasized the importance of convenience in the context of mobile

application quality factors and mobile wallet service dimensions, respectively. Based on the above discussion the research hypothesized that:

H2: The convenience of mobile banking services has significant effect on customer satisfaction at CBE's.

Responsiveness and Customers' Satisfaction

The ability of bank staff to provide the agreed-upon services precisely, dependably, on time, and promptly is related to the responsiveness aspect of the service quality of electronic banking. Customers desire to have their concerns addressed quickly (Karjaluoto et al., 2002). Sadiq et al., (2019) states that the major attributes of automated banking service quality are usability, dependability, privacy, responsiveness, and convenience. Short Messaging Service (SMS) is utilized to facilitate mobile banking as the primary medium. Saving time, flexibility, and convenience are the main drivers of mobile and SMS usage (Singh et al., 2010; Bernarto, 2023). Users can quickly and easily become accustomed to the mobile banking service. Usefulness is a crucial component in identifying the connections between computing and information systems, and the same is true for the field of mobile commerce. Customers may be encouraged to utilize the facilities and services extremely regularly if mobile banking is effective, which would increase their level of happiness (Geebren et al., 2021; Baabdullah et al., 2019 ; Usman et al., 2020). Based on the above discussion the researcher hypothesized that:

H3: The benefit of mobile banking services has significant effect on customer satisfaction at CBE's.

Customer Satisfaction

The complete fulfillment of one's expectations is a typical definition of customer satisfaction (Oliver, 2006). Customer satisfaction, according to Velnampy & Sivesan (2012), is how a client feels or behaves toward a good or service after using it. Customer happiness, particularly in the service industry, was crucial since it directly correlated with customer loyalty or continued use of the services that contemporary banking has made available (Ravichandran et al., 2010). Levesque & McDougall (1996), however, note that enhancements in service features, quality, and customer complaint handling are probably going to yield the largest increases in customer satisfaction. Consequently, in the context of this study, customer satisfaction means achieving customer expectations when providing services via mobile banking. The conceptual framework for the satisfaction level of customers with the mobile banking service is shown in **Error! Reference source not found..**

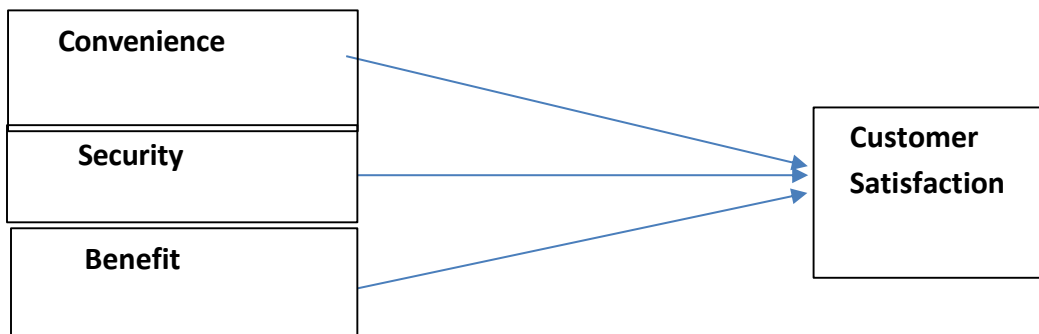
Independent variables**Dependent variable**

Figure 1 Conceptual framework adopted from literature review 2024

Research Methodology**Study Area**

This research was carried out in Addis Ababa city, at the Commercial Bank of Ethiopia, Tropical Branch. The CBE Tropical Branch was purposefully selected because a few or no similar studies have been carried out using CBE as a case study. Moreover, there has been no promising evidence on how customers have been satisfied with m-banking services at CBE.

Research Design

The purpose of this study is to find out customer satisfaction with mobile banking services by using the quantitative method and an explanatory research design. The study determined the level of customer satisfaction among the bank customers of CBE. To find out the solution, the researcher is circulating the questionnaire, which consists of 5 scales: 1 strongly agree, 2 agree, 3 neutral, 4 strongly disagree, and 5 disagree.

Study Population

Population is the total number of items about which information is desired (Kothari, 2004). On the other hand, a population is a group of individuals, objects, or items from which examples are taken for measurement. It refers to an entire group of people or elements that have something in common. The population of the study is represented by the customers that use mobile banking services at CBE Tropical Branch, a population size of about 500 customers.

Sampling technique and sample size

Sample size refers to the number of items to be selected from the universe to constitute a sample (Kothari, 2004). Researchers consider drawing respondents from the population who meet the test of representation to minimize sampling and bias. To accomplish this task efficiently and effectively, the researcher selected 190 respondents out of 500 customers who use mobile banking services weekly. This size is affordable and adequate for the study, considering time and fund constraints. The data was collected from the current customer of the bank. The researchers select sampling by using probability sampling techniques depending on the range of elements in the target population. In this case, a random The demographic analysis of the respondents shows in terms of gender distribution, the majority, constituting 60%, are

sampling technique would be preferable. The researcher was obtaining qualitative and quantitative data from the target population. The reason why this sampling technique is used is that it's much less complicated to collect data, it's less expensive, it's also less time-consuming, and it also enables the researcher to get the required data from the customer. The sampling units for the questionnaire-based survey are CBE, or Tropical Branch customers.

Sources of Data Collection

To ensure the reliability of the information resulting from this study, the researchers used primary and secondary sources.

Primary Data

Primary data consists of data observed or collected directly from first-hand experience. The primary sources for this study were gathered through the administration of questionnaires. The online questionnaires (<https://forms.office.com/Pages/ResponsePage.aspx>) have been used for data collection. The researcher employed a survey to gather primary data from the participants. For the study, closed-ended questions were employed. The five-point Likert scale, which goes from 5 (strongly agree) to 1 (strongly disagree), was used. Data analysis methods include descriptive statistics tools, correlation, and multiple linear regressions. Conclusions from the research were drawn based on the results of the analysis.

Data Presentation, Analysis, and Interpretation

This chapter covers the analysis and interpretation of the various data collected through the use of questionnaires. The data collected from the CBE Tropical branch through the questionnaire was analyzed. The interpretation of the questionnaire result is given with the help of a table, frequency, and percentage. A total of 190 questionnaires were distributed to respondents who were willing to participate in this survey. Five questionnaires were returned as incomplete. For the sake of more accurate results, only the fully completed questionnaires were used for the research. So, 185 were retrieved for the analysis, for a 94.11% response rate. This figure meets the acceptable requirements (Gordon et al., 2002).

male respondents. The age distribution shows a significant representation of young individuals, with 44% falling in the

26-30 age group and 19% in the 18-25 age group, indicating that mobile banking services are predominantly used by a younger demographic. Educational qualifications of the respondent's highlight that 54% have completed a bachelor's program, 26% hold certificates, 19% have pursued master's programs, and 1% possess a Ph.D. degree. This suggests that the majority of mobile banking users have attained first and second-degree qualifications. The duration of customers'

relationships with CBE and their usage of mobile banking services reveal a substantial level of loyalty. Thirty-eight percent of respondents have been customers for 7-10 years, and 28% have used mobile banking for more than 3 years. This prolonged engagement indicates a strong and enduring relationship between customers and CBE, reinforcing the significance of the bank's services in meeting their needs.

Data analysis Part of the study

Table 1 Pearson Correlation Analysis

Pearson Correlation

Variables	Security	Benefit	Satisfaction
Convenience	.773**	.209**	.901**
Security		.152*	.745**
Benefit			.283**
Satisfaction			

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

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Own Survey, 2024

Correlation result illustrated in Table Show that there is significant positive relation between convenience and customer satisfaction ($r = .901$, $\text{sig} = .000$). There is significantly positive relation between security and

customer's satisfaction ($r = .745$, $\text{sig} = .000$). There is significant positive relation between benefit and customer satisfaction ($r = .283$, $\text{sig} = .000$).

Variable	Std. Error	Unstandardized Beta
Constant	.158	-0.28
Convenience	.042	0.677***
Security	.043	0.109*
Benefit	.050	0.161**
Adjusted R2		0.824
F		295.75***

Source: Own Survey, 2024

Coefficient Interpretations

Sign

Notably, there exists a positive correlation between the independent and dependent variables.

Size

The constant value of -0.28 implies that only -2.8% of variations in customer satisfaction levels can be explained by other factors when the current independent variables are equated to zero; hence, the current independent variables are the main factors that explain changes in customer satisfaction from a mobile banking perspective.

Significance of the coefficients

Based on the values of the coefficients, all the variables have significance in the model. Security and benefit are significant (at the level of $p < 0.005$), while convenience is significant (at the level of $p < 0.001$). The regression coefficient explains the

average amount of change in the dependent variable that is caused by a unit of change in the independent variable. The larger the beta coefficient that an independent variable has, the more support the independent variable has as the more important determinant in predicting the dependent variable. From the analysis, the co-efficient value for convenience was 0.677. This means that, all things being equal, when the other independent variables (security and benefit) are held constant, customer satisfaction would increase by 67.7%. This was statistically significant ($0.00 < 0.001$), i.e., the variable (convenience) is making a significant unique contribution to the prediction of the dependent variable (customer satisfaction).

From the analysis, the co-efficient value for security was 0.109. This means that, all things being equal, when the other independent variables (convenience and benefit) are held

constant, employee satisfaction would increase by 10.9%. This was statistically significant ($0.12 < 0.05$), i.e., the variable (security) is making a significant unique contribution to the prediction of the dependent variable (customer satisfaction). From the analysis, the coefficient value for benefit was 0.161. This means that, all things being equal, when the other independent variables (convenience and security) are held constant, customer satisfaction would increase by 16.1%. This was statistically significant ($0.002 < 0.05$), i.e., the variable (benefit) is making a significant unique contribution to the prediction of the dependent variable (customer satisfaction).

Regression Analysis

In this study, multiple regression analyses were conducted in order to examine the relationship between convenience, security, and benefit and customer satisfaction.

Regression Model:

The multiple regression equation was:

$$Y = a_0 + ax_1 + bx_2 + cx_3 + e$$

Y = Employee satisfaction

Where a_0 = Constant

a, b, and c = Regression coefficient

x_1 = Convenience

x_2 = Security

x_3 = Benefit

e = error term

When the values from the table are computed the equation become,

$$\text{Satisfaction}(Y) = -0.28 + 0.677(\text{Convenience}) + 0.109(\text{Security}) + 0.161(\text{Benefit}) + e$$

Interpretation of the Model

Strength of Regression/Goodness of Fit

Adjusted R-Square

When the R value is adjusted for biases, the resultant adjusted R-square value is 0.824. This means that 82.4% of the total variations in customers' satisfaction can be explained by the independent variables in the model, indicating strong explanatory power.

Significance F

The model gives an F value of 0.00. This indicates that all variations in customer satisfaction with respect to the mobile banking service at CBE can be explained through meaningful correlation. The regression relationship was highly significant in predicting how convenience, security, and benefit influenced customer satisfaction. Therefore, the findings of the study show that the overall model was significant.

Test of Hypothesis One

H0: The security of mobile banking has no significant effect on customer satisfaction at CBE in the Tropical branch.

Conclusion

This study aimed at assessing the effect of mobile banking services on customers' satisfaction in the case of CBE Tropical Branch. It explained all the three specific objectives, which were, firstly, to examine the effect of the convenience of mobile banking services on customer satisfaction in the CBE Tropical branch. Second, to determine the effect of the benefit of mobile banking service on customer satisfaction in

H1: The security of mobile banking has a significant effect on customer satisfaction at CBE in the Tropical branch. The security of the mobile banking service recorder has a t-statistics value of 2.539 with a probability value of 0.012, which is statistically significant. Therefore, the researcher can conclude that the security of mobile banking services has a significant effect on customer satisfaction. So, the researchers reject the null hypothesis and accept the alternative hypothesis.

Test of Hypothesis Two

H0: Convenience of mobile banking service has no significant effect on customer satisfaction in CBE, in Tropical branch.

H1: The convenience of mobile banking services has no significant effect on customer satisfaction at CBE in the Tropical branch. The convenience of a mobile banking service recorder has a t-statistics value of 16.131 with a probability value of 0.000, which is statistically significant. Therefore, the researcher can conclude that the convenience of mobile banking services has a significant effect on customer satisfaction. So, the researchers reject the null hypothesis and accept the alternative hypothesis.

Test of Hypothesis Three

H0: The benefit of mobile banking service has no significant effect on customer satisfaction in CBE's Tropical branch.

H1: The benefit of mobile banking services has a significant effect on customer satisfaction at the CBE Tropical branch. The benefit of a mobile banking service recorder has a t-statistics value of 3.221 with a probability value of 0.002, which is statistically significant. Therefore, the researcher can conclude that the benefit of mobile banking services has a significant effect on customer satisfaction. So, the researchers reject the null hypothesis and accept the alternative hypothesis.

Discussion

The present research was conducted to assess the effect of mobile banking on customer satisfaction. The result from the study shows that a higher level of security in mobile banking systems would exhibit a higher level of customer satisfaction, which confirms previous findings (Metlo et al., 2021; Baabdullah et al., 2019). The convenience and benefits of mobile banking have a positive effect on customer satisfaction, the finding is in line with (Orehovački et al., 2023). Customer satisfaction with the mobile banking service plays a pivotal role in building loyal customers. The study findings show that a mobile banking application's user interface that is clear and easy to use enhances customers' satisfaction. As a result, this study makes significant contributions to the literature by adding more reliable evidence.

the CBE Tropical Branch, and finally, to investigate the effect of the security of mobile banking on customers' satisfaction. The results showed that the benefits, convenience, and security of mobile banking have a positive effect on customer satisfaction. The benefits of mobile banking, i.e., the ability to transfer money, to balance an inquiry, and to make payments, have a great effect on customers' satisfaction. The researcher's finding is in line with (Metlo et al., 2021). In

addition to this, the study also found that privacy and security in mobile banking services play a great role in customers' satisfaction. Based on the findings, the researcher can conclude that mobile banking factors essentially contribute towards the satisfaction of the users; factors like convenience, ease of use, benefit, and security can influence customers' satisfaction, hence bringing more users or customers to banks. The finding confirms previous findings by (Natalia & Tesniwati, 2021; Bakar et al., 2017; Bernarto, 2023). The current study adds valuable knowledge to the body of literature by investigating the effect of the benefits, security, and convenience of mobile banking on customer satisfaction.

Managerial Implication

In terms of the study findings, the following managerial implications are made:

- 1) The researcher recommends that Ethiopian telecoms and banks should work hand-in-hand to offer high-quality service and reach customer satisfaction in a secure way.
- 2) The researcher recommends that the bank reduce the risk related to day-to-day transactions performed through mobile devices, which enables customers to build up belief in the banking services being offered. In addition to this, there should be 24/7 monitoring of all transactions done through mobile devices so that any failure is addressed as soon as possible to guarantee customer satisfaction and retention.
- 3) Banks should formulate strong policies with respect to security when it comes to mobile banking. They should make customers use the service confidently by providing adequate transaction security and alternative means of processing information. Resolving issues with security and trust is essential to ensuring customer satisfaction with mobile banking. To foster customer trust, managers should concentrate on putting strong security measures in place and communicating openly. Customer satisfaction is positively impacted by proactive steps taken to mitigate cyber security risks and incidents, which also help to create a safe and reliable environment for mobile banking.
- 4) The findings of the study can guide managerial decisions about infrastructure investments for mobile banking. By identifying the features and functionalities that have the greatest impact on customer satisfaction, the bank can better

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allocate resources towards the advancement and enhancement of its mobile banking platform. This could include optimizing user interfaces, ensuring data security, and incorporating innovative features that align with customer expectations.

5) The study's findings can be used by managers to customize their marketing and communication plans. Promotional campaigns can emphasize the particular advantages of mobile banking services—like convenience, accessibility, and time-saving features—that have a positive impact on customer satisfaction. It could be possible to encourage more customers to adopt and use mobile banking services by providing them with clear and focused communication about the benefits of doing so.

All in all, the study recommended that customer satisfaction plays a very important role in business reputation. Without customers, there is no business. Keeping this in mind, CBE management should strive to provide more value-added services in their mobile banking apps and design more user-friendly mobile banking applications to enhance the customer experience so that more customers can transact and fulfill their essential banking needs through mobile banking.

Directions for Future Research

The current research study has few limitations, which presents a chance for future research. First, the generalization of the study is limited as it is focused on the CBE Tropical Branch. The study findings may not be replicated in the overall banking industry. Second, the researcher discussed only the convenience, benefit, and security of mobile banking in terms of customer satisfaction, while other factors might exist to be considered. Thus, it is recommended that more studies be conducted to identify other factors that affect customer satisfaction with mobile banking services. The method used by the researcher in order to collect the data is very common, as the researcher has used the questionnaire method for this research study. Beside this, the sample size is not sufficient to measure the relationship between customer satisfaction and mobile banking service. So, the researcher recommended that future research be done by considering other methods and increasing the sample size.

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