

Digital Banking and Customer Satisfaction at Equity Bank

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Abstract: The study aimed to examine digital banking and customer satisfaction, using Equity Bank Kenya Limited (PLC) as a case study, and further investigated the effects of user skills and system security on customer satisfaction at EBKL. The findings highlighted benefits of customer satisfaction in commercial banks and promoted awareness of it, while EBKL and other institutions in the banking sector found the results useful in determining whether their digital banking services needed improvement. TAM served as the model, which was grounded on Expectation Confirmation Theory and backed by the Unified Theory of Acceptance and Use of Technology. A descriptive study methodology was used, and a sample size of 266 participants was chosen from a population of 800 using stratified random sampling. Questionnaires were used to gather information. Quantitative data were analyzed using SPSS V28 and basic statistics. Tables were used for data presentation. Ethical guidelines, including documentation of correspondence, study dates, and data collection locations, were observed. The results show that customer satisfaction is more strongly influenced by user skills than by system features, as only user skills had a significant positive correlation with satisfaction. Skilled users were also more likely to perceive the system as convenient, reliable, and secure, highlighting the role of competence in shaping positive system experiences. Among system attributes, reliability emerged as the strongest factor, closely linked with convenience and security, suggesting that improvements in reliability enhance overall perceptions of system quality. Equity Bank should prioritize investments in system reliability and security, as these are the strongest drivers of positive customer experiences. Ensuring that digital platforms are consistently available, fast, and free from interruptions will build customer trust and loyalty. At the same time, reinforcing system security through advanced authentication measures, fraud detection, and regular upgrades will reassure customers that their financial data is safe. Future studies should go beyond system reliability, and user skills to explore other factors that influence customer satisfaction, such as trust, service quality, and digital innovation.

Keywords: Digital Banking, Customer Satisfaction, System Reliability, User Skills, Banking Sector.

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I. INTRODUCTION

Today's more competitive market and stronger regulations are forcing banks to develop new sources of value and lower their debt. New digital models are directing banks towards customer relationships that present fresh opportunities for value creation. Consumer engagement and trust-building are the primary objectives of digital banking, which includes marketing, sales, customer onboarding, and account opening and maintenance. Apart from embracing the possibility of meeting consumer expectations and reviving banking in the bank, digital modernisation is giving

conventional banks another chance to boost customer happiness and loyalty, resulting in profitable long-term relationships. It is worthwhile to examine how consumers view their banks, the services they receive from them, and whether or not these institutions fulfil their commitments. Digital banking channels increase consumer access, make it easier to offer more services, boost customer loyalty, draw in new clients, offer services that rival banks offer, and lower customer attrition. In most regions of the world, commercial banks continue to struggle with customer satisfaction. In light of this, this study looked at how digital banking affects consumer happiness.

Lvarez, López, and Perry (2018) assert that since customers allow businesses to make money, it is critical to satisfy them. In offices, customer service usually starts at the front desk. In more recent times, the first encounter may involve the security officers at the gate, is where customer service starts. Front desk employees should be taught the value of providing exceptional customer service because this is the first chance a business has to create a favourable first impression with its customers. Zhao, Xu, and Wang (2019) assert that the degree to which customers' expectations of the services are fulfilled is a determining factor in customer satisfaction and that these expectations are dynamic. Furthermore, according to Kotler (2019), two more crucial components of offering exceptional customer service are being true to your word and refraining from making unrealistic promises to clients. The company should go above and beyond for its customers in order to deliver outstanding customer service.

Several studies have conducted on distal banking have been conducted globally, United states in their study, Garzaro, Varotto, and Pedro (2021) examined the distinctions between digital service channels (websites and apps) and confirmed impact of social presence and interaction on engagement with bank customers, degree to which these relationships impact the brand experience. The findings demonstrate the beneficial impacts of social presence and interaction on brand engagement as well as the favourable relationships that exist between brand experience, satisfaction, loyalty, and brand. Additionally, the results demonstrate that brand experience completely mediates the relationship between brand engagement and happiness, and that social presence has a larger influence on engagement for users of banking websites than for users of mobile banking apps. Social presence mediates the association between interactivity and brand engagement, according to this study, which also validates relationships between engagement, social presence, and interactivity. Engagement as an antecedent of brand experience, which leads to increased bank customer pleasure and loyalty, is a significant original contribution.

Mbama, Ezepeue, Alboul, and Beer (2019) investigated how managers in the UK perceived how digital banking affects customer satisfaction and bank financial success. The attributes that affect the digital banking experience are perceived usability, perceived risk, employee-customer connection, brand trust, perceived value, perceived speed, perceived quality, functional quality, and perceived value. They have an impact on financial performance, customer satisfaction and loyalty, and customer experience. The study found connections between these characteristics (e.g., loyalty and brand trust). The results point to crucial factors to take into account in order to enhance the financial performance and customer experience of digital banking. They demonstrate the importance of employee-customer engagement, value proposition, quality service provision, service personalisation, and the experience of digital banking, each of which has useful implications for improving digital banking design and interactive marketing. There hasn't been any research done on measuring the customer experience of digital banking as seen by bank management. This study

advances theory and highlights the effectiveness of digital banking.

Garzaro, Varotto, and Pedro (2021) examined experience and engagement on customer satisfaction and loyalty in Brazil with regard to online and mobile banking. While stressing the distinctions between digital service channels, the author confirmed the impact of social presence and interaction on engagement with bank customers, the degree to which these relationships impact the brand experience, and their effect on satisfaction and loyalty. The findings show that social presence and interaction have a beneficial impact on brand engagement and that there are favourable correlations between brand engagement, satisfaction, loyalty, and brand experience. The results also demonstrate that brand experience completely mediates the relationship between brand engagement and satisfaction, and that social presence has a larger effect on engagement for users of banking websites than for users of mobile banking apps. This study advances practice by demonstrating the value of social media presence and interactive features in digital channels to foster brand engagement and produce more satisfying experiences that boost bank client loyalty and satisfaction.

In India, Kashyap, Gupta, and Chugh (2024) used a hybrid model method to empirically evaluate customer satisfaction on banking services. Using a mix of factor analysis and an artificial neural network (ANN) model, the study proposed and implemented a novel hybrid approach to predict customer satisfaction from the identified characteristics of service quality in India, a developing country. When applied to nonlinear issues like customer satisfaction, linear regression model's effectiveness is called into question. It is determined that the ANN model can identify the intricate relationships between the exogenous and endogenous factors and fits data better than the linear regression model. The findings also indicate privacy, security, and dependability; problem-solving and efficiency have the least impact on bank customer satisfaction. findings are beneficial to academics, bankers, and politicians. As far as we are aware, not many research have employed ANN modelling to forecast client satisfaction in the service industry.

Bankuor, Boateng, and Aboagye (2021) looked into how Ghanaian consumers' satisfaction and retention intentions were affected by the high-quality digital banking provided during the COVID-19 epidemic. The findings showed a strong correlation between client retention choices and the level of satisfaction with digital banking services. The findings also showed that aspects of digital banking service quality such dependability, efficiency, privacy/security, and ease of use affect consumers' satisfaction and retention intentions. Banks differ in quality parameters of their digital banking service portfolios. This gives banks a chance to be cautious about how customers' decisions are affected by the provision of high-quality services, this study offers important theoretical insights as well as practical ramifications., digital banking services in emerging nations has been highlighted by this study. The study emphasised the necessity for banks to adopt the quality service that customers have come to expect

and the necessity of ongoing service enhancement in light of the expanding use of financial technology.

Using information from customers of one of Kenya's biggest retail banks, Mang'anyi, Khabala, and Govender (2020) investigated how customer satisfaction functions as a mediator in the interaction between customer loyalty and computerised customer relationship management. It provides scholars and bank managers with unique insights by conceptualising and then empirically confirming relationship between e-loyalty and electronic-customer relationship management, and that the relationship between the aforementioned constructs is not mediated by customer satisfaction. By examining an existing case CRM practices, it offers insights into the problem and contrasts them with existing literature, providing a comprehensive and in-depth analysis to comprehend the phenomenon being studied that is beneficial to the banking industry.

Githuku and Kinyuru (2020) investigated customer interactions and digital banking in Kenya's banking sector. Recommendations regarding the impact of digital banking on customer relationships among Kenyan commercial banks were derived from the information provided. In conclusion, commercial banks both domestically and internationally are heavily utilising digital banking to outperform their competitors, the banks are continuously investing in information technologies. Since the bank's primary assets are its clients, it is important to treat them well and maintain a lucrative working relationship with them.

➤ *Customer Satisfaction*

Customer satisfaction is still a key component in fostering loyalty and influencing consumers' future buying decisions, claim Pham and Ahammad (2019). Based on a user's past experiences with particular services, customer satisfaction is evaluated (Filieri & Lin, 2020). Consequently, if clients are happy with these services, they will inevitably get more involved and utilise them more, which could potentially affect their plans for the future. Prior studies have demonstrated a clear and positive correlation between consumer behavioural intentions, repurchase or reuse intents, and customer satisfaction (Pham & Ahammad, 2019). Consequently, when people are pleased with the characteristics of online banking, they are more inclined to remain loyal to them and promote their use. Furthermore, it has been shown that customer satisfaction and digital banking are directly associated (Filieri & Lin, 2020).

Businesses can determine customer expectations by evaluating how satisfied customers are in relation to the products and services they obtain. Happy consumers are more likely to refer friends, which creates a positive feedback loop that increases sales and profit margins for the business. To provide high-quality services, both public and commercial organisations must establish relationships with the general public (Casas et al, 2020). The first time a customer interacts with a business, usually at the front desk reception, and after receiving goods and services, they are frequently satisfied. Depending on how well the service went, the client may decide to return for further services. Most of the time, people

decide to focus on things like price, effectiveness, fairness, continuous product development, and organizational responsiveness. (Khadka & Maharjan, 2020). Businesses need to understand consumer preferences and the financial effects of the services they provide. Customer satisfaction can be impacted both internal and external factors (Baharon, Yap, Ashar, Mohd, & Mohd, 2020). Customer satisfaction may be impacted by a number of factors, including the extent to which the service satisfies the needs of customer, level of customer education, product knowledge of the employees, the business of the organization.

➤ *User Skills*

The effectiveness of information dissemination and retrieval through digital technologies is contingent upon the user's level of ICT proficiency (Habiba & Ahmed, 2020). To be effective, users of digital banking need to be able to locate, access, evaluate, and utilise the service (Ebijuwa & Mabawonku, 2019). Habiba and Ahmed (2020) assert that ICT skills are necessary for managing, assessing, and applying electronic resources to overcome obstacles. ICT skills encompass a range of technological processes that citizens can employ to access, modify, download, receive, disseminate, and send or email information, they added. includes devices that can swiftly access the internet and smartphones that can modify data with specific software (Habiba & Ahmed, 2020). The ideal method to characterise ICT skills is as a citizen's capacity to identify, develop, integrate, manage, and convey messages using ICT tools, claim Ebijuwa and Mabawonku (2019).

➤ *System Security*

Perceived security features—a concept taken from TAM—are one of the elements affecting citizens' satisfaction with using digital banking. TAM has been used to forecast the adoption of numerous technologies, including Web portal services (Gefen & Straub, 2020). Perceived security, in the context of digital banking, refers to the extent to which a citizen feels utilizing digital banking would be secure (Davis, 2021). The level of satisfaction with digital banking will depend on how much the particular citizen believes the adoption of digital banking would improve performance in terms of service delivery. According to earlier studies, (Colesca & Dobrica, 2018), perceived security has a favourable impact on how satisfied people are with digital banking. The perception that implementing a novel technology would be simple is known as perceived secure. Users' satisfaction with digital banking can be influenced by how secure they find the system to be. Previous research shown that the perceived ease of use of digital banking is highly connected to satisfaction with digital banking (Baharon et al., 2020).

➤ *Statement of the Problem*

Digital modernisation is giving traditional banks a second chance to boost customer happiness and loyalty, establishing profitable long-term relationships, and meeting customer expectations while bringing banking back to the bank. It is important to look at how customers perceive their banks, the services they receive, and whether or not these organisations live up to their promises. Digital banking

channels increase consumer access, facilitate the provision of more services, increase client retention, attract new customers, and provide services that competing banks provide. and lower customer attrition. The majority of Kenyan commercial banks continue to struggle with customer satisfaction, and Equity Bank is no exception. The modern equity bank has embraced digital platforms in order to reduce expenses and adapt to competition, as well as to meet their retail clientele' increasing demand for convenient and flexible banking (PWC, 2021). Banks have also introduced mobile banking to serve customers who are always on the go, since the majority of people now own mobile phones. Banks have long said that by bringing customers closer to their banks, this will objectively simplify transaction processes and improve the customer experience. Conversely, a lot of individuals believe that, in contrast to traditional banking, digital banking puts clients farther away from their banks, which erodes the relationship between the two parties and the capacity to conduct transactions.

Fund fraud is one of the problems associated with digital banking, nevertheless (Demetis, 2019). Due to illiteracy, a lack of appropriate legislation controlling e-transactions, and poor technological infrastructure, some clients also prefer real currency (Stix, 2023). Because customers may acquire equivalent services from competitors, customer satisfaction may not always translate into repeat business (Omoregie et al., 2019). Despite the rise of internet and mobile banking, some commercial bank clients are hesitant to use the services (Mano et al., 2020). Some clients choose to conduct their banking business in person at the banks (Rotchanakitumnuai & Speece, 2023). Research on the topic has been carried out in Kenya, including studies by Simon et al. (2016) and Kibui et al. (2020). By implementing mobile banking and the usage of USSD in financial payments, Simon et al. (2016) investigated the impact of digital banking on customer satisfaction in a subset of commercial banks. In contrast, the study ascertained the impact of digital banking on customer loyalty. Furthermore, Kibui et al. (2020) identified competitive interest rates, product diversity, and dependable loan interest rates as elements impacting customer loyalty in their study on the investigation of factors influencing banks' customer loyalty. According to the analysis, no research has been done on the impacts of user skills, system security, system convenience, and system reliability on customer satisfaction in Kenyan commercial banks, presenting a conceptual and empirical gap., it's against this backdrop the study will examine effects of digital banking and customer satisfaction in the banking sector Kenya: a case study of Equity Bank.

➤ Objectives

- To establish the effects of user skills on customer satisfaction at Equity Bank.
- To examine the effects of system security on customer satisfaction at Equity Bank.

➤ Significance of the study

The results of this study have significant ramifications for how bank administrators and policy makers determine key factors that influence customer satisfaction. The report also

makes suggestions for improving customer satisfaction. Three of the four investigated factors user skills, system security system convenience, and system reliability are predictors of customer satisfaction. E-banking portals should include online navigation, menus, icons, and buttons that are consistent, amiable, and simple to use in order to further increase customer s' levels of satisfaction. To help individuals utilize e-banking portals more successfully, online assistance such as online lessons and video clips employing caricatures and drawings should be made available. For students, researchers, and academics in addition to providing research gaps that must be addressed in theory and practice, the study will serve as a reference.

II. THEORETICAL LITERATURE REVIEW

Theories are developed in order to comprehend, forecast, and clarify a phenomenon. They are also frequently made with the intention of expanding upon and challenging the corpus of currently available knowledge while adhering to important limiting assumptions. Anchor theory is Expectation Confirmation Theory and is supported by Unified Theory of Acceptance and Use of Technology while the study model is based on Technology Acceptance Model (TAM).

➤ Expectation Confirmation Theory

Expectation confirmation theory (ECT) was first presented by Oliver (1980) in relation to business decision-making. Al-Refai, Batiha, and Allawneh (2013) ECT looks into repurchase behaviour and consumer satisfaction. Limayem and Cheung (2008) contend that establishing and preserving a foundation of devoted, long-term clients depends on customer satisfaction. Consequently, Bhattacharjee (2001) developed a model of information system continuity called expectation confirmation model using ECT from the literature on consumer behaviour. According to ECT, Two factors determine user satisfaction: the information system's expectations and the confirmation of those expectations following actual use. Al-Refai, Batiha, and Allawneh (2013). Using expectations as a standard, users assess confirmation to determine their evaluative response or degree of pleasure (Bhattacharjee, 2001).

This study found that citizens' expectations of using digital banking as result of quality of services provided by banking sector. Confirmation is the consumers' perception of alignment between actual customer satisfaction and expected usage of digital banking. In this study, perceived usefulness has been used to assess influence of digital banking The ECT developed by Bhattacharjee (2001) serves as its foundation. Therefore, the criteria utilised to measure people's satisfaction with digital banking are perceived utility, confirmation, and service quality. Furthermore, prior studies have demonstrated that raising citizen satisfaction could increase their inclination to adopt digital banking. (Santa, MacDonald, & Ferrer, 2018). Theory supports customer satisfaction and digital banking.

➤ Unified Theory of Acceptance and Use of Technology

Following an examination of eight (8) theories of technological adoption, Vebkatesh and a team of experts developed the theory in 2003. Two branches of sociological and psychological research have emerged from the concept's evolution (Momani et al, 2020). The theory tries to explain end-user behaviour while accepting new technologies as well as user goals when employing information systems (Sivathanu, 2019). According to the UTAUT theoretical paradigm, behavioural intention determines how technology is actually used. Performance expectation, effort expectancy, social impact, and enabling variables are the four main dimensions that directly affect the estimated likelihood of adopting the technology. UTAUT has contributed to literature in a variety of ways. In order to offer empirical insight into technological acceptability, the method contrasts widely held beliefs about the subject, many of which present conflicting or insufficient perspectives. Compared to existing models of technology adoption, UTAUT demonstrates that 70% of variation in use (Al-Qeisi, et al, 2015). This implies that the suggested elements have a greater capacity for prediction. Both obligatory and optional usage scenarios can benefit from the application of the UTAUT principle. It was selected on the basis of usage behaviour and behavioural intention. UTAUT is a comprehensive tool for measuring technology uptake and usage.

Although UTAUT is a rigors model, it has several theoretical and methodological shortcomings that were not addressed in subsequent research (Davis & Hennington & Janz, 2007). UTAUT was criticised for failing to specify behavioural goals in numerous situations. Subsequent studies attempted to increase the model's external validity by adding other behavioural drivers such trust, self-efficacy, computer self-efficacy, inventiveness, perceived dangers, and perceived risk (Im, Hong, & Kang, 2011). New moderating factors like money, geography, culture, and technology readiness were added to the model to further broaden its scope. But there is still a lack of research on several crucial traits, such computer self-efficacy. The creation of UTAUT only examined the indirect impact of self-efficacy on intention, despite the fact that it has been demonstrated that this factor influences behavioural intention (Bandura & Locke, 2003). Morris, Davis, Venkatesh, and Davis (2003). Both obligatory and optional usage scenarios can benefit from the application of the UTAUT principle. It was selected in accordance with behavioural intention and, as a result, usage behaviour.. Theory supports user skills, system security and digital banking.

➤ *Technology Acceptance Model (TAM)*

Theory of Reasoned Action, upon which the model was founded, offered a psychological viewpoint on human behaviour that was not yet present in the IS literature (Davis, 1989). Scholars have described the usage of information systems from a range of theoretical perspectives. One of these speculative viewpoints is the Technology Acceptance Model (TAM), which was put forth by Davis (1989). For describing how new information technologies are embraced and used, the most convincing, straightforward, reliable, and often used theory is the Technology Acceptance Model (TAM) (Carter & Bélanger, 2005). Technology acceptance, according to

Davis (1993), is a three-stage process in which external factors (system design details) cause cognitive reactions (perceived usefulness and ease of use), which in turn produce an effective response (attitude towards using technology/intention), which also influences use behaviour.

Understanding the cognitive and affective elements influencing the impact of system features on technology adoption was made easier by the creation of constructs that showed a strong and substantial association with use behaviour. According to the Technology Acceptance Model, perceived utility and perceived ease of use are two important characteristics that affect the adoption of information systems (Davis, 1989). Perceived usefulness, according to Davis (1989), is the belief that using a new information system will significantly increase production, whereas perceived ease of use is the belief that doing so will be simple. The methodological shortcomings of TAM research, some limitations on the theory's application, and the focus on system utilisation that obscured other important variables and relationships are among the objections made of the study (Venkatesh, Thong, & Xu, 2012). However, the limitations cannot overwhelm the theory's merits. It has been shown that TAM is theoretically sound and has a good forecasting ability to measure people's intention to use over a period of about three decades. The first hypothesis to explain why people use information systems was TAM, which was once a necessity for IS research and implementation (Goodhue, 2007). According to TAM, attitude influences the way new systems are utilised, which influences the actual utilisation of a system (Davis, 1989).

A person's view of the possibility that they would adopt a particular system is known as their behavioural intention, according to Davis (1989). For this study, the TAM will be changed due to its robustness, popularity, and convenience of use, all of which have been substantiated by various studies. The influence of banking sector capacity and e-banking sector performance (Mensah, 2020), the relationship between the e-banking sector system and citizen satisfaction (Mishra & Geleta, 2020), and the evaluation of digital banking (Sarasati & Madyatmadja, 2020) are other recent studies that have validated the validity of TAM in the context of digital banking adoption. The model also fits well independent variables (user skills, system security system convenience and system reliability) and dependent variables (customer satisfaction).

III. EMPIRICAL LITERATURE

➤ *User Skills and Customer Satisfaction*

The Digital India program's framework for digital literacy for vulnerable groups in rural regions was studied by Nedungadi, Menon, Erickson, and Raman (2019). In this study, an integrated curriculum for digital literacy was used to instruct more than 1,000 indigenous people in isolated communities utilising an educational approach based on the suggested framework. The concept makes use of flexible learning schedules, context-enabled curricula, and mobile technologies tailored for remote locations. The education paradigm, which brings tablet-based digital literacies straight

to communities, is an example of a workable approach to overcoming enduring obstacles. In order to promote digital literacy and awareness and enhance digital and life skills, it involves a variety of players, including government agencies, schools, and already-existing civil society. It illustrates how useful a thorough foundation for digital literacy could be as a formidable tool for promoting digital inclusion. Policymakers can leverage this revolutionary strategy to boost the efficacy and reach of digital inclusion over the last mile by enhancing existing training and service centres that offer the traditional form of digital literacy education. For low-literate learners in distant locations, this creative mobile learning model—which was based on the suggested The Digital Framework for Inclusion provided effective digital training and conducted assessments in the tribal communities, inspiring drive, excitement, and self-assurance. This concept empowers students, increases their potential, enhances their well-being, and lowers their risk of exploitation by integrating several literacies..

Bansal and Choudhary (2024) conducted a qualitative study on the Internet use and outcomes of older Indian adults living in urban areas. The study determines the benefits that older persons can experience from using the internet by referencing Helsper's (2015) paradigm for internet outcomes. The study uses a qualitative methodology to investigate how older persons' economic and educational backgrounds affect their internet usage and how this can encourage beneficial internet use. According to the findings, those with greater levels of education are more likely to experience positive outcomes across a range of societal dimensions than people with lower levels of education. However, it was also observed that the highly educated people intentionally shut down the internet whenever they can in an attempt to lessen the detrimental impacts of internet use on their personal lives. By offering programmes and efforts to encourage internet use and improve digital skills, as well as by enhancing digital accessibility and incentive systems, the government should go forward with its goal of closing the outcomes gap in older people's online use. It focuses policymakers' attention on establishing a setting that supports older folks' digital inclusion while adhering to social structures.

The present digital information literacy abilities of female internet consumers in Pakistan, are investigated by Mahmood, Batool, Rafiq, and Safdar (2022). A selected sample of women between the ages of 20 and 50 who were purchasing goods online rather than in traditional retail establishments provided the data. 269 of the 309 completed surveys were useful and used to analyse the data. Inferential and descriptive statistics were used to reach conclusions. A survey was utilised to collect data from study participants in this quantitative research study. For the data analysis, both descriptive and inferential statistics were used. Women have good to moderate levels of digital information literacy. They were hesitant to use the advanced search tools, though. DIL was found to be a major predictor of women's online buying behaviour, which supports the directed hypothesis and emphasises the significance of such competences in contemporary life. Additional results show that participating women were reluctant to use credit/debit cards for internet

purchases and hardly ever shopped online. These findings demonstrate the critical role information professionals play in fostering digital literacy among various demographic groups, particularly women, by organising trainings, workshops, and courses on digital information. The study uses a novel methodology to assess female buyers' online purchasing habits in relation to their proficiency in digital information literacy

➤ *System Security and Customer Satisfaction*

Dark side of mobile applications is examined by Liu, Chung, Zhang, and Wu (2023), who look into how technicalities and security affect user pleasure, app intention, and users' propensity to make in-app purchases. The study established a conceptual framework based on attitude-behavior-context (ABC) theory and used a SEM approach to analyse the framework using data gathered from New Zealand app users. The findings show that in-app purchases and user satisfaction are correlated, with app continuance intention (ACI) acting as a mediator. Specifically, the findings indicate that, as an antecedent, user pleasure and app technicality (AT) are positively correlated. User pleasure has a favourable correlation with both hedonic value and app security. Three important research implications result from the study. First, by demonstrating how app security affects users' in-app purchases, negative aspects of mobile apps. Second, this study identifies and provides empirical support for the relationship between user pleasure and app security. The study concludes by offering empirical support for AT's role.

In order to determine if assurance mechanisms lessen security and privacy concerns, Nikkhah, Grover, and Sabherwal (2024) looked at the moderating impacts of users' opinions of apps and providers. In order to learn more about the attitudes and actions of 694 users, this study employs a scenario-based survey. According to this study, trust merely mitigates the impact of privacy issues. Additionally, this study reveals that while perceived efficacy of privacy and security treatments influences privacy concerns, it has no effect on security concerns. App providers and app features were not examined as previous mobile app studies, which primarily concentrated on mobile apps. Additionally, the interventions that demonstrate data assurance methods include privacy policy notice and certification by the ISO-27018. Nevertheless, it is uncertain if these actions can lessen users' worries about security and privacy following their usage of MCC apps.

The influence of satisfaction on the intention to grant access to personal information was investigated by Najjar, Dahabiyeh, and Algharabat (2021). Users of mobile devices often have to decide whether to grant access to the personal data stored and install and utilise mobile apps. This is accomplished via the paper's recognition of the emotive and cognitive aspects of satisfaction, which are based on the theories. LISREL 8.80 was used to assess the 489 replies that were gathered overall. According to the research, whether or not a user is satisfied with a mobile app largely determines whether or not they disclose personal information.. According to Najjar, Dahabiyeh, and Algharabat (2021),

Perceived advantages influence satisfaction more than expected hazards, and contentment influences the decision to allow access to personal data. By analysing the roles of its two components—the affective (represented by affect) and the cognitive (represented by perceived advantages. it

demonstrate that choices about information disclosure are complex procedures that incorporate both emotional and logical factors.

➤ Conceptual Framework

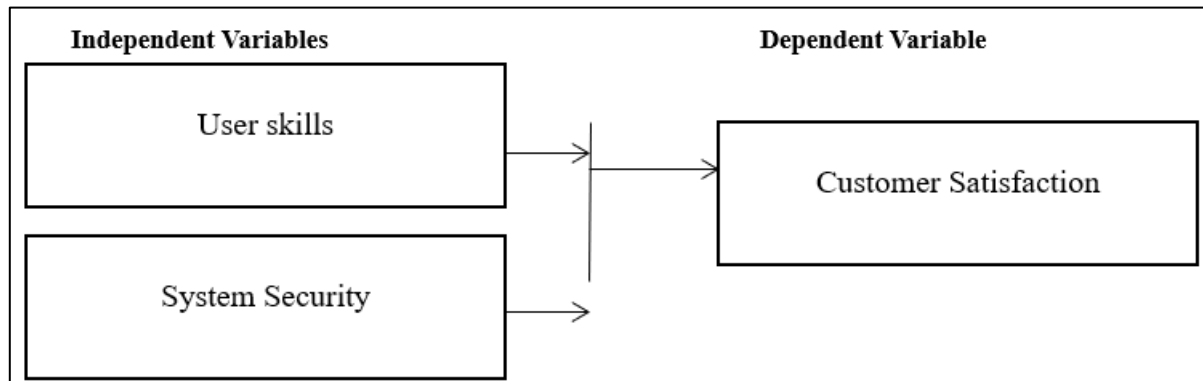


Fig 1: Conceptual Framework

➤ Research Design

According to Bickman and Rog (2018), research design is the arrangement of the research technique and purpose, which provides the theoretical foundation required to conduct the research enquiry. A descriptive research approach was used for this study since it ensured that the information gathered would address the objectives of the investigation. This strategy was suitable since it enabled the researcher to characterise the target population's traits and analyse issues. One advantage of this approach was that it enabled the researcher to plan and conduct the investigation in a manner that offered a comprehensive understanding of the subjects, the study setting, and the issues under consideration (Bickman & Rog, 2018). Goal of research design was to translate the research questions into a practical project framework.

➤ Target Population

The target population, according to Cooper and Schindler (2018), is the entire set of variables from which conclusions are meant to be extrapolated. Saunders et al. (2018) define the population as the totality of the factors from which the findings of a study should be extrapolated. The 800 staff at the study's headquarters in Upper Hill, Nairobi.

➤ Sample and Sampling Technique

This study employed stratified random sampling, which has been shown to be objective by Creswell and Creswell (2018) and provides each member of the population with an equal chance of being selected. Kothari and Garg (2015) define a sample as the subset of the population used to illustrate the features of the entire population. Cooper and Schindler (2018) stressed that in order to reduce biases, a random sample size is required. Ten to thirty percent of the target population is regarded as an adequate sample, according to Saunders, Lewis, and Thornhill (2018). As shown in Table 4, the unit of analysis was 10% of the target population. Sample consisted of 266 respondents. The sample size was determined at the 5% level of significance using the Cochran algorithm.

$$n = \frac{N}{[1 + N(e)^2]}$$

Where, n – sample size N – Population size e – Level of significance $n = 300 / 1 + 300(0.05)^2 = 266$ Therefore the sample was 266 respondents.

➤ Research Instruments

The questionnaire served as tool gathering data. Questionnaires were used because they had been employed by other researchers and were considered more efficient in terms of labor. Questionnaire's primary drawback was that it was impossible for responders who were illiterate—that is, incapable of reading or writing—to finish it. Nevertheless, questionnaires were regarded as a cost-effective method of data collection that enabled the researcher to obtain large amounts of information (Creswell & Creswell, 2018). questionnaires also allowed for correlational. Furthermore, by asking structured questions, the qualitative aspects of the study were effectively enhanced (Saunders, et al, 2018).

➤ Pilot Study

A pilot study is a small study to test research protocols, data collection instruments, and other research techniques in preparation for the main study” (Creswell & Creswell, 2018). Through a pilot, unclear questions and indistinguishable directions in the research instruments could be identified (Hamed, 2016). Ten employees randomly selected from KCB Bank participated. Also to establish the validity and reliability of the tools used to collect data (Cooper & Schindler, 2018). Creswell and Creswell (2018) noted that while the 1–10% guideline could serve as a starting point, the proper size should be determined by the specific aims and objectives of the pilot study, with randomization being essential in minimizing bias.

The study also adopted a linearity test relationship between the variables was linear or non-linear. To verify linearity, correlation and linear regression tests were applied.

A linear relationship between the independent and dependent variables was necessary for regression modelling to be effective (Saunders et al., 2018). Linearity was tested directly using the SPSS v28 software. When the linearity score was more than 0.05, the link between the independent variables was deemed linearly dependent and significance probability value diverged.

➤ *Validity*

In relation to the measure's accuracy, validity is the ability of a data collection tool to yield the anticipated outcomes (Saunders et al., 2018). Before the study instrument was given to sample group, it was intended to find and fix any issues. The instrument's piloting phase was when this was done (Saunders et al., 2018). Determining if the instrument responses offered the necessary information to allow the study to accomplish its goals as specified in the methodology was the procedure's aim (Cooper & Schindler, 2018). With the help of subject matter experts and supervisors, content validity was implemented. Additionally, face validity was deemed significant since it offered a rapid and simple means of assessing if a test or approach initially seemed acceptable and helpful. Schindler & Cooper, (2018).

➤ *Reliability*

A measure's consistency was referred to as its reliability. Saunders et al. (2018) define dependability as the extent to which research surveys produce consistent findings. Cronbach's Alpha was used to evaluate the study's reliability, with a threshold value of 0.7. Cooper and Schindler (2018) concur that trustworthy research tools should produce outcomes that are comparable to the pilot study's when used on a larger sample size (Kothari and Garg, 2015).

➤ *Data Collection Procedure*

To make data collection easier, a letter of introduction from the institution and a NACOSTI authorisation were utilised. Data collection is the methodical process of obtaining observations or measurements. Common tools for data collection include interviews, surveys, focus groups, and observations. For this study, a research tool suited to measuring respondents' perspectives was required, and the researcher employed questionnaires (Appendix II) (Creswell & Creswell, 2018). Questionnaires were also advantageous because they allowed for anonymity, as most respondents preferred not to have their identities revealed (Bordens & Abbott, 2020). Primary data were therefore gathered using questionnaires.

IV. DATA ANALYSIS AND PRESENTATION

Data analysis, according to Kothari and Garg (2015), is the process of organising and sorting raw data utilising research data-gathering procedures to extract relevant information. Quantitative data was analysed using SPSS version 28. Prior to extrapolating the results, the uncoded raw data collected from the field was processed. Descriptive statistics were used to analyse the data, and tables were used to present the findings. The associations between the variables were examined using inferential statistics. Analysis of variance (ANOVA) was used to demonstrate the

justification for the complete model, and a two-tailed correlation test was conducted at the 5% level of significance. Following a comparison of the computed F-statistics with the tabular data, the model was considered significant at a p-value of 0.05. A multivariate linear regression model was also employed to ascertain the degree to which the independent variables influenced the dependent variable.

The goal of this analysis was to determine whether the observed relationships were unlikely to result from sampling error. null hypothesis stated that no correlation existed between the variables. Correlation analysis therefore provided information on how strongly and in which direction variables are associated. Comparing the computed and tabular F-statistics at a p-value of 0.05 allowed ANOVA to be used to examine the regression model's overall significance. After that, multiple linear regression was employed to evaluate how the independent variables affected the dependent variable.

The regression constant (intercept) was used to estimate the EBKL composite index of customer satisfaction. Regression coefficients, which ranged between 1 and 4. The independent variable, EE, represented the overall composite score of EBKL customer satisfaction. JRA denoted a composite index of the other explanatory factors, while IF represented variables comprising a composite score of formulation, implementation, evaluation, and system reliability. The error term captured unexplained variance in EBKL customer satisfaction when the linear effects of the predictor variables were insufficient to account for it.

➤ *Ethical Consideration*

According to Bickman and Rog (2018), ethical thought is the process of maintaining moral standards during a research project. Before participating in this study, all possible respondents for consent. The anonymity of the information they provided in their survey responses was strictly maintained, and their participation in the data collection process was entirely voluntary. The questionnaire was meticulously crafted to omit any enquiries that were disparaging, offensive, or personal. The study adhered to strict ethical considerations to safeguard participants' rights and well-being. Informed consent was obtained from relevant authorities and participants, ensuring they clearly understood the study's purpose, methods, and implications before voluntarily agreeing to take part without coercion. Participation was entirely voluntary, with respondents free to decline, and questionnaires were carefully designed to avoid offensive or intrusive content. Confidentiality and privacy were upheld by securely storing data, restricting access, and ensuring that personal views and information were not disclosed or misused. Anonymity was guaranteed through the use of pseudonyms and codes instead of personal identifiers, making it impossible to trace responses back to individuals. These measures collectively protected participants' autonomy, dignity, and security while maintaining academic integrity.

V. FINDINGS

Study sample consisted of mature, well-educated, and experienced respondents. Males made up the majority at 59%, while females accounted for 41%. Most participants (39%) were aged 46 years and above, with a substantial proportion in their 30s and 40s, indicating a middle-aged workforce. Educationally, the results show that respondents were highly educated, with 60% holding bachelor's degrees,

33% master's, and 7% PhDs. No respondents had certificate or diploma qualifications, indicating a sample dominated by individuals with advanced education. In terms of work experience, over half (53%) had been in their organizations for 6–10 years, while others had between 5 and more than 16 years of service. These characteristics suggest that respondents were knowledgeable, experienced, and well-placed to provide credible and reliable data for the study.

Table 1: User Skills

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. dev
Digital banking requires simple literacy skills	2.7%	4.0%	28.0%	28.7%	36.7%	3.93	1.024
Customers can use an SSD code when they don't have internet access	2.7%	2.7%	19.3%	33.3%	42.0%	4.09	.979
One can easily download an app from the Play Store and use it with little knowledge	2.7%	0%	20.7%	46.0%	30.7%	4.05	.789
You need to know the fundamentals of computers in order to use the digital banking services..	6.0%	11.3%	16.7%	40.7%	25.3%	3.68	1.149
Customers understanding and changing banking dynamics has enabled users to adopt digital banking	4.0%	1.3%	16.0%	32.7%	46.0%	4.05	1.008

Digital banking is generally perceived as accessible, but there are varying opinions on the specific skills required for its use. A significant majority of respondents (65.4%) agree that digital banking requires basic literacy skills, suggesting that while the service is meant to be user-friendly, a basic understanding of reading and writing is still important for effective use. This is supported by a strong mean of 3.93, though some individuals remain unsure or disagree, as indicated by a small percentage (6.7%) disagree/strongly disagreed. When it comes to offline usability, a notable 75.3% of respondents believe that customers can use an SSD code without internet access, with 42% strongly agreeing. This suggests that there is strong confidence in the offline functionality of digital banking, making it more inclusive for people with limited internet access. The low SD further shows a strong consensus on this point.

Most respondents (76.7%) also feel that downloading and using an app from the Play Store is easy, even for those with minimal knowledge, with 46% strongly agreeing. However, the 20.7% users may not find all apps equally intuitive, pointing to a slight variability in user experiences. Regarding the necessity of basic computer skills, while 66% agree or strongly agree that these skills are required, there's a notable portion (17.3%) who disagree, indicating that some feel digital banking platforms are simple enough for people without technical backgrounds to navigate. The higher SD of 1.149 suggests a wider spread in opinions about how much technical know-how is really needed. Lastly, there is strong agreement (78.7%) that understanding changing banking dynamics has played a crucial role in digital banking. This is seen in high level of agreement (46% strongly agreeing) that

as banking evolves, so too does customers' comfort with digital tools. This points to the importance of financial literacy and staying informed about technological changes in the banking sector to foster greater adoption of digital services.

In conclusion, while digital banking is widely seen as accessible, there are varied opinions on level of literacy skills required. Data emphasizes the importance of making digital tools user-friendly and ensuring that users are well-informed about the changing landscape of banking to facilitate wider adoption. The finding are supported by Nedungadi, Menon, Erickson, and Raman (2019) education paradigm, which brings tablet-based digital literacies straight to communities, is an example of a workable approach to overcoming enduring obstacles. In order to promote digital literacy and enhance skills, it involves a variety of players, including government agencies, schools, and already-existing civil society. It illustrates how useful a thorough foundation for digital literacy could be as a formidable tool for promoting digital inclusion. Bansal and Choudhary (2024), people with more education levels are more likely to have good outcomes in a range of societal domains than people with lower education levels. By providing trainings, workshops, and courses on digital information, information professionals can help promote digital literacy among a variety of demographic groups, especially women, according to Mahmood, Batool, Rafiq, and Safdar's (2022) results. The study employs a cutting-edge methodology to evaluate female consumers' online buying behaviours in connection to their level of digital information literacy.

Table 2: System Security

Statement	SD	D	N	A	SA	Mean	Std. Dev.
Digital banking services offered are available to the customer anywhere, anytime	2.7%	9.3%	20%	30%	38%	3.91	1.093
The effectiveness of digital banking services has reduced the number of physical visits to the bank	4.0%	11.3%	17.3%	30%	37.3%	3.85	1.161
The online services are fast, and users spend less time on cash transfers	6.7%	10.7%	18.7%	30.7%	33.3%	3.73	1.219
The public prefers to use the online service compared to a physical visit	2.7%	14.7%	38%	27.3%	17.3%	3.42	1.025
The digital banking has less or no downtime, making them highly dependable	4.0%	18%	20%	35.3%	22.7%	3.55	1.145

The findings reveal a generally positive outlook on digital banking services, with a strong focus on convenience, speed, and reliability. A significant majority (68%) of respondents agree or strongly agree that digital services are available anytime and anywhere, with 38% strongly agreeing, highlighting the widespread confidence in accessibility of digital banking. with 3.91(mean), which reflects a favorable view, though there is some variability in experiences, as indicated by the SD(1.093). Regarding the effectiveness of digital banking in reducing physical visits to the bank, 67.3% believe that digital services have successfully minimized need for in-person visits. With 37.3% strongly agreeing, this points to a significant shift in banking behavior, favoring the convenience of online services. With 3.85(mean) and SD(1.161) indicate general agreement, but there are still some individuals who may feel differently.

Speed and efficiency of online services, 64% agree or strongly agree that digital banking saves time, particularly in cash transfers. With 33.3% strongly agreeing, it's clear that a majority finds value in the speed of digital banking, with mean(3.73) and the moderate SD of 1.219 suggest some users may still encounter delays or inefficiencies. When it comes to the preference for online banking over physical visits, the responses are more divided. While 44.6% agree or strongly agree that they prefer online banking, a large portion (38%) remains neutral. Convenience of digital services, there are still individuals who might feel more comfortable with traditional banking methods, with 3.42(mean). Lastly, the dependability of digital banking is highly regarded, with 58%

of respondents agreeing or strongly agreeing that digital banking has less downtime and is highly reliable. 3.55(mean) and SD(1.145) show that most users view digital banking as reliable, though some still experience occasional issues.

Overall, digital banking is cherished for its accessibility, speed, and dependability. The findings suggest that while digital banking is becoming more trusted, there are opportunities to enhance user experiences, especially for those who remain neutral or less confident in the digital services. Are in line with other findings such as Huma, Ahmed, Ikram, and Najmi (2024) findings, MASQ and service convenience both significantly boost customer satisfaction, which in turn helps businesses retain youthful clients. One of the few pertinent studies that would help businesses using mobile commerce apps enhance their MASQ and service convenience in the face of fierce competition to attract and keep young customers using smartphone apps is this one. Khan, Shamsi, and Khan (2023) it can be inferred that consumer satisfaction. Nevertheless, customer satisfaction is not significantly impacted by evaluation convenience, logistics, or reverse logistics convenience. One of the few studies that only examines how gender affects customer satisfaction and service convenience is this one. The findings' uniqueness and important managerial ramifications, will provide value. Kaura, Durga-Prasad, and Sharma (2020) findings show that, client loyalty and its antecedents are mediated by customer satisfaction. Consequently, it restricts the results' applicability to different banking populations.

Table 3: Customer Satisfaction

Statement	SD	D	N	A	SA	Mean	Std.Dev
Bank closely monitors customer satisfaction levels on a regular basis	5.3%	16.7%	28.7%	31.3%	18.0%	3.40	1.123
Bank performance reviews are linked to customer retention goals	2.7%	5.3%	34.0%	34.7%	23.3%	3.71	0.973
Digital banking goals in organization are well-defined, measurable, and feasible	4.0%	11.3%	25.3%	30.7%	28.7%	3.69	1.124
Because it is self-provided, the information has a high degree of accuracy.	4.0%	6.7%	25.3%	34.7%	29.3%	3.79	1.066
Extended service The turnaround time caused by lengthy lines has significantly decreased.	2.7%	5.3%	28.7%	32.0%	31.3%	3.84	1.017

The survey results indicate majority are positive about bank's efforts in several areas, though there are some areas for improvement. A significant portion (68%) believes the bank closely monitors customer satisfaction levels on a regular basis, although 22% of respondents remain neutral or dissatisfied with how this is handled, as reflected in a mean of 3.40. Similarly, 58% agree that performance reviews are tied to customer retention goals, with many respondents (34.7%) affirming this link, but there's still uncertainty for some, as indicated by a mean of 3.71 and 36% neutral or dissenting responses.

When it comes to the clarity and feasibility of digital banking goals, the majority (59.4%) agree that these goals are

well-defined, measurable, and achievable, but again, there's some uncertainty with 3.69 mean. Most respondents (64%) also trust the accuracy of self-provided information, with (34.7%) information provided is accurate, though a small portion (10.7%) still harbors doubts. Finally, the reduction in service turnaround time due to shorter queues is highly praised, with 63.3% agreeing that this has greatly improved, resulting in a mean of 3.84, indicating strong satisfaction. Overall, while the bank is perceived positively in areas like monitoring satisfaction and improving service efficiency, there is room for improvement in aligning goals and performance reviews, as well as ensuring consistency in the clarity of objectives and the reliability of self-provided information.

Table 4: Model Summary for User Skills

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.148 ^a	.022	.015	1.115	.022	3.325	1	233	.070
a. Predictors: (Constant), user skills									

From analysis, user skills showed weak but statistically significant positive relationship with customer satisfaction ($r = .255$, $p = .002$). This suggested that as users' skills improve, their satisfaction with the system tends to increase, even though the relationship is not very strong. However, when tested in a regression model, user skills accounted for only 2.2% of the variance in customer satisfaction ($R^2 = .022$), and model was not significant ($p = .070$). This means that although user skills correlate with satisfaction, they do not independently predict satisfaction strongly enough when considered as the sole explanatory factor. The contrast between the two findings highlights an important point: correlation shows association, but regression tests predictive power. While user skills are associated with satisfaction, they are not sufficient on their own to explain or predict satisfaction levels. This indicates that other factors such as system reliability, convenience, and security likely interact with user skills to shape satisfaction more meaningfully. Together, the results suggest that customer satisfaction is multifaceted. User skills matter, but their influence is limited unless supported by reliable, convenient, and secure systems. Thus, organisations aiming to enhance satisfaction should not only train users but also ensure that system features meet expectations. In other words, training and system improvements must go hand in hand to create a stronger impact on satisfaction.

Table 5: ANOVA^a Results for User Skills

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.131	1	4.131	3.325	.070 ^b
	Residual	183.869	233	1.242		
	Total	188.000	234			
a. DV: Customer Satisfaction						
b. Predictors: (Constant), User skills						

ANOVA results show used user skills to predict customer satisfaction, was not statistically significant ($F = 3.325$, $p = .070$). The regression sum of squares (4.131) was very small compared to (183.869), proving that the majority variation in customer satisfaction could not be explained by user skills alone. In fact, model explained only a minimal portion of the total variation (about 2.2%), leaving the majority of differences in satisfaction levels attributable to other factors. This finding suggests that while user skills may have some influence on satisfaction, they are not a strong or sufficient predictor when examined in isolation. Customer satisfaction appears to be shaped by a wider set of factors beyond skills, such as system reliability, convenience, security, or even organizational support. Practically, this implies that focusing only on improving user skills is unlikely to significantly raise satisfaction levels; instead, a more holistic approach that combines skill development with improvements in system performance and support structures is necessary to achieve meaningful gains in customer satisfaction.

Table 6: Regression Coefficients^a for User Skills

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	2.761	.362		7.632	.000	2.046	3.476
User skills	.163	.089	.148	1.823	.070	-.014	.339

a. Dependent Variable: Customer Satisfaction

The regression coefficients indicate that the constant value (intercept) is 2.761 ($p < .001$), meaning that when user skills are held at zero, the baseline level of customer satisfaction is fairly high. The coefficient for user skills is $B = .163$, indicating that customer satisfaction should rise by 0.163 units for every unit improvement in user abilities. However, this effect is weak and statistically insignificant at the 0.05 level ($p = .070$), although it approaches significance. The standardized coefficient ($Beta = .148$) further confirms that user skills have only a small influence on customer satisfaction compared to other potential predictors not included in the model. The 95% confidence interval (-.014 to .339) crosses zero, reinforcing the conclusion that the effect of user skills may not be consistently reliable across the sample. These results shows positive trend between user skills and customer satisfaction, relationship is weak and not statistically significant. In practical terms, this means that improving user skills alone is unlikely to cause a substantial increase in satisfaction. Instead, customer satisfaction seems to be influenced by a wider range as system reliability, security, and convenience, as well as organizational support mechanisms. The findings imply that while user training and skills development may play a role in enhancing satisfaction, they must be complemented by system improvements and supportive policies to achieve meaningful impact.

Table 7 : Model Summary for System Security

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.583 ^a	.340	.335	1.085	.340	76.191	1	233	.000

a. Predictors: (Constant), System security

R value of .583, indicating a moderately strong positive relationship between system security and customer satisfaction. R Square (.340) reveals that system security explains about 34% of variation in customer satisfaction, which is a substantial proportion compared to earlier predictors like user skills (2.2%) and system convenience (6.5%). Adjusted R Square (.335), which accounts for sample size and predictors, confirms that explanatory power of model remains strong. F-test ($F = 76.191$, $p < .001$) shows that model is significant, meaning system security is a reliable predictor of satisfaction. These findings suggest that system security determines customer satisfaction. Users are significantly more satisfied when they perceive digital banking systems as safe and trustworthy, reflecting the importance of safeguarding transactions and personal information. Compared to user skills and convenience, security plays a much stronger role in shaping satisfaction, indicating that customers value trust and protection as core aspects of their experience. However, while security accounts for a large portion of satisfaction, it does not explain everything, meaning that other factors system reliability, convenience, and ease of use still contribute to overall satisfaction.

Table 8: ANOVA^a Results for System Security

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	89.720	1	89.720	76.191	.000 ^b
Residual	174.280	233	1.178		
Total	264.000	234			

a. Dependent Variable: System security

b. Predictors: (Constant), Customer Satisfaction

ANOVA determines if system security is significantly predicted by customer satisfaction. The regression model is extremely significant, according to the results ($F = 76.191$, $p < .001$). The difference between the regression sum of squares (89.720) and the residual sum of squares (174.280) shows that model explains a large share of the variation in system security. Out of the total variability (264.000), customer satisfaction accounts for about 34% of the variance in perceptions of security, which is consistent with the R^2 value reported in the model summary. These findings suggest that higher customer satisfaction is strongly associated with stronger perceptions of system security. In simple terms, Happy clients are more likely to see the system as secure and trustworthy. This highlights a reinforcing relationship: security contributes to satisfaction, and satisfaction in turn strengthens perceptions of security. The strong and statistically significant relationship underscores the central role of security in digital banking customers not only value convenience and usability, but also place heavy importance on feeling that their data and transactions are well protected.

Table 9: Regression System Security

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.842	.328		2.567	.011	.194	1.491
	System security	.728	.083	.583	8.729	.000	.563	.893

a. Dependent Variable: Customer satisfaction

The regression results show that the constant (intercept) is .842 ($p = .011$), indicating that even without considering system security, there is a baseline level of customer satisfaction. The predictor, system security, has a large and positive unstandardized coefficient ($B = .728$). This indicates that customer satisfaction rises by 0.728 units for every unit improvement in views of system security. The standardized coefficient ($Beta = .583$) indicates a strong effect size, showing that security is one of the most influential predictors tested so far. The relationship is highly significant ($t = 8.729$, $p < .001$), and the 95% confidence interval (.563 to .893) confirms the reliability of the effect, as it does not cross zero. These findings demonstrate that system security is a powerful and significant driver of satisfaction. Customers are far more satisfied when they believe that digital banking systems are safe. Compared to other predictors like user skills or system convenience, security shows a much stronger influence, highlighting that trust in the system's safety is central to the overall user experience. However, while security explains a substantial portion of satisfaction, it does not account for all of it—factors such as convenience, reliability, and usability still matter.

Table 10 : Model Summary for System Reliability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.639 ^a	.409	.405	.962	.409	102.386	1	233	.000

a. Predictors: (Constant), System reliability

Model's R value of .639 indicates that customer happiness and system dependability are strongly positively correlated. R Square (.409) reveals that system reliability explains about 40.9% of variation in satisfaction, which is higher than system convenience (6.5%) and system security (34%), making it the strongest predictor so far. Adjusted R Square (.405) confirms that model maintains its explanatory power even after adjusting sample size. F-test ($F = 102.386$, $p < .001$), meaning effect of system reliability on satisfaction is both strong and statistically reliable. These findings imply that, out of all the factors examined, system reliability had the greatest impact on customer satisfaction. When digital banking services are reliable, consistent, and free from frequent faults or disruptions, customers are much happier. Reliability not only fosters trust but also ensures smooth service delivery, which directly enhances satisfaction levels. Compared to user skills, convenience, and even security, reliability explains the largest share of satisfaction.

➤ Multivariate Analysis

Table 11: Regression Coefficients for Multivariate Analysis

Predictor	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-value	Sig. (p-value)	Interpretation
(Constant)	—	—	—	—	—	Baseline level of satisfaction when predictors are zero.
User Skills	0.163	0.089	0.148	1.823	0.070	Weak and insignificant effect → customer skills do not strongly drive satisfaction.
System Security	0.728	0.083	0.583	8.729	0.000	Strong, highly significant effect → security greatly boosts satisfaction.

When two predictors—user skills, and system security are considered together, the regression model provides a more comprehensive understanding of what drives customer satisfaction in digital banking. Combined predictors account for variation in satisfaction, with system reliability and security emerging as the strongest contributors, while convenience adds moderate influence, and user skills contribute the least. The multivariate findings suggest that: System security also plays a key role. A secure digital

environment reassures customers that their financial information is safe, significantly boosting satisfaction. User skills, however, show a weak and statistically insignificant influence. This indicates that customer satisfaction depends more on how well the system is designed rather than how skilled users are in operating it. The multivariate analysis underscores that customer satisfaction in digital banking is system-driven rather than user-driven.

VI. CONCLUSION

The findings conclude that although user skills show a weak positive relationship with customer satisfaction, their effect is not strong enough to serve as a reliable predictor when examined independently. The regression results indicate that user skills explain only a very small proportion of the variation in satisfaction, customer satisfaction is designed by combination of broader issues, including system security, in addition to user competence. Therefore, while enhancing user skills through training may contribute slightly to satisfaction, it should not be relied on as the sole strategy. A more comprehensive approach that combines user capacity building with system improvements and organizational support is necessary to meaningfully improve satisfaction.

The findings conclude that system security is most significant predictor of customer satisfaction compared to user skills and system convenience. While user skills showed only a weak and insignificant effect, and system convenience had a modest but meaningful influence, system security demonstrated a strong positive impact, explaining a substantial proportion of the variation in satisfaction. This highlights that customers place the greatest value on trust and safety when using digital banking services, and their satisfaction is closely tied to how secure they perceive the system to be. Therefore, while convenience and user competence contribute to the overall experience, ensuring robust system security should remain the top priority for enhancing and sustaining customer satisfaction.

The multivariate regression analysis revealed that customer satisfaction in digital banking is significantly shaped by system security, and user skills. These factors collectively explained about 34–41% of the variance in customer satisfaction, underscoring their central role in shaping positive user experiences. Conversely, user skills showed no significant influence, suggesting that well-designed systems can enhance satisfaction regardless of customers' individual abilities.

RECOMMENDATIONS

To strengthen customer satisfaction, Equity Bank should prioritize investments in system security, as these are the strongest drivers of positive customer experiences. Ensuring that digital platforms are consistently available, fast, and free from interruptions will build customer trust and loyalty. At the same time, reinforcing system security through advanced authentication measures, fraud detection, and regular upgrades will reassure customers that their financial data is safe. In addition, enhancing system convenience by simplifying navigation, streamlining transaction processes, and integrating user-friendly features will further improve satisfaction. Since user skills were found to have little influence, the bank should focus less on expecting customers to adapt and more on designing intuitive systems that can be easily used by all. Overall, Equity Bank's management should anchor its digital banking strategy on reliability, security, and convenience, as these are the core pillars of customer satisfaction and competitive advantage.

On system security, it is essential to implement advanced safeguards such as multi-factor authentication, biometric verification, and fraud detection tools while also carrying out regular audits to build trust and protect customer data. Improving system convenience should focus on simplifying interfaces, reducing unnecessary steps, and introducing user-friendly features such as one-click payments and personalized dashboards to make banking faster and easier. Although user skills showed limited impact, the bank can still support less tech-savvy customers through simple tutorials, customer care assistance, and intuitive designs that minimize the need for technical knowledge. Overall, focusing on these areas will strengthen customer satisfaction, boost loyalty, and enhance Equity Bank's competitive advantage in digital banking.

Equity Bank should take a forward-looking approach by leveraging emerging technologies to remain competitive. Incorporating AI and learning into digital platforms can personalize customer experiences for both the bank and its clients. Expanding the reach of mobile banking innovations—such as voice-assisted transactions, chatbots for 24/7 support, and seamless integration with popular payment platforms—can further improve accessibility and convenience. The bank should also invest in cloud technologies to ensure scalability, speed, and resilience, which are crucial as customer demand grows. Finally, continuous customer feedback mechanisms should be integrated to ensure that new innovations align with client expectations. By combining immediate improvements with long-term digital innovations, Equity Bank can strengthen customer satisfaction, foster loyalty, and secure a sustainable competitive edge in Kenya's rapidly evolving financial sector.

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