

**EFFECTIVE POINT OF SALE (POS) SERVICE DELIVERY AND REPURCHASE BY CUSTOMERS OF
COMMERCIAL BANKS IN NIGERIA**

BY

**Juliet Mbanaso: Department of Banking and Finance, Faculty of Management Sciences, University of
Maiduguri, Borno State, Nigeria**

&

**Mohammed Isa Kida (Ph.D.): Department of Banking and Finance, Faculty of Management Sciences,
University of Maiduguri, Borno State, Nigeria**

Abstract

The study assesses the effect of Point of Sale (POS) services on repurchase by customers of Commercial Banks in Nigeria with Maiduguri Metropolis, Borno State as the window for data. The study was a survey in nature. GTB customers in Maiduguri, Borno State was target population of the study. Simple Random Sampling Technique was used to draw a sample of 371 respondents. The research instrument used for this study was a structured questionnaire. The data were analysed using frequency count and its equivalent percentages score as well as Likert scale to describe the demographic information of the respondents and to address the objectives of the study and answered the research questions. The result of the study indicates that majority 96.7% of the respondents opine that POS service has positive effect on customer repurchase. It is therefore, recommended that the bank should ensure effective service delivery by its vendors and encourage the use of POS in other to improve the standard of electronic Banking in Nigeria.

Keywords: Point of Sale (POS), Service Delivery, Repurchase, E-Banking

Introduction

The rapid changes in business operations in contemporary times in the form of technological improvement require banks in Nigeria to serve their customers electronically. Traditionally, banks have been in the forefront of harnessing technology to improve their products and services. The banking industry and its environment in the 21st century are highly complex and competitive and therefore the need for information and communication technology to take centre stage in the operations of banks (Stevens, 2002). It is important to note that the increasing competition in the banking sector has necessitated the need for banks to provide more effective and efficient service delivery through electronic Banking services which include POS, with the overall view to achieve customers' satisfaction. This therefore, has the capacity to build a long-term relationship with customers since it costs more to woo a customer than to retain the patronage and satisfaction of an existing customer. Almazari and Siam, (2008) observed that all banks compete with each other in other to attract their customers in different ways through providing convenient, accessible and acceptable services or/and products to their customers. One of the most crucial services provided by banks to their respective customers is the electronic services that have contributed significantly to decrease the distance between costumers and the bank (Almazari and Siam, 2008).

In spite of the effort of banks to ensure that customers reap the benefits of e-banking, the bank is met with complaints from customers as regards, malfunctioning ATM cards, Point of Sales (POS) and network downtime. Online theft and fraud, non-availability of financial service, payment of hidden cost of electronic banking like Short Message Services (SMS), for sending alert, mandatory acquisition of ATM cards, non-acceptability of Nigerian cards for international transaction are also amongst other issues. In 1993, IBM adopted as the basis of their IBM 4690 Operating System (OS) in their 469x series of POS terminals. This was developed up to 2014 when it was sold to Toshiba, who continued to support it up to at least 2017. As far as computers are concerned, off-the-shelf versions are usually newer and hence more powerful than proprietary POS terminals. Custom modifications are added as needed. Other products, like touch screen tablets and laptops, are readily available in the market, and they are more portable than traditional POS terminals. The only advantage of the latter is that they are typically built to withstand rough handling and spillages; a benefit for food & beverage businesses. Several studies have been conducted on the impact of electronic Banking on customer's satisfaction, Kumar (2014); Michael (2015) and Ondiege (2010), in their studies observed that banks seek to embark on delivering effective financial services such as Demand deposit, Loan and Digital banking to ensure customers satisfaction and loyalty especially in the south and eastern part of Nigeria. However, there is dearth of empirical studies conducted to look at the impact of electronic Banking on customer's satisfaction, focusing on the effect of POS on customer repurchase, especially in the study area (Maiduguri Metropolitan Council). Hence the intent of this study. With view to find out the Impact of effective Point of Sales service delivery on Customers repurchase in Maiduguri, Metropolitan Council, Borno State.

The following null hypothesis was put forward to test the specific objectives of the study:

H₀: Point of sale (POS) services has no significant impact on repurchase by customers

Overview of Electronic Banking

According to Hayatudeen, (2002) Electronic Banking (also known as Online Banking) refers to doing banking on the Web. Particularly, most banks nowadays provide a convenient website to do electronic banking. So you can check your account balances, transfer funds, make bill payment and even to make stock purchases. According to Ovia (2002), e-banking in Nigeria has been in an upbeat sale. The financial market place has been actively prompted them on line publications and functionalities, information technology in the deployment in banks is another matter, the fact remains that IT usage is now a reality. Electronic banking is actually safer than most methods of banking (and cheaper for the consumer) Most bank gives zero percent fraud liability or warn customers not to give out their details for anyone for safety of their account. Not only that, recent studies have shown that because consumers are using online banking to check their account online on an almost daily basis, everyone is saving money (the banks and consumers) because the fraud is being detected much sooner than if you actually waited for your paper statements to be mailed to you (Awe, 2006). He observed that banking today is much more than routine storage and retrieval of information, computers have given banks the ability to quickly respond to market trends, changes in the business environment or new directives from regulatory bodies such as Central Bank and Ministry of Finance in a highly competitive banking industry speed is a clear cut advantage.

Electronic banking, according to Edet (2008), is a system by which transactions are performed electronically with the use of electronic gadgets such as ATM, POS terminals, GSM phones and V-cards. This concept focuses majorly on the devices through which customers can transact businesses rather than on the types of services that can be delivered electronically by banks to their customers. In a related perspective, Daniel (1999) sees e-banking as the systems through which banks deliver information and services to customers via different platform that might be used with various terminal devices like personal computer and mobile phones with browsers or desktop software. Burr (1996) however, opines that e-banking is an electronic connection between banks and customers in order to allow them prepare, manage and control transactions in a more economically wise manner. Therefore, while the literal meaning of electronic banking borders on how banks and their customers can transact their respective businesses through electronic devices, the concept of customer awareness focuses on “education”. It is the process that helps an entrepreneur to educate customers about his/her company, its performance, and the products or services delivered by the company. In other words, customer awareness forms part of a firm’s marketing and communication plan. Biradawa (2009) defines customer awareness as the knowledge that something exists, or an understanding of a situation or subject based on information or experience. It is also defined as the state or quality of being conscious of something (Martin, 2015).

Point of Sale (POS) Services on Repurchase by Customers

The point of sale (POS) or point of purchase (POP) is the time and place where a retail transaction is completed. At the point of sale, the merchant calculates the amount owed by the customer, indicates that amount, may prepare an invoice for the customer (which may be a cash register printout), and indicates the options for the customer to make payment (James Dyson Foundation, 2016). It is also the point at which a customer makes a payment to the merchant in exchange for goods or after provision of a service. After receiving payment, the merchant may issue a receipt for the transaction, which is usually printed but can also be dispensed with or sent electronically (Okiro and Ndungu, 2013). To calculate the amount owed by a customer, the merchant may use various devices such as weighing scales, barcode scanners, and cash registers. To make a payment, payment terminals, touch screens, and other hardware and software options are available. The point of sale is often referred to as the point of service because it is not just a point of sale but also a point of return or customer order. POS terminal software may also include features for additional functionality, such as investment management CRM, financials, or warehousing (Okiro and Ndungu, 2013).

Businesses are increasingly adopting POS systems, and one of the most obvious and compelling reasons is that a POS system does away with the need for price tag. Selling prices are linked to the product code of an item when adding stock, so the cashier merely needs to scan this code to process a sale. If there is a price change, this can also be easily done through the inventory window. Other advantages include the ability to implement various types of discounts, a loyalty scheme for customers, and more efficient stock control (Data Centre Dynamics, 2016). Retailers and marketers will often refer to the area around the checkout instead as the point of purchase (POP) when they are

discussing it from the retailer's perspective. This is particularly the case when planning and designing the area as well as when considering a marketing strategy and offers (Omankhanlen, 2007). Some point of sale vendors refer to their POS system as "retail management system" which is actually a more appropriate term given that this software is no longer just about processing sales but comes with many other capabilities such as inventory management, membership system, supplier record, bookkeeping, issuing of purchase orders, quotations and stock transfers, hide barcode label creation, sale reporting and in some cases remote outlets networking or linkage, to name some major ones (Omankhanlen, 2007).

A wide range of POS applications have been developed on platforms such as Windows and Unix. The availability of local processing power, local data storage, networking, and graphical user interface made it possible to develop flexible and highly functional POS systems. Cost of such systems has also declined, as all the components can now be purchased off-the-shelf (Omankhanlen, 2007). POS systems are one of the most complex software systems available because of the features that are required by different end-users. Many POS systems are software suites that include sale, inventory, stock counting, vendor ordering, customer loyalty and reporting modules. Sometimes purchase ordering, stock transferring, quotation issuing, barcode creating, bookkeeping or even accounting capabilities are included. Furthermore, each of these modules is interlinked if they are to serve their practical purpose and maximize their usability (Data Centre Dynamics, 2016). News reports on POS system hacking show that hackers are more interested in stealing credit card information than anything else. The ease and advantage offered by the ability of a POS system to integrate credit card processing thus have a downside (Frazier and Bob, 2013).

In 2011, hackers were able to steal credit card data from 80,000 customers because Subway's security and POS configuration standards for PCI Compliance - which governs credit card and debit card payment systems security - were "directly and blatantly disregarded" by Subway franchisees. In June 2016, several hundred of Wendy's fast food restaurants had their POS systems hacked by an illegally installed malware (Seals and Tara, 2016). The report goes on to say that the number of franchise restaurants impacted by these cyber security attacks is now expected to be considerably higher than the 300 restaurants already implicated. Hackers made hundreds of thousands of fraudulent purchases on credit and debit cards issued by various financial institutions after breaching Wendy's computer systems late last year (Frazier and Bob, 2013). Again, these exploits by hackers could only be made possible because payment cards were processed through the POS system allowing the malware to either intercept card data during processing or steal and transmit unencrypted card data that is stored in the system database (Data Centre Dynamics, 2016).

In April 2017, security researchers identified critical vulnerabilities in point of sale systems developed by SAP and Oracle and commented, "POS systems are plagued by vulnerabilities, and incidents occurred because their security drawbacks came under the spotlight" If successfully exploited, these vulnerabilities provide a perpetrator with access to every legitimate function of the system, such as changing prices, and remotely starting and stopping terminals. To illustrate the attack vector, the researchers used the example of hacking POS to change the price of a MacBook to \$1. The security issues were reported to the vendor, and a patch was released soon after the notification. Oracle confirmed security bug affects over 300,000 Oracle POS Systems (Seals and Tara, 2016).

Empirical Review

Point of sale marketing involves advertising, displays, marketing communication and brand messaging all rolled into one. While the main goal of POS advertising is to compel the customer to make a purchase, there are several other goals organizations may wish to achieve. Research findings of an exploratory study on adoption of electronic banking in Nigeria by Aliyu, Sayf, and Rosmaini (2014) showed that the relevant factors determining adoption process of internet banking are awareness of electronic banking, ease of use, security, cost, reluctance to change and accessibility. In a related study, Chiemeka, Ewwiekpaefe and Chete (2006) investigated the adoption of internet banking in Nigeria and discovered that the main factors that inhibit the adoption of internet banking are security, inadequate operational facilities including telecommunications, power, and lack of proper customer education. The authors suggested that further improvement on those inhibiting factors should be considered in order to satisfy customers' requirements and increase the rate of internet banking adoption in Nigeria.

Fenuga (2009) conducted a study on the effect of electronic payment on customer Service delivery in Nigerian Banks (United Bank for Africa, First bank, Zenith bank and Intercontinental bank) in Nigeria were studied. The study design is a survey, which focused on the population of the four selected commercial banks in Nigeria. One hundred

respondents were stratified proportionately amongst customers of the selected banks with the aid of questionnaire randomly administered. Chi-square and regression analysis were employed in testing whether there is significant relationship between the level of automation banking services and improvement in delivery of services to their numerous customers in Nigeria. The study concludes that electronic payment has significant impact on the services render by the banking industry in Nigeria thereby improves customer service delivery, better management efficiency, increased profit, customer satisfaction and sustainability in Nigeria.

Adewoye (2013) conducted a study on the impact of mobile banking on service delivery in the Nigeria commercial banks. The study was carried out in Lagos state with One hundred and forty (140) Questionnaires administered and distributed to both senior and junior staff of the selected banks, Thirty five (35) staff each were picked from the four (4) selected banks. One hundred and Twenty five (125) Questionnaires were found useful for the purpose of the study representing 83.3% of the total questionnaire distributed. Data collected was analysed using frequency table, percentage and mean score analysis while the non-parametric statistical test Chi- square was used to test the formulated hypothesis using STATA 10 data analysis package/software to examine the impact of mobile banking on service delivery and also look at the relationship between mobile banking and service delivery in the sampled banks. The results of the findings show that Mobile banking improve banks service delivery in a form of transactional convenience, savings of time, quick transaction alert and save of service cost which has recperate customer's relationship and satisfaction. The study conducted by Ahmed and Hassan (2011) on e-banking functionality and outcomes of the customer's satisfaction. Using survey research method and a sample of 234 respondents the findings of the study reveals that that the role of the e-banking in enhancing customer satisfaction and loyalty is highly significant ($P < 0.0001$). Factors that pertaining to the accessibility, convenience, security, privacy speed, fees and charges found enhancing customers' satisfaction were also significant in influence of customer's satisfaction.

Wisdom, (2012) conducted a study the impact of electronic banking on service delivery to customers of Ghana commercial bank limited: a descriptive statistics using 5 point Likert Scale was used to analysis the data for the study and the result of the study reveals that that after the establishments of electronic banking at Ghana commercial banking the negative perception of customers about bank has significantly changed and many Ghanaian see it as the most business entity which respects and value of time over 76% of the respondents agreed strongly to this assertion while the rest do not. Also the finding significantly indicates that electronic banking products have impacted positively on the service delivered of Ghana commercial bank and customer perception has greatly changed as a result of these products. Adeyemi, Ola and Oyewole (2014) conducted a study on electronic banking product and service in Nigeria. Using descriptive statistics to analyse the data for the study, their findings showed that all the banks have at least one particular form of electronic service including e-banking service, Internet banking service, and e-banking. However, various e-banking systems have been implemented and accepted by the customer, e-payment remains the most widely used of the e-banking solutions (Adesina and Ayo, 2010). In another study by Onyeukwu (2010) was carried out in Nigeria. Eight banks with the sample size of 397 respondents were surveyed. One-way ANOVA test was performed for checking the hypotheses. The study revealed that some Nigerian banks are not comprehensively training their staff because of its high cost. This has been hampering their employees' performance in the area of service delivery. Hence the customers are not maximally satisfied even with the introduction of electronic banking.

The Decomposed Theory of Planned Behaviour (DTPB)

The second reviewed theory is the decomposed theory of planned behaviour (DTPB). The theory was developed by Taylor and Todd (1995). The theory postulates that the intention to use a certain technology is influenced by attitude, subjective norm and perceived behaviour control. An attitude is defined as an individual's positive or negative feeling about performing the targeted behaviour. It's related to behavioural intention because people form intentions to perform behaviours toward which they have positive feeling. Subjective norms refer to the person perception that most people who are important to him think he should or should not perform the behaviour in question. It has been found to be more important prior to, or in the early stages of innovation implementation when user have limited direct experience from which to develop attitudes. Perceived behaviour control is concerning with difficulty-especially as it is related to internal constraints is a most important factors. (Moga, 2010).

Dimension of DTPB: it has several dimensions of such those related to attitudes are perceived usefulness of technology, perceived easy to use and security. Those related to subjective norm course leaders influence and lastly those dimensions related to behavioural control are self efficacy of the user, computing experience, training, technological facilities and computer anxiety (Sarawak,2004). The purpose of employing the two theories was

consequences of the weakness of one theory. For that reason, the adoption was altered by the supplementary and complimentary of one theory to another.

Methodology

The study assesses the impact of Point of Sale on Customers repurchase in Maiduguri, Borno State, Nigeria. The study area is GTB electronic bank. The bank is in Maiduguri, Borno State. Maiduguri is located between latitude 11°50'48" N and longitude 13°09'25" E. It occupies an area of 50,778 square kilometers. Maiduguri called Yerwa in Kanuri Language it is the capital and the largest city of Borno state in the North - Eastern Nigeria. Maiduguri shares boarder with Jere L.G.A to the North Mafa L.G.A to the North east, Konduga L.G.A. to the South and Magumeri to the North West. Modern Maiduguri was founded in 1907 near the old town of Maiduguri which was founded in 1672 when the British installed Shehu Bukar Garbai who was moved from Kukawa, the nineteenth-century capital of Borno, to Maiduguri and the traditional name of the new settlements. It is the largest city in North-Eastern Nigeria. According to census 2006, the population of Maiduguri was estimated to have 4,588,668 people. The population of the study comprises of all the customers of GTB, Plc. in Maiduguri, Borno State. According to Biradawa and Akilahyel (2017), Guarantee Trust Bank has a total of 5,300 customers on their record. The data for this study were obtained through primary source where the customers of GTB served as the source. The data were generated through the use of questionnaire and personal interview. A sample of 371 customers out of the total population of 5300 registered customers using simple random sampling techniques. Yamane's Approach/formula was used to ensure that sample size was proportionately selected based on the total population or sampling frame collected from Guarantee Trust Bank in Maiduguri.

Data was analysed using frequency counts and percentages. Presentation of results was in tables. While Pearson Product Moment Correlation Coefficient (PPMCC) was used to test the hypothesis of the study, this is because it is the most appropriate tool to measure the relationship especially between two variables. The formula for (PPMCC) is:

$$PPMCC: r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

Where

X and Y = original scores

N= numbers of pairs of scores

∑= summation of symbol

∑xy= sum of the product of each X and Y

The data collected was analyzed with the aid of statistical package for the social sciences (SPSS).

Results

Out of the 371 questionnaires distributed to the respondents, 360 were successfully collected and used for the study.

Table 1: Impact of Point of Sale (POS) Services on Repurchase by Customers N=360

Statements	SA	A	U	D	SD
	F %	F %	F %	F %	F %
Many bank customers usually patronize POS because it is safer for them to make cashless purchase	300 83.3	60 17.7	0 00	0 00	0 00
Bank customers prefer using POS because it is faster and it saves time than going to the Banking Hall	360 100	0 00	0 00	0 00	0 00
POS has helps a lot as customers can do cashless transactions of any kind within the shortest period without carrying money around	290 80.6	61 16.9	9 2.5	0 00	0 00
POS is the easiest way of making bulk purchase or make withdrawal of immediate cash within a short period of time	98 27.2	184 51.1	78 21.7	0 00	0 00
POS make repurchasing by customers more effective and efficient	56 15.6	190 52.8	114 31.7	0 00	0 00

Source: Field Data, 2020

Table 1 reveals that the highest proportion 83.3% of the respondents strongly agree that many bank customers usually patronize POS because it is safer for them to make cashless purchase and 17.7% of them also agree with the statement. All 100% of the respondents strongly agree that Bank customers prefer using POS because it is faster and it saves time than going to the Banking Hall. 80.6% of the respondents also strongly agree that POS has helps a lot as customers can do cashless transactions of any kind within the shortest period without carrying money around. The study reveals that 51.1% of the respondents agree that POS is the easiest way of making bulk purchase or make withdrawal of immediate cash within a short period. 27.2% of them strongly agree with the statement and 21.2% of the respondents neither agree nor disagree with the statement. 52.8% of the respondents agree with the statement that POS make repurchasing by customers more effective and efficient. 31.7% of them neither agree nor disagree with the statement and the remaining 15.6% of them strongly agree with the statement.

Hypothesis

H₀: Point of sale (POS) services has no significant impact on repurchase by customers

Table 6: Result of the Correlation analysis for Tables 4.7

POS services	r-value	p-value	Decision
Repurchase by Customers	0.2999	0.001	Reject

Source: Field Data, 2020

Table 6 shows result for H₀: Point of sale (POS) services has no significant impact on repurchase by customers. It was revealed that there was a positive and significant relationship between POS and Repurchase by Customers ($r=0.2999$, $p\text{-value}=0.001$). Hence, the hypothesis was rejected. This shows that POS has a significant effect on customer repurchase in Maiduguri.

Discussion of Findings

All 100% of the respondents strongly agree that Bank customers prefer using POS because it is faster and it saves time than going to the Banking Hall. 80.6% of the respondents also strongly agree that POS has helps a lot as customers can do cashless transactions of any kind within the shortest period without carrying money around. Retailers and marketers will often refer to the area around the checkout instead as the point of purchase (POP) when they are discussing it from the retailer's perspective. This is particularly the case when planning and designing the area as well as when considering a marketing strategy and offers (Omankhanlen, 2007).

The study reveals that 51.1% of the respondents agree that POS is the easiest way of making bulk purchase or make withdrawal of immediate cash within a short period of time. 27.2% of them strongly agree with the statement and 21.2% of the respondents neither agree nor disagree with the statement. 52.8% of the respondents agree with the statement that POS make repurchasing by customers more effective and efficient. 31.7% of them neither agree nor disagree with the statement and the remaining 15.6% of them strongly agree with the statement.

The study reveals that 51.1% of the respondents agree that POS is the easiest way of making bulk purchase or make withdrawal of immediate cash within a short period of time. 27.2% of them strongly agree with the statement and 21.2% of the respondents neither agree nor disagree with the statement. 52.8% of the respondents agree with the statement that POS make repurchasing by customers more effective and efficient. 31.7% of them neither agree nor disagree with the statement and the remaining 15.6% of them strongly agree with the statement. 82.8% of the respondents strongly agree that as a bank customer is satisfied and have positive prospective towards mobile banking. And 71.1% of the respondents also strongly agree that Mobile banking is the best banking system in Nigeria. The result of the study is in line with Ahanger (2011) who observed that mobile banking is the very significant to the banking industry which uses computer technology to provide better services to customers and help in the development of banking practices. Rahmath and Hema (2010) also added that Technological innovations are one of the effective ways to increase the level of service quality to satisfy customer needs. Through the advanced technology and innovation in the financial and banking sectors, Internet banking has become more familiar to the customers of traditional banks (Acharya et al., 2008)

Conclusion

Based on the findings of the study, the following conclusions were drawn Point of Sale (POS) has impact on Services on Repurchase by Customers in the study area. Customers usually patronize POS because it is safer for them to make cashless purchase and secure. Customers prefer using POS because it is faster and it saves time than going to the Banking Hall. POS has helps a lot as customers can do cashless transactions of any kind within the

shortest period without carrying money around. Internet banking as an efficient and viable tool to create customer value. There was a positive and significant relationship between POS and Repurchase by Customers.

Recommendations

1. The Bank should ensure functional POS networking at all times, for effective and efficient transaction in order to satisfy their customers and attract more customers' patronage
2. Banks in Nigeria should encourage the use of POS in order to improve the standard of cashless Banking as well as providing satisfactory services to their customers in an easy and convenient way anywhere they go. This will also be in line with the Federal Government cashless policy
3. The CBN should encourage the use of e-banking through POS so as to improve time of transaction and enhance efficient financial service delivery for the betterment of their customers as well as improve economic growth in the country by way of reducing movement of cash which reduces corruption.

References

- Adesina, P. and Ayo, Y. G. (2010). Adoption of Internet banking among sophisticated consumer segments in an advanced developing country', *International Journal of Bank Marketing*, 22(3), pp. 212–232.
- Adewoye, J. O. (2013). A comparison of service quality in the banking industry: Some evidence from Turkish-and Greek-speaking areas in Cyprus. *International journal of bank marketing*, 23(7), pp.508-526.
- Adeyemi, R., Ola, T. G. and Oyewole, R. O. (2014). Evaluating service quality in a UK hotel chain: a case study. *International Journal of Contemporary Hospitality Management*, 16(6), pp.380-384.
- Ahanger, R. (2011). 'Trustworthiness in Electronic Commerce: The Role of Privacy, Security, and Site Attributes Trustworthiness in electronic commerce: the role of privacy , security , and site attributes', *Journal of Strategic Information Systems*, 1(July 2016), pp. 245–270.
- Ahmed, F. and Hassan, D. (2011). Consumer behaviour as risk taking. In Proceedings of the 43rd National Conference of the American Marketing Association, June 15, 16, 17, Chicago, Illinois, 1960. *American Marketing Association*.
- Aliyu, A. A., Sayf, M. D. Y. & Rosmain, B. T. (2014). An Exploratory Study on Adoption of Electronic Banking: underlying Consumer Behaviour and Critical Success Factors. Case of Nigeria. *Business and Management Review* 2(1).
- Aliyu, A. Sayf, G. and Rosmaini, T. H. (2014). 'The provision of electronic banking services in the UK and Scandinavia', *Journal of Financial Services Marketing*, 4(4), pp. 319–330.
- Almazari, A. and Siam, A. (2008). Impact of Internet Banking Service Quality on Customer Satisfaction', *Journal of King Abdulaziz University-Economics and Administration*. 22(1), Pp. 1–17.
- Awe, Y. V. (2006). The diffusion of Internet banking among Singapore consumers', *International Journal of Bank Marketing*, 21(1), pp. 16–28.
- Biradawa, K. And Akilahyel, U. M. (2017). *African Journal of Management (Vol.2, No.4, 2017)*, Business Admin. University of Maiduguri
- Biradawa, K. (2009). *Introduction to Business, 2nd edition*. Chrome International Press Ltd., Lagos, Nigeria.
- Burr, W. (1996). Wie Information Technique, die Bank Organization. *Verander Kannte, Bank Marketing Journal*, 1(11), 7-15
- Daniel, E. (1999). Provision of Electronic Banking in the United Kingdom and the Republic of Ireland. *International Journal of Bank Marketing*. 17(2).
- Edet, O. (2008). Electronic Banking and its effects in Banking Industry. *International Journal of Investments and Finance*, 21.
- Fenuga, T. (2009). Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan', 2(16), pp. 263–270.
- Frazier, G. and Bob, R. A. (2013). 'Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model', *International Journal of Electronic Commerce*, 7(3), pp. 69-103.
- Gigi, B. T. (2008). A multiple-item scale for measuring consumer performance. *Journal of Retailing*, 64(1), p.12.
- Hayatudeen, A. R. (2012). *Internet Banking for Business Students* Fifth edition.
- Hayatudeen, A. R. (2002). 'Consumer acceptance of online banking: An extension of the technology acceptance model', *Internet Research*, 14(3), pp. 224–235.
- James, Dyson Foundation. (2016). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103, 411-423.
- Kumar, R. (2014). *Multivariate data analysis: A global perspective*. New York: Pearson Prentice Hall.

- Michael, D. (2015). Exchange rate management and sectoral output performance. Peer-Reviewed Proceedings of the *International Business Information Management Association Conference (31st IBIMA) held on 25 –26 April 2018, Milan, Italy.*
- Moga, E. (2010). The key determinants of internet banking service quality: A content analysis, *The International Journal of Bank Marketing*, 19(7), 2001, pp. 276-91.
- Okiro, E. and Ndungu, T. (2013). *Electronic Commerce A Managerial Perspective*, Prentice Hall, New Jersey
- Omankhanlen, I. (2007). Impacts of Service Quality on Customer Satisfaction: Study of Online Banking and ATM Services in Malaysia. *International Journal of Trade, Economics and Finance*, 2(1), 41-64.
- Ondiege, O. (2010). *Service Quality Analysis: An Application on Online Banking and ATM Facilities*. Proceedings of the International Conference On Economics and Finance Research, Ipedr, 4(3), 32-49.
- Onyeukwu, R. (2010). Technological Change, Financial Innovation, and Diffusion in Banking. *Working Paper 2009-10*. Federal Reserve Bank of Atlanta
- Ovia, D. (2002). Factors Affecting the Adoption of Mobile Banking Services', *Journal of Internet Banking and Commerce*, vol. 8, no. 1. 32
- Rahmath, T and Hema, P. (2010). 'E-Banking and Customer Preferences in Malaysia: An Empirical Investigation', *Information Sciences*, vol. 150, no. 3-4, pp. 207-17.
- Sarawak, G. (2004). 'Determinants of user acceptance of Internet banking: an empirical study', *International Journal of Service Industry Management*, vol. 14, no. 5, pp. 501-19.
- Seals, N. and Tara, T. (2016). 'Internet retail customer loyalty: the mediating role of relational benefits', *International Journal of Service Industry Management*, vol. 14, no. 5, pp. 483-500.
- Stevens, F. (2002). 'Customer loyalty as a construct in marketing of banking services', *International Journal of Bank Marketing*, vol. 5, pp. 49-72. 21.
- Taylor, H and Todd, P. (1995). 'Measuring variety seeking and reinforcement behaviours using panel data', *Journal of Marketing Research*, vol. 23, pp.
- Wisdom, J. (2012). *Dynamics of Banking Technology Adoption: An Application to Internet Banking*, paper presented to Royal Economic Society Annual Conference.