

The Analysis of Customers Satisfaction in Electronic Banking on the Basis of SWCSI Model

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ABSTRACT

Since the structure and method of management in the current variable and chaotic economical environment is not properly efficient and traditional management styles are gradually replacing with modern ones, the staff and managers are directing towards more activity and involvement in decision-making, implementation, and issues modification which is based on the customer satisfaction.. The instruments applied in the research included questionnaires, reduction of the central limit indices and t-test to describe and infer the data in the first step and then concluding according to the qualitative and quantitative indices. The gained results are as follows: firstly, the customers tend to re-present electronic banking services in Mellat Bank. Secondly, the customers recommend others to open accounts in electronic banking of Mellat bank. Thirdly, there is a desirable communication between the customers and the managers in electronic banking of Mellat bank. Fourthly, the customers tend to make a relationship with the staff in electronic banking of Mellat bank. Finally, electronic banking increases the customer satisfaction, expectedly.

KEY WORDS: Analysis, Customers, Satisfaction, Electronic Banking, SWCSI Model

INTRODUCTION

In advanced countries, along with the advancement of electronic banks, the wallets of bank customers are full of credit cards and they don't carry so much cash. Such customers may not see the hall of bank transactions or the interior part of a bank for months or years. However, it should not be forgotten that some people don't communicate with banks or financial system at all. They don't have access to current account, credit card or even automated teller machine. Those who don't have any bank accounts are almost among poor people, or belong to national minorities, single people, single-person households or people with low education. Generally, such people constitute non-bank groups in society. A sample survey of Central America bank (Federal Reserve) in 1995 estimated 13 percent of the target population of banks as non-bank people (Katty Douram, 1999).

Conceptual Model

The main reason of measuring the customer's satisfaction is to direct the activities and sources of the organization by a feedback received from customers and finally to achieve the most important goal of the organization which is customer retention and making a long relationship with him/her. Consequently, the researcher tries to attract the customers' satisfaction according to SWCSI model.

The major goal of this article is to become familiar with the significant relationship between the customer's satisfaction and Mellat bank services on the basis of SWCSi model. Furthermore, the minor goal includes: awareness of the degree of the customers' suggestion to others to open accounts in Mellat bank, understanding of the desirable communication between the customers and the managers or the staff in electronic banking of Mellat bank that its general hypothesis is: there is a significant relationship between the customer's satisfaction and Mellat bank services on the basis of SWCSi model. The special hypotheses consist of: 1) the customers tend to re-present electronic banking services in Mellat Bank. 2) The customers recommend others to open accounts in electronic banking of Mellat bank. 3) There is a desirable communication between the customers and the managers in electronic banking of Mellat bank. 4) The customers tend to make a relationship with the staff in electronic banking of Mellat bank. This survey is of descriptive type. The statistical population of the study includes: 5000 active customers who have banking account in Mazandaran Mellat banks, however the sample consists of 400 customers. The method for gathering data is: 1) library studies and 2) field methods. The instrument used in the field method is a questionnaire which has 9 questions about loyalty, 6 questions about the customer's satisfaction and 5 questions about conversation.

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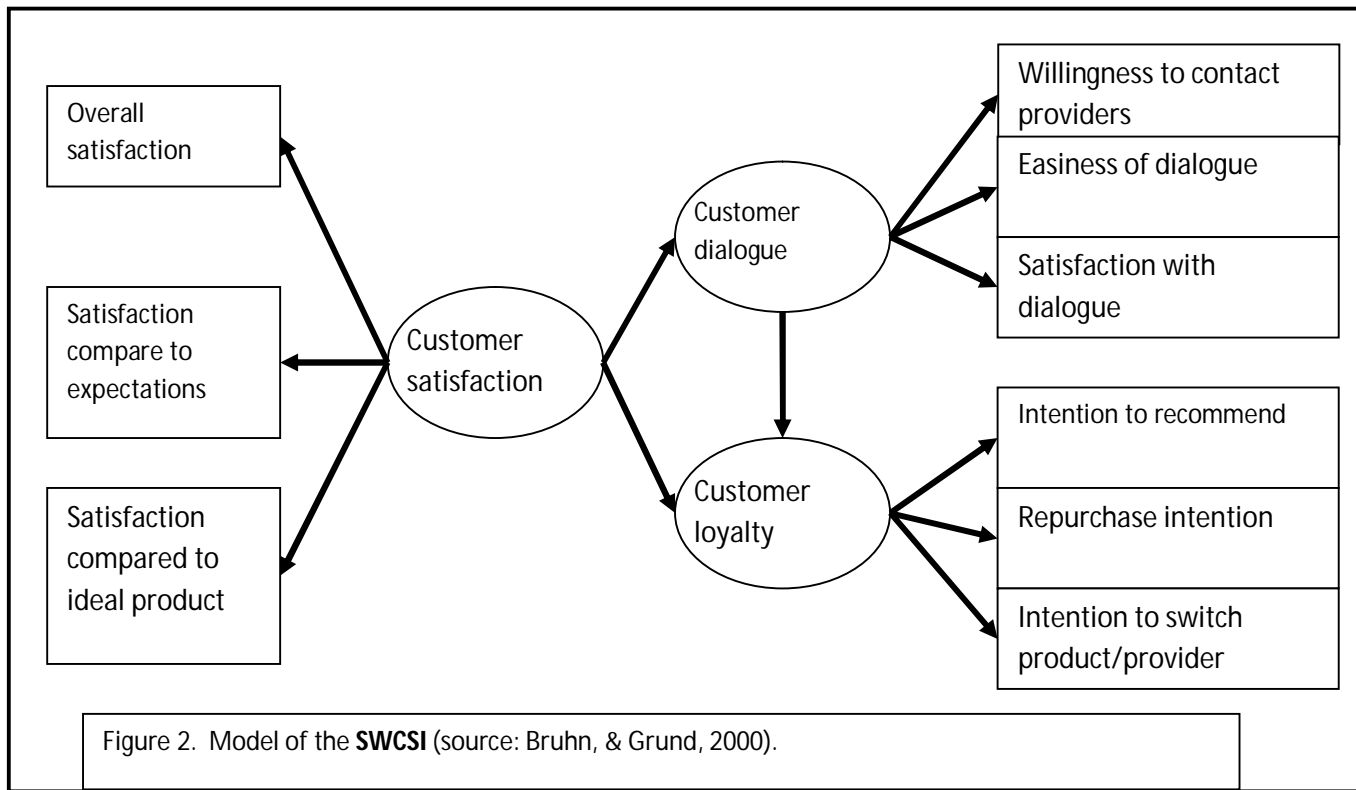


Table 1: Questions of Loyalty Questionnaire

Number	Questions	Number of Questions
1	Reduce Exhaustion	1
2	Reduce Apathy	2
3	Reduce Pessimism	3
4	Optimism increase	4
5	Reduce irritability	5
6	staff politeness increase	6
7	Modesty increase	7
8	Intimacy increase	8
9	Reduce distress	9
10	Reduce frustration	10
11	Staff stress	11
12	Staff conflict	12
13	Reduce restlessness	13
14	Reduce anger	14

Table 2: Questions of Customer Satisfaction Questionnaire

Number	Questions	Number of Questions
1	Loss of appetite	15
2	Reduce headache	16
3	Reduce alienation	17
4	Reduce the imbalance	18
5	Reduce feelings of helplessness	19
6	Reduction in emotional exhaustion	20
7	Reduction of physical discomfort	21
8	Reduce sleepiness	22
9	accuracy working increase	23

Table 3: Questions of Conversation Questionnaire

Number	Questions	Number of Questions
1	Job loss	24
2	Reduce absenteeism	25
3	Reduce leaving the job	26
4	To address client	27
5	Reduce employee theft	28
6	The ethical dimensions increase	29
7	Reduce sleepiness	30

Hypothesis 1: The customers tend to re-present electronic banking services in Mellat Bank.

Table 4: descriptive statistics of loyalty extent

	N	Mean	Std. Deviation	Std. Error Mean
The extent of loyalty	400	3.5625	.60994	.03050

As can be seen in the above table, the observed mean, 3.5625, is more than theoretical mean 3 which demonstrates participants' positive attitudes descriptively towards the research hypothesis. Subsequently, t-test will be used in order to generalize the participants' attitudes to the whole statistical population and according to the one-sample t-test; the related coefficients are reflected in table 5:

Table 5: T-test

	Test Value = 3					
	t	Df	Sig. (1-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The extent of Loyalty	18.445	399	.000	.5625	.5025	.6225

Table 5 reveals that the observed t-value, 18.445, is more than the critical value, 1.64, in $\alpha=0.05$. Consequently, the null hypothesis is rejected and the alternative hypothesis is confirmed, it means that the customers tend to re-present electronic banking services in Mellat Bank.

Hypothesis 2: The customers recommend others to open accounts in electronic banking of Mellat bank.

Table 6: Descriptive Statistics of the degree of suggestion

	N	Mean	Std. Deviation	Std. Error Mean
The Degree of Suggestion	400	3.7000	.54105	.02705

As can be seen in the above table, the observed mean, 3.7, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. As follows, t-test will be used in order to generalize the participants' attitudes to the whole statistical population and according to the one-sample t-test; the related coefficients are reflected in table 7:

Table 7: t-test

	Test Value = 3					
	t	Df	Sig. (1-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The Degree of Suggestion	25.876	399	.000	.7000	.6468	.7532

It is shown in table 7 that the observed t-value, 25.876, is more than the critical value, 1.64, in $\alpha=0.05$. Consequently, the null hypothesis is rejected and alternative is confirmed, it means that the customers recommend others to open accounts in electronic banking of Mellat bank.

Hypothesis 3: there is a desirable communication between the customer and the manager in Mellat bank.

Table 8: Description Statistics of the degree of the desirable communication with managers

	N	Mean	Std. Deviation	Std. Error Mean
The degree of desirable communication with managers	400	3.6656	.55401	.02770

As can be seen in the above table, the observed mean, 3.6656, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. As follows, t-test will be used in order to generalize the participants' attitudes to the whole statistical population and according to one-sample t-test; the related coefficients are reflected in table 9:

Table 9: t-test

	Test Value = 3					
	T	Df	Sig. (1-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The degree of desirable communication with managers	24.029	399	.000	.6656	.6112	.7201

As it is demonstrated in table 9, since the observed t-value, 24.029, is more than the critical value, 1.64, in $\alpha=0.05$, the null hypothesis is rejected and the alternative hypothesis is confirmed, it means that there is a desirable communication between the customer and the manager in Mellat bank.

Hypothesis 4: The customers tend to make a relationship with the staff.

Table 10: Description Statistics of the degree of the communication with the staff

	N	Mean	Std. Deviation	Std. Error Mean
the degree of the communication with the staff	400	3.6825	.52381	.02619

As can be seen in the above table, the observed mean, 3.6825, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. As follows, t-test will be used in order to generalize the participants' attitudes to the whole statistical population and according to one-sample t-test, the related coefficients are reflected in table 11:

Table 11: t-test

	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
the degree of the communication with the staff	26.059	399	.000	.6825	.6310	.7340

As it is demonstrated in table 11, since the observed t-value, 26.059, is more than the critical value, 1.64, in $\alpha=0.05$, the null hypothesis is rejected and the alternative hypothesis is confirmed, it means that the customers tend to make a relationship with the staff.

Main Hypothesis: Mellat bank services have positive effects on the customer's satisfaction on the basis of SWCSi model.

Table 12: descriptive statistics of the degree of the customer's statistics from services

	N	Mean	Std. Deviation	Std. Error Mean
Customer's satisfaction	400	3.6475	.48929	.02446

As can be seen in the above table, the observed mean, 3.6475, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. As follows, t-test will be used in order to generalize the participants' attitudes to the whole statistical population and according to one-sample t-test; the related coefficients are reflected in table 13:

Table 13: t-test

	Test Value = 3					
	t	df	Sig. (1-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Customer's satisfaction	26.467	399	.000	.6475	.5994	.6956

As it is demonstrated in table 11, since the observed t-value, 26.467, is more than the critical value, 1.64, in $\alpha=0.05$, the null hypothesis is rejected and the alternative hypothesis is confirmed, it means that Mellat bank services have positive effects on the customer's satisfaction on the basis of SWCSi model.

Conclusion

The obtained findings from the first hypothesis reveal that the observed mean, 3.5625, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. And since the observed t-value, 18.445, is more than the critical value, 1.64, in $\alpha=0.05$, it can be concluded that the customers tend to re-present electronic banking services in Mellat Bank.

The results gained from the second hypothesis show that the observed mean, 3.7, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. Since the observed t-value, 25.876, is more than the critical value, 1.64, in $\alpha=0.05$, the null hypothesis is rejected and the alternative hypothesis is confirmed, it means that the customers recommend others to open accounts in electronic banking of Mellat bank.

The obtained findings from the third hypothesis reveal that the observed mean, 3.6656, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. On the other hand, the observed t-value, 24.029, is more than the critical value, 1.64, in $\alpha=0.05$, so the null hypothesis is rejected and the alternative

hypothesis is confirmed, and it can be concluded that there is a desirable communication between the customer and the manager.

The results gained from the fourth hypothesis show that the observed mean, 3.6825, is more than theoretical mean 3 which demonstrates the participants' positive attitudes descriptively towards the research hypothesis. Since the observed t-value, 26.059, is more than the critical value, 1.64, in $\alpha=0.05$, the null hypothesis is rejected and the alternative hypothesis is confirmed, it means that the customers tend to make a relationship with the staff.

Suggestions

- 1) On the basis of the gained results, it is revealed that electronic banking led the customers tend to re-present services in Mellat Bank. Therefore, it is predicted that the customers' satisfaction will be increased by making progress in electronic banking.
- 2) Since in electronic banking, the organization's credit, services and the degree of banking facilities increases, the development of electronic banking will yield facilitation of credit and services to the customers and finally will increase the customers' satisfaction. Consequently, the more secure is electronic banking, the more satisfied is the customer.
- 3) Regarding the great opportunity in electronic banking for communication between the managers and customers, it is recommended that managers try to incorporate hi-tech electronic systems.
- 4) Since the degree of satisfaction is related to staff responsibility and the communication between the customers and staff, it is suggested that the customers and staff communicated via electronic system.

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