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# INFORMATION COMMUNICATION TECHNOLOGY (ICT): AN EFFECTIVE TOOL FOR CUSTOMER SATISFACTION IN THE BANKING INDUSTRY. A CASE STUDY OF ACCESS BANK, BENIN CITY, EDO STATE, NIGERIA

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**Abstract**

*The purpose of this study was to examine information communication technology and customer satisfaction. The objective of the study was to examine the effect of retail banking service, mobile banking service and internet banking service on customer satisfaction. This study adopted a survey research instrument through the administration of questionnaires to one-hundred and thirty (130) employees of Access bank in Egor, Oredo and Ikpoba Okha Local Government Area of Edo State. The data for the study were analysed using descriptive statistics, Pearson correlation and ordinary multiple regression. The regression results revealed that retail banking had a significant positive effect on customer satisfaction at 5% level of significance, mobile banking had a negative and insignificant effect on customer satisfaction and Internet banking had a positive and insignificant effect on customer satisfaction. The study recommended that management of Access bank should strongly embraced retail banking service as it significantly drives customer satisfaction. The study also suggested that further studies on information communication technology and customer satisfaction should employ secondary sources of data for the empirical analysis.*

**Keywords:** Information, Communication, Technology, Customer Satisfaction, Banking Industry.

Companies are investing in technological, organizational and marketing innovations with the aim of gaining competitive advantages in the market place (Oluseye, Ayodoiun & Adetowubo-King, 2014). Banking services have been changed with the use of information and communication technology as including opening an account, mandate on customers account, transaction processing and recording (Irechukwu, 2000). Okechi and Kepeghom (2013:7), "stress that the Nigerian banking industry have adopted the use of information and communication technology as avenue for effective and efficient means of carrying its financial transactions in meeting the target goals of the financial institution in terms of customer satisfaction". The concept of technological innovation is talking about outputs is the introduction of newly adopted products or certain degree of generated level of sales from newly improved products (Cassiman & Veugelers, 2006), Sobanke, llori, and Adegbite (2012:176), "argue that information communication technology building is view in terms of the company's total efforts in specific term and frameworks relating establishing, choosing and orientating technology". "The result of technological innovation is fundamental to inform the decisions of the firms to create enhanced values in products and service and to gain sustainable competitive advantage in the market" (Cassiman & Veugelers, 2006; 69). The satisfaction of consumers' need involves the effective and efficient carrying out of basic marketing banking services (Ofoegbu, Akanbi and Joseph, 2012). "The changes in modern banking have led to technological driven imbibe by the financial industry to delight its customers with instant solutions to their problems through the use of self-service technologies" (Tarn &Oliveira, 2017:1042). Cerulli (2014:147), "is of the opinion that technology capacity is the process of acquiring, harmonizing and improving information and capabilities through sustainable innovative capacity and competitive market advantage". Therefore, information technology capacity building has become an important issue to Nigerian firms as successive governments in Nigeria have continued to open the economy to global competition. Information communication technology in the banking industry' helps to bring about major changes in product design and/or packaging, placement and promotion in the banking industries (Olughor, 2015). Mouna and Maha (2018:5), "argue that the banking industry has been the shortcomings experienced by the money deposit banks to strengthen their financial positions in order to meet the risks associated with openness and globalization with the different banking services rendered". However, "money deposits bank have to invest so much in the information and communication technology so as to achieve cost savings and brings about improve customers' satisfaction" (Jonathan, 2013:2).

Chinweoke, Adegboye and Chukwudinma (2016:45), "add that marketing in the banking industry is to identify the most profitable marketing services now and in the future and assessing the present and future needs of customers". Based on the foregoing, the study empirically focused on information communication technology and customer satisfaction in the banking industry.

## Statement of Problem

Information and communication technology has become a major tool in economic development of any nation across the world (Ajayi & Enitilo, 2016). The banking sector in Nigeria has undergone a remarkable and a tremendous change over the years as a result of information and communication technology (Ovia, 2002). The search for survival in the lace of daunting challenges such as globalization of operations, deregulation of financial sector, consolidation, and strategic adoption of supervisor, and prudential requirements that conform to international standards has let banks in the banking sector to a viable instrument for survival and growth (Akpan, 2016). The banking industry in Nigeria depends on the growth of interest rate that come from the services banks provide to maximize profit (Chinweoke, Adegboye & Chukwudinma, 2016). "The emergence of new generation banks and other foreign players in the Nigerian financial sector have increased the competition amongst banks with a clear alignment of the needs and wants of the target group and the marketing strategies of banks is the key to revenue generation and also the solution necessary to attain growth and survival," (Ikpefan, 2013:149).

Some of the prior studies conducted on information communication technology and customer satisfaction in the banking industry in Nigeria are the work of Aishatu and l.im i.2017), Ikpefan, (2013), Chinweoke, Adegboye and Chukwudinma (2016), Agwu, Atuma, Ikpefan and Aigbiremolen (2014). Aishatu and Lim (2017:149), "carried out a study on the relationship between internet banking, e-banking and customer satisfaction in Nigeria". The results showed that internet banking service and customer satisfaction were positively and significantly related. Ikpefan (2013:148), "studied the impact of marketing of banking services in the Nigerian banking industry". "The results showed that marketing of bank's products and services has improved the efficiency of money deposit banks and created satisfied bank customer'. Agwu, Atuma, Ikpefan and Aigbiremolen (2014:228), "studied ihc impediments to electronics-banking services marketing in developing economies using a case study of Nigerian banks". They found out that impediments to internet-banking services marketing in the Nigeria were user based and institutional based. To the best of our knowledge few or no empirical studies has been carried out on the area of information communication technology and customer satisfaction in the banking industry in Benin City

by using Access bank Plc as a case study. Therefore, this is the gap research the study intends to fill by carrying out an empirical investigation of information communication Technology and customer satisfaction in the banking industry whereby customer satisfaction is the dependent variable and ICT variables used to drive banking products as the independent variables (retail banking service, mobile banking service and internet banking service). The study also added to existing body of knowledge in the area of information communication technology and customer satisfaction in the banking industry using Access bank Plc as a case study.

**Objectives of the Study**

The general objective of this study is to examine in detail the relationship between information communication technology and customer satisfaction in the banking industry. The specific objectives are to:
(i)      examine the effect of retail banking on customer satisfaction.
(ii)     ascertain the effect of mobile banking on customer satisfaction.
(iii)    investigate the effect of internet banking on customer satisfaction.

**Research Hypotheses**

The following hypotheses were formulated for this study:
$H_{O1}$:   Retail banking has no significant effect on customer satisfaction.
$H_{O2}$:   Mobile banking has no significant effect on customer satisfaction.
$H_{O3}$:   Internet banking has no significant effect on customer satisfaction.

**Literature Review**
**Conceptual Clarification**
**Concept of Customer Satisfaction**

Customer satisfaction in this present day banking system with increasing dynamic business environment greatly influences the customer's intention to repurchase while dissatisfactory services have given the customers intentions to switch (Bowen & Chen, 2001). Ojokuku and Sajuyigbe, (2012:61), "assert that customer satisfaction has a powerful impact on firms' performance and is considered as an important source of competitive advantage in the development of the Nigerian economy". That means that electronic banking has enhanced customer satisfaction and brings about increase in firm performance of the banking sector of the Nigerian economy. Dominici and Guzzq (2010:3), "are of the view that customer satisfaction is a business philosophy that creates value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to sail sly the

intended needs of the potential customers". Balogun, Ajiboye and Dunsin (2013:68), "customers satisfaction holds the potentials for increasing an organization's customer base. increases the use of more volatile customer mix as well as the firm's reputation. Thereby resulting in competitive advantage secured through intelligent identification and satisfaction of customer's needs better and sooner than competitors and sustenance of customer's satisfaction through better products/services". 'Customers' satisfaction has become of particular importance because empirical researchers have shown that it is an antecedent of customer loyalty" (Aishatu & Lim, 2017:149).

According to Zeithaml and Bitner (2003), satisfaction and service quality are fundamentally different in terms of their underlying causes and outcomes. Although they have certain things in common, satisfaction is generally viewed as a broader concept, whereas service quality assessment focuses specifically on dimensions of service. Service quality is a component of customer satisfaction. Therefore, customers are interested in quality, they desire good and effective service delivery and they want flexibility so that the specific product or service is obtained, and they covet value by not wanting to pay a price that exceeds the value received from the product. The electronic delivery of banking service has become ideal for banks in meeting customers' expectations and building close customer relationship (Ching, 2008).

## Retail Banking

The banking sector in Nigeria has undergone a remarkable and a tremendous change over the years as a result of information and communication technology (Ovia. 2002). Banking operation in Nigeria is becoming highly information and communication technology bused due to its inter-sectorial link and as it appears to be reaping from technology revolution, as n is seen by its application in all areas of its activities (Akinuli, 1999). Laudon and Laudon 2001) are of the opinion that managers of banks cannot ignore information technology because it plays a significant role in contemporary organization. The application of information technology concept, techniques, policies and implementation strategies to commercial banking services has therefore become a subject of fundamental importance as it concerns all banks and a prerequisite for local and global competitiveness. Okoli and Adedire (2018:23), "are of the view that retailers are the main components that interact with the customers in the chain of network dissemination". Moreover, Ndubisi (2007:98). "Stresses that retail bankingability to enhance customer satisfaction is based on quality of service delivery'. According to Imiefoh (2012:290), "retail banking service is an umbrella term for the process by which a customer may perform banking transactions electronically without visiting a brick-and-mortar institution".

Al-Eisa and Alhemoud (2009:294), "argue that the core services of retail banking are accurate and fast services, competitive interest rates and extended banking hours as applicable in Kuwait". Agundu and Abu (2010), attribute the changes in the banking sector to the deregulation of the financial sector, consolidation, globalization of operations. technological innovations, corporate governance and strategic adoption of supervisory and prudential requirements that conform to international standards. Karjaluoto, Manila and Pento (2002:262), "add that retail banking and internet banking provides many benefits to both banks and their customers,". Meanwhile, "retail banking services involves personal computer (PC) banking; internet banking; virtual banking; online banking; home banking; remote e-banking and phone banking. Personal Computer (PC) banking and Internet or Online banking are the most frequently used designations," (Imiefoh, 2012:291).

## Mobile Banking

Mobile banking is a financial transaction conducted by logging on to a bank's website using a cell phone, such as viewing account balances, making transfers between accounts, or paying bills (Adewoye, 2013). The rapid proliferation of mobile technologies and devices presents marketers of all industries and geographical regions with new products to potential customers. The advent of digital media has dramatically changed the way consumers interact with companies, the media and each other (Winer, 2009). In the view of Tarn and Oliveria (2017:1042), "mobile banking is a service or product offered by financial institutions that makes use of portable technologies advancement in use in the banking industry". It is a term used for performing balance checks, account transactions, payments etc. via a mobile device such as a mobile phone (Adewoye, 2013).

A large number of companies have "developed universal transaction portal offering a whole host of ostensibly free information and services to consumers; the use of real micro transaction, is clearly more flexible and allows a much clearer link between the content delivered and the amount paid" (Okpro & Kigho, 2013:12). Therefore, "as telecommunications manufacturers and network operators seek to define the shape of the mobile Internet, startup companies are busy coming up with new ways to make transactions (buying and selling) on-line" (Okoro & Kigho, 2013:10). Agboola (2006), "defines mobile banking is an e-banking channel that enables anyone and everyone to carry out financial transactions involving funds transfer without necessarily going to the banking premises" "Mobile banking involves the use of mobile phone for settlement of financial transactions." Ajayi & Enitilo, 2016:828). According to Shilpa and Veena (2018:44). "mobile banking service is seen as the third era of technological innovation of banking sector after phone and net banking".

## Internet Banking

An efficient payments system will depend less on cash, and has great potential to grow the national economy. Oginni, El-Maude, Mohammed and Michael (2013:766), "arc of the opinion that internet banking is a system by which transactions are settled electronically with the use of electronic gadgets such as Automated Teller Machines (ATMs), Point of Sale (POS) terminals, Global System of Mobile Communications (GSM) phones, V-cards e:c. handled by e-holders, bank customers and other stakeholders. Meanwhile, electronic ranking has gained popularity at a time when banking activities and information technology were merged; transactions became easier after the introduction of computers in the banking sector".

Boshkoska and Sotiroski (2018:11), "are of the view that the level of internet banking services have been implemented based on the given level of information communication technology among different countries". However, "the onset of web-based facilities in ranking created a 'branchless' banking concept to the benefit of the banks and various degree of customers such as, individuals, businesses/firms, government and other entities" Cheng, 2006:1558). It should be noted that the most prevalent benefit of electronic banking is the ever-ready means of accessing a bank account and services by individuals, corporations or enterprises (Cheng, 2006). Tomiuk and Pinsonneault (2001) add that internet banking usage has a considerable effect on customer loyalty among the electronic banking users, while it has a negative impact on non-users. In addition, customer care and customer retention should be taken into consideration, because the convenient, easy and fast banking services are associated with the human and technology based delivery processes so that they are linked with the customers' perceptions of how these bank services are delivered to them. "The development in technology has affected business organizations in several ways through the introduction of electronic banking, most especially in terms of management and control; marketing and research; operations and decision making and therefore, every organization wants to reap the benefits accrue from technology development (Masocha, Chiliya & Zindiye, 2011:1857).

## Empirical Review
## Retail Banking Service and Customer Satisfaction

Ameme and Wireko (2016:388), "conducted a study on the relationship between retail 'banking and customers satisfaction with technological innovations in Nigeria banking industry". The results revealed the retail banking as a technological innovation and customer satisfaction was significantly related.

Moreover, Ogunaike (2010) examined the relationship between service quality of retail banking and customer satisfaction in the banking sector in Nigeria. He found out that service quality of retail banking has significant effect on customer satisfaction. It is therefore suggested that customer satisfaction is driven by quality service created by e-banking in the banking sector. This in other word means that improved customer service lead to increase customer satisfaction and performance with the introduction of retail banking services.

Narteh and Kuada (2014:254), "examined the determinants of customer satisfaction with retail banking in Ghana". The objective of the study was to examine determinants of customer satisfaction in retail banking and their measurement scales. Primary source of data were collected with the help of questionnaire administered through personal interviews to 650 customers of retail banks. "The empirical results showed that relational, core, and tangible dimensions of service were positively associated with customer satisfaction in retail banks in Ghana".

In a study conducted by Al-Eisa and Alhemoud (2009:294), "on using a multiple attribute approach for measuring customer satisfaction with retail banking showed that retail banking with improved core service delivery has a significant impact on customer satisfaction". This in other words means that improved retail banking service and customer satisfaction was significantly related.

Priluck and Lala (2009:42), "studied the impact of the recovery paradox on retailer-customer relationship". The regression results showed that retail banking service has significant impact on customer satisfaction. This implies that the presence of retail banking service would significantly enhance customer satisfaction.

**Mobile Banking Service and Customer Satisfaction**

Olawale, Folarin and Yusuph (2014:17), "examined the effects of customer relationship on mobile banking product in Nigeria". The research was conducted in Ojo Local Government Area of Lagos State, Nigeria. The empirical evidence showed that mobile banking and customer satisfaction were significantly related. It also implies that customer service officers with sense of direction towards satisfying customers in order to improve overall bank performance.

Shilpa and Veena (2018:44), "conducted an empirical investigation on customer satisfaction on adoption of mobile banking services in India". "The study adopted primary source of data where structured questionnaires were administered to 100 mobile banking users of State Bank of India (SBI) and analysis of data were done using descriptive statistics, Mann-Whitney U-Test and Kruskal Wallies Z-Test". The results showed that mobile banking and customer satisfaction was positive and significantly related.

Similarly, Suresh (2017:72), "studied the changing consumer behavior for mobile banking services in India". "It would be revealed from the study that security, efficiency, cost effectiveness, easy demand fulfillment and correctness in results were the main factors that determine the customer satisfaction of mobile banking in India".

Also, Rahman, Hasan and Mia (2017:25), "studied the effect of mobile banking service on customer satisfaction in Bangladesh". They employed the use of survey research designs through the administration of questionnaire to 166 customers of five mobile banking service providers of Bangladesh with the help of simple random sampling. The multiple regression results revealed that empathy mobile banking services had a significant positive impact on customer satisfaction while assurance mobile banking service had no significant impact on customer satisfaction and bank performance.

In same vein, Migwi (2017), "studied the effect of mobile banking on customer satisfaction in Kenyan banking industry. The study made use of descriptive research design by distributing questionnaires to the sampled respondents for the collection of primary data. The results showed that mobile banking and customer satisfaction were positive and significantly related. This implies that mobile banking also impacted on the performance of the bank positively.

**Internet Banking and Customer Satisfaction**

Ajayi and Enitilo (2016:827), "examined the importance of internet banking in Ekiti Suite of Nigeria". The study adopted census sampling technique due to the large population size. Structured questionnaire were administered to one hundred and twenty eight (128) top bank management in Ekiti State made up of bank managers, operational managers, customer officers and marketing managers. The result from the multiple regressions revealed that a significant relationship exists between internet banking and customer satisfaction in Ekiti State lead to the overall performance of the banking industry.

John and Rotimi (2014:14), "examined the effect of internet banking on customer satisfaction in Nigeria". They made use of research instrument for the data collection and employed descriptive statistics and Chi-square test for the data analysis". It would be revealed from the regression results that a significant relationship was found between banking and customers' satisfaction.

Machogu and Okiko (2015) studied the effect of internet-banking complexities on customer satisfaction in Rwandan commercial banking industry. The results revealed internet banking parameters such as accessibility, convenience, security, privacy, content, design, speed, fees charges had no significant influence on customer satisfaction.

Fkdous and Farooqi (2017:2), "studied the impact of internet banking service quality on customer satisfaction in India. The study made use of exploratory research survey design with the help of a Likert based questionnaire and employ judgmental and convenience sampling in distributing 194 questionnaires to internet/e-banking customers". The empirical results showed that the internet/e-banking service had a significant impact on customer satisfaction and bank performance.

## Theoretical Framework

The paper adopts technology acceptance theory and diffusion innovation theory.

## Technology Acceptance Theory

The theory was propounded by Davis (1989:319), "it was designed to predict users acceptance of information technology usage". The theory anchors the usage of information technology on two major perceptual factors such as the perceived usefulness and the perceived ease of use. "The perceived usefulness is seen as the degree to which a person believes that using a particular system would enhance his/her performance in terms of profitability. On the other hand, the perceived ease of use is simply the degree to which a person believes that using a particular system would be free from effort". This theory would help policy makers to embrace the use of information communication technology devices in the usage of banking operations for enhanced customer satisfaction. That is, information communication technology is a managerial tool which is normally used to share information with members, to coordinate activities, to reduce unnecessary managerial burdens and, rules and ultimately to improve the performance of the organization with improve customer satisfaction.

## Diffusion Innovation Theory

This theory was propounded by Rogers (1983). The theory anchor on the usage of information technology where new idea and innovation are put in place in the organization. "Information communication technology is a managerial tool which is normally used to share information with members to coordinate activities, to reduce unnecessary managerial burdens and rules and ultimately to improve the effectiveness of the organization. However, diffusion is seen as the process by which an innovation is communicated through certain channels overtime and among the members of a social system. In other words, the diffusion of innovation evaluates how, why, and at what rate new ideals and technology are communicated and are adopted by users of communications.

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**Methodology**
**Research design**
         The descriptive survey method was adopted for the study. The design was considered to be appropriate because the researcher was interested in finding out the importance of information communication technology as an effective tool for customer satisfaction in the banking industry.

**Population and sample**
         The population for this research work comprises of 130 employees randomly selected from Access bank branches in Egor, Oredo, and Ikpoba-Okha Local Government Area of Edo State.

**Sampling Procedure**
         Simple random sampling and purposive sampling were employed in selecting the required numbers of respondents for the study.

**Source of Data Collection**
         Unstructured questionnaire was used to obtain information from the respondents about the problem under investigation.

**Operational measures of variables**
         Variables have been defined operationally from extent literature as foundation constructs for this research work.

**Test of validity and reliability**
(Cronbach Alpha value $\geq 0.7$)
Content and face validity pilot test

**Method of data analysis**
         Descriptive Statistics including percentages, frequency distribution was used to determine the range of the respondent's demographic data and their general opinion on the topic Pearson correlation matrix was used to test the relationship between the variables while multiple regression was used to test the significant impact of the given variables.
**Data Presentation and Analysis**
         The presentation of data were analyzed by using Cronbach Alpha test to test the internal consistency of the items, Pearson correlation to test the relationship between the

variable and Newey- West multiple regression techniques to test the formulated hypotheses for the study.

**Reliability Test**

In this study, we structured questionnaires across the dependent variable (customer satisfaction) and the independent variables (retail banking, mobile banking and internet banking). In analyzing our data, we conducted a reliability test by employing Cronhaeh Alpha test of statistical reliability for the structured instruments. The result obtained was presented m the table below.

**Table 4: Reliability Test**

| VARIABLE | CRONBACH'S ALPHA | NO. OF ITEMS |
|---|---|---|
| Customer satisfaction | 0.800 | 6 |
| Retail banking | 0.820 | 3 |
| Mobile banking | 0.914 | 6 |
| Internet banking | 0.750 | 4 |

**Source: Author's Compilation (2021)**

It would be revealed from the above that the range of reliability for the internal consistency of the items for the dependent variable and the independent variables were from 0.750 to 0.914. Therefore, mobile banking had the highest reliability internal consistency result with a Cronbach alpha value of 0.914. This implies that the items constructed to measure the variable passed the test of reliability. Retail banking is the next of the ranking order of reliability with a Cronbach alpha value of 0.820. This implies that the items constructed to measure the variable passed the test of reliability. Customer satisfaction followed the-ranking order of reliability with a Cronbach alpha value of 0.800. This implies that the items constructed to measure the variable passed the test of reliability. Internet banking is the least of the ranking order of reliability with a Cronbach alpha value of 0.750. This implies that the items constructed to measure the variable passed the test of reliability. In other words, the Cronbach's Alpha for all the variables was more than 0.70. The variables were considered to be good for the measurement of internal consistency which is between 0 and 1. This means scales in this reliability analysis were well-established and the result was acceptable for further empirical analyses.

**Pearson Correlation Matrix**

The Pearson correlation matrix measures the degree of linear relationship between information communication technology and customer satisfaction. The correlation result was presented in

Table 5 below:

Table 5: Correlations Result

| INTERNET | SATISFACTION | RETAIL | MOBILE | |
|---|---|---|---|---|
| SATISFACTION | 1 | 0.1692 | 0.0473 | |
| 0.0641 | | | | |
| RETAIL | 0.1692 | 1 | 0.7140 | |
| 0.5327 | | | | |
| MOBILE | 0.0473 | 0.7140 | 1 | |
| 0.5725 | | | | |
| INTERNET | 0.0641 | 0.5327 | 0.5725 | 1 |

**Source: Author's Compilation (2021)**

It would be revealed from the above table that retail banking had a positive correlation with customer satisfaction (0.1692), This means that retail banking and customer satisfaction were moderately correlated. Also, retail banking was positive and moderately correlated with mobile banking (0.7140) and internet banking (0.5327). This therefore means that increase in retail banking might lead to improved customer satisfaction. Also, mobile banking had a positive correlation with customer satisfaction (0.0473). This means that correction relationship between mobile banking and customer satisfaction was weak. Meanwhile, mobile banking was positively and moderately correlated with retail banking (0.7140) and internet banking (0.5725). This implies that increase in mobile banking might lead to improved customer satisfaction. Internet banking had a weak positive correlation relationship with customer satisfaction (0.0641). This means that increase in internet banking might lead to improved customer satisfaction. The results also revealed that internet banking was positively and moderately correlated with retail banking (0.5327) and mobile banking (0.5725), This implies that correlation results only show a mere relationship within the variables.

**Multiple Regressions Result**

In this study, we employed the Newey-West regression technique in testing the formulated hypothesis for the study. The result was presented in table 6 below;

**Table 6: Newey-West Regression Result**
$R^2$ =0.039681
Adjusted $R^2$ = 0.006567
Wald F-statistic = 2.284773
Prob (Wald F-statistic) = 0.084480
Durbin Watson = 1.438564

Given Table 6 above, it would be observed from the coefficient of determination (K) value of 0.039681 that about 4% of the systematic variations among the sampled opinion in customer satisfaction were jointly explained by independent variables (retail banking, mobile banking and internet banking) while the remaining 96% was captured by error term. Therefore, the low level of the R-squared was the exclusion of other potential variables Nun might lead to improved customer satisfaction. More so, the Wald F-statistic value of 2.284773 and its associated probability value of 0.084480 revealed that there exists a significant linear relationship between information communication technology and customer satisfaction The Durbin Watson value of 1.438564 revealed the presence of serial autocorrelation in the regression results but it was irrelevant in this study due to the nature of the data employed. More importantly, it would be revealed from the regressions results that retail banking (RETAIL) had a positive coefficient value of 0.21, t-value of 2,10 and a probability value of 0.0000, This means that retail banking had a significant positive effect on customer satisfaction (SATISFACTION) at 5% level of significance. Also, it means that we were therefore 95% confidence level that retail banking would significantly lead to improved customer satisfaction. The significant effect of retail banking was because the variable passed the individual test of significance with p-value < 0.05.

The results also showed that mobile banking (MOBILE) had a negative coefficient value of 0.11, t-value of-1.31 and a probability value of 0.1926. This implies that mobile banking had a negative and insignificant effect on customer satisfaction (SAT1SFACTION) even m 5% level of significance. Therefore, it means that that mobile banking would not significantly improved customer satisfaction. The insignificant effect of mobile banking was because the variable failed the individual test of significance with p-value > 0.05.

It would also be revealed from the regression results that internet banking (INTERNET) had a positive coefficient value of 0.003, t-value of 0.03 and a probability value of 0.9755. This therefore means that internet banking had a positive and insignificant effect on customer satisfaction (SATISFACTION) even at 5% level of significance. Therefore, ii means that that internet banking was not a factor that affects customer satisfaction. The insignificant effect of internet banking was because the variable failed the individual test of significance with p-value >0.05.

## Discussion of Findings

It would be revealed from the regression results that retail banking had a significant positive effect on customer satisfaction at 5% level of significance. The result was consistent with the findings of Alabar and Agema (2013) and Ameme and Wireko (2016) that retail banking service has a significant influence on customer satisfaction. The findings of Priluck and Lala (2009) and Al-Eisa and Alhemoud (2009) also supported the results that retail banking service has significant impact on customer satisfaction and implies that the presence of retail banking service would significantly enhance customer satisfaction. The study therefore suggested that we should reject the hypothesis that retail banking has no significant effect on customer satisfaction. Mobile banking-had a negative and insignificant effect on customer satisfaction. The result was inconsistent with the findings of Olawale, Folarin and Yusuph (2014) that mobile banking and customer satisfaction were significantly related. The finding of Shilpa and Veena (2018) was inconsistent with the results that mobile banking and customer satisfaction was positive and significantly related. Also, the findings of Suresh (2017), Rahman, Hasan and Mia (2017) and Migwi (2017) were inconsistent with results that mobile banking services had a significant positive impact on customer satisfaction. The study therefore suggested that we should accept the hypothesis that mobile banking has no significant effect on customer satisfaction. Internet banking had a positive and insignificant effect on customer satisfaction. The result was inconsistent with the findings of Alabar (2012) and Kpefan (2013) that internet banking service has significant effect on customers' satisfaction. The findings of Aishatu and l.im (2017) and Firdous and Farooqi (2017) were also inconsistent with the results that internet banking service had a significant impact on customer satisfaction. The study therefore suggested that we should accept the hypothesis that internet banking has no significant effect on customer satisfaction.

## Conclusion

The study examined information communication technology and customer satisfaction Banking services have been changed with the use of information and communication technology as including opening an account, mandate on customers account, transaction processing and recording. The use of information and communication technology as avenue for effective and efficient means of carrying its financial transactions in the bank has help to meet customer satisfaction. The satisfaction of consumers' need involves the effective and efficient carrying out of basic marketing banking services. More importantly, customer satisfaction is a business philosophy that creates value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy the intended needs of the potential customers. It would be revealed from the regression results

that retail banking had a significant positive effect on customer satisfaction at 5% level of significance. The study therefore suggested that we should reject the hypothesis that retail banking has no significant effect on customer satisfaction. Mobile banking had a negative and insignificant effect on customer satisfaction. The study therefore suggested that we should accept the hypothesis that mobile banking has no significant effect on customer satisfaction. Internet banking had a positive and insignificant effect on customer satisfaction. The study therefore suggested that we should accept the hypothesis that internet banking has no significant effect on customer satisfaction.

## Recommendations

Based on the foregoing submissions, the paper recommends that:
(i)     Management of Access bank should strongly embraced retail banking service as it significantly drives customer satisfaction.
(ii)     The presence of mobile banking services would insignificantly affect customer satisfaction.
(iii)     Internet banking service should be considered by the management of Access because of its positive coefficient.

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