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Electronic banking on customer gratification of guaranty trust bank in ado-Ekiti

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Abstract

The study examined the effect of electronic banking on customer gratification of GT Bank in Ado-Ekiti. The aim of the study is to determine the effect of mobile banking on customer gratification; evaluated the effect of automated teller machine on customer gratification and examined point of sales on customer gratification. A descriptive survey research design was adopted for the study. The population of the study comprises GT Bank customers in Ado-Ekiti Metropolis. The sample size was 399. Yamane sampling model was employed in this study. Primary data used for the study were gathered through the administration of well-structured questionnaire. Questionnaire was used to elicit information from target respondents. Data gathered were analyzed using regression model. The result showed that mobile banking positively affects customer gratification as it was significant on customer gratification (t=4.096, t=3.224 and t=1.369 at P<0.05), Furthermore, showed that automated teller machine positively affects customer gratification as it was significant on customer gratification (t=6.199, t=-0.467 and t=3.502 at P<0.05) and finally, point of sales positively affect customer gratification as it was significant on customer gratification (t=1.972, t=-5.101 and t=.036 at P<0.05). Thus, concluded that electronic banking positively affects customer gratification particularly in Guarantee Trust Banks in Ado-Ekiti. From the findings, the recommendation was proffered.

Keywords: Banking; Customer; Customer Gratification; Electronic Banking; Internet; Marketing; Gratification

1. Introduction

Electronic banking (EB) has revolutionized the banking industry by introducing various innovative products and services that allow customers to conduct financial activities conveniently and efficiently. According to Ojokuku and Sajuyigbe (2012), electronic banking offers numerous advantages, such as faster transactions and 24/7 availability, which have contributed to enhanced customer gratification. However, as noted by Offei and Nuamah-Gyambrah (2016), while the adoption of EB has increased in many parts of the world, its implementation in Nigeria, particularly in Ado-Ekiti, still faces significant challenges. These challenges include technical failures of Automated Teller Machines (ATMs), poor internet connectivity, and inadequate user support systems, which continue to affect customer gratification negatively.

Guarantee Trust Bank (GT Bank), a leading financial institution in Nigeria, has implemented various electronic banking services, including mobile banking, internet banking, and ATMs, to enhance customer experience. Despite these initiatives, studies have shown that the effectiveness of EB in improving customer gratification at GT Bank in Ado-Ekiti is still undermined by issues such as system downtimes and overcrowded banking halls (Shittu, 2010). According to

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Balogun, Ajiboye, and Dunsin (2013), consistent breakdowns of electronic banking systems, including ATMs, have contributed to customer dissatisfaction, as users often face difficulties accessing services during peak periods.

The Central Bank of Nigeria (CBN, 2003) identified several electronic banking platforms available in the Nigerian banking sector, including smart cards, telephone banking, and personal computer (PC) banking. However, the level of customer gratification in relation to the reliability and ease of use of these services at GTBank in Ado-Ekiti remains a concern. Al-Hajri (2008) emphasizes that banks must continue to adapt and enhance their electronic banking services to meet evolving customer expectations and ensure a seamless banking experience.

2. Literature review

2.1. E-Banking Concept

Electronic banking (EB) has significantly transformed how banks deliver services, providing customers with the flexibility to conduct transactions anywhere and anytime. This convenience has become a critical factor in enhancing customer gratification. According to Ojokuku and Sajuyigbe (2012), electronic banking plays a pivotal role in modern banking systems, reducing operational costs and improving service efficiency. As banks adopt electronic platforms, customer gratification has increasingly become linked to the reliability and accessibility of these services.

2.2. Concept of Electronic Banking

Electronic banking involves the use of electronic channels such as ATMs, internet banking, mobile banking, and point of sales (POS) terminals to deliver banking services. Al-Hajri (2008) emphasized that EB provides customers with real-time access to banking services, which enhances customer convenience and gratification. Guarantee Trust Bank (GT Bank), a leading financial institution in Nigeria, has implemented a range of EB platforms, including mobile banking apps and internet banking services, to meet the evolving demands of its customers. According to Shittu (2010), GT Bank's focus on digital services aligns with the global shift towards electronic banking, which has become increasingly critical in the competitive banking environment.

2.3. Types of E-banking

According to Worku, Tilahun and Tafa (2016), there are many electronic banking delivery channels to provide banking service to customers. Among them ATM, POS, mobile banking and internet banking are the most widely used and discussed below.

- **ATM**: Automated Teller Machine (ATM) is a machine where cash withdrawal can be made over the machine without going in to the banking hall. It also sells recharge cards and transfer funds; it can be accessed 24 hours/7 days with account balance enquiry (Fenuga, 2010).

- **Internet banking**: Internet banking allows customers of a financial institution to conduct financial transactions on a secure website operated by the institution, which can be a retail or virtual bank, credit union or society. It may include of any transactions related to online usage. Banks increasingly operate websites through which customers are able not only to inquire about account balances, interest and exchange rates but also to conduct a range of transactions. Unfortunately, data on Internet banking are scarce, and differences in definitions make cross-country comparisons difficult (Timothy, 2012).

- **POS**: Point of sale (POS) also sometimes referred to as point of purchase (POP) or checkout is the location where a transaction occurs. A 'checkout' refers to a POS terminal or more generally to the hardware and software used for checkouts, the equivalent of an electronic cash register. A POS terminal manages the selling process by a salesperson accessible interface. The same system allows the creation and printing of the receipt. POS systems record sales for business and tax purposes. Illegal software dubbed 'zappers' is increasingly used on them to falsify these records with a view to evading the payment of taxes (Olorunsegun, 2010).

- **Mobile banking:** Mobile banking (also known as M-banking, m-banking) is a term used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). The earliest mobile banking services were offered over SMS, a service known as SMS banking. Mobile banking is used in many parts of the world with little or no infrastructure, especially remote and rural areas.

- **One of the Factors of Adopting E-Banking** is **Accessibility:** (Godwin-Jones 2001; Hackett and Parmanto, 2009) opines that accessibility is the ability of users to access information and services from the web which dependent on many factors. These include the content format; the user's hardware, software and settings; internet connections; the environmental conditions and the user's abilities and disabilities. The term "web accessibility" generally relates to the implementation of website content in such a way as to maximize the ability of users with disabilities to access it. For example, providing a text equivalent for image content of a web page, allows users with some visual disabilities access to the information via a screen reader. The techniques and approaches that create more accessible web pages for people with disabilities also address many other access issues such as download speed and discoverability (Godwin-Jones 2001; Hackett and Parmanto, 2009).

2.4. Customer Gratification and Electronic Banking

Customer gratification in the banking sector is influenced by several factors, including service quality, reliability, and ease of access. Researchers have highlighted that EB services can significantly improve customer gratification when they operate smoothly and offer the expected benefits. For instance, Balogun, Ajiboye, and Dunsin (2013) found that the availability of 24/7 banking services through EB platforms positively affects customer gratification. Customers appreciate the ability to perform transactions without visiting physical branches, which saves them time and effort. However, the effectiveness of EB in enhancing customer gratification depends on the quality and reliability of the technology used. Offei and Nuamah-Gyambrah (2016) argued that technical issues such as system downtimes and ATM malfunctions can diminish the positive impact of EB on customer gratification. In Nigeria, and particularly in Ado-Ekiti, customers frequently encounter challenges with ATMs and online banking platforms, which leads to dis-satisfaction. Frequent breakdowns of EB services have also been reported by CBN (2003), emphasizing the need for banks to invest in improving the infrastructure supporting these services.

2.5. Electronic Banking in Nigeria

In the Nigerian context, electronic banking has evolved gradually, but its adoption has been hindered by several factors, including poor internet connectivity and insufficient technological infrastructure (Ammar, 2012). Despite these challenges, Nigerian banks, including GT Bank, have made significant strides in integrating EB into their operations. According to Ojokuku and Sajuyigbe (2012), EB adoption in Nigerian banks is motivated by the desire to enhance service delivery and remain competitive in the global financial system.

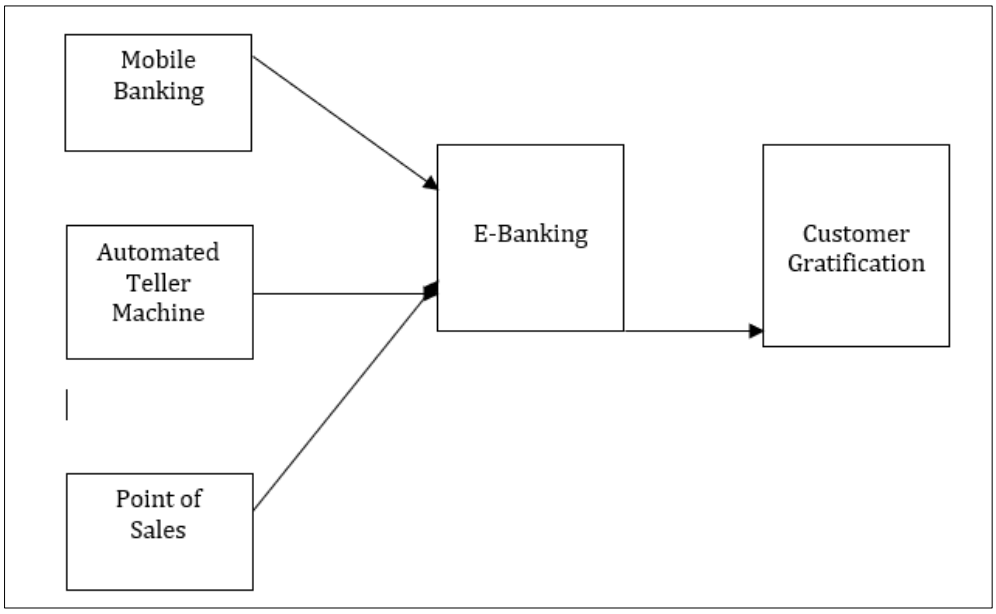
However, the success of EB in Nigerian banks, particularly in rural areas like Ado-Ekiti, has been limited by infrastructural deficiencies and customer mistrust. Offei and Nuamah-Gyambrah (2016) noted that many customers in Nigeria are still reluctant to fully adopt EB due to concerns over security and the frequent technical failures associated with electronic transactions. This challenge highlights the importance of improving the reliability of EB platforms to ensure that customers in Ado-Ekiti can benefit from the convenience and efficiency that EB promises.

2.6. Relationship between Electronic Banking and Customer Gratification at GT Bank

At Guarantee Trust Bank in Ado-Ekiti, customer gratification with EB services is shaped by the performance of ATMs, mobile banking, and internet banking services. Studies have shown that although GTBank has invested heavily in EB infrastructure, technical issues such as frequent system downtimes have caused dissatisfaction among customers. Balogun, Ajiboye, and Dunsin (2013) observed that Nigerian banks must prioritize the maintenance of their EB platforms to ensure continuous access to services, as this is critical for maintaining customer loyalty and gratification. In summary, electronic banking offers significant opportunities for improving customer gratification at GT Bank in Ado-Ekiti. However, the persistent technical challenges, such as ATM breakdowns and poor internet services, hinder the full realization of these benefits. Banks need to invest more in the reliability of their EB platforms to meet customer expectations and enhance gratification.

2.7. Relationship between E-Banking and Customer gratification

Mobile banking (also known as M-banking, m-banking) is a term used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). The earliest mobile banking services were offered over SMS, a service known as SMS banking. Mobile banking is used in many parts of the world with little or no infrastructure, especially remote and rural areas (Timothy, 2012).



Source: Author's Conceptualization, 2024

Figure 1 Relationship between Electronic Banking and customer Gratification at GT Bank

2.8. Theoretical Literature

2.8.1. 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 is 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 23 to subjective norm course leaders influence and lastly those dimensions related to behavioral control are self-efficacy of the user, computing experience, training, technological facilities and computer anxiety (Sarawak, 2004).

3. Research methods

3.1. Research Design

The study adopts a descriptive survey research design to assess the effect of electronic banking (EB) on customer gratification at Guarantee Trust Bank (GTBank) in Ado-Ekiti. This design is suitable as it allows the researcher to collect quantitative data on customer experiences and perceptions regarding EB services, and to analyze the relationships between electronic banking features and customer gratification. The population for this study comprises all customers of GTBank in Ado-Ekiti who use electronic banking services, including internet banking, ATMs, mobile banking, and point of sale (POS) terminals. GTBank's customer base in Ado-Ekiti includes individuals, businesses, and organizations that have access to these EB services.

3.2. Sample Size and Sampling Technique

A sample size of 399 customers was selected from GTBank's customer population in Ado-Ekiti. Convenience sampling was employed to select respondents who use EB services regularly. This technique ensures that only customers who

have experience with electronic banking are included in the study, thus increasing the relevance and accuracy of the responses.

- **Method of Data Collection:** The primary data for this study was collected using a structured questionnaire. The questionnaire was divided into two sections: Section A: Demographic information (age, gender, education level, frequency of EB usage). Section B: Customer gratification with different aspects of electronic banking (ease of use, reliability, convenience, security, and performance of ATMs, mobile banking, and internet banking). The questionnaire uses a five-point Likert scale, where respondents will indicate their level of agreement with various statements ranging from "Strongly Disagree" to "Strongly Agree."

3.3. Validity and Reliability of the Instrument

To ensure validity, the questionnaire was reviewed by experts in banking and research to confirm that the questions adequately cover the variables related to electronic banking and customer gratification. A pilot study will be conducted with 20 respondents to test the reliability of the instrument. The results were analyzed using Cronbach's Alpha to ensure internal consistency, with a reliability coefficient of 0.7 or higher considered acceptable.

3.4. Data Analysis

The data collected from the questionnaire was analyzed using descriptive statistics (percentages, mean, and standard deviation) to summarize the responses. Inferential statistics, specifically multiple regression analysis, was used to determine the effect of electronic banking on customer gratification. The regression model test the relationship between the independent variables (e.g., ATM functionality, mobile banking convenience, and internet banking reliability) and the dependent variable (customer gratification).

3.5. Ethical Considerations

The study ensures the confidentiality and anonymity of all respondents. Participants will be informed about the purpose of the study and their right to withdraw at any time. Data was used strictly for academic purposes, and no personal information was shared with third parties.

3.6. Scope of the Study

This study was limited to customers of GTBank in Ado-Ekiti who actively use EB services. The focus was on how the performance and availability of these services influence overall customer gratification. The study did not cover non-electronic banking services or customers who do not use EB platforms.

4. Data analysis and interpretation

4.1. Distribution of Respondent by Gender

This table shows 49.2% of the respondents are Male and 50.8% of the respondents are Female which implies most of the respondents are Female.

Table 1 Gender Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	156	49.2	49.2	49.2
	Female	161	50.8	50.8	100.0
	Total	317	100.0	100.0	

Source: Field survey, 2024

4.2. Distribution of Respondent by Marital Status

Table shows that 61.5% of the respondents were single, 33.8% of the respondents were married and 4.7% of the respondents were divorced thus imply majority of the respondent were single.

Table 2 Marital Status Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	195	61.5	61.5	61.5
	Married	107	33.8	33.8	95.3
	Divorced	15	4.7	4.7	100.0
	Total	317	100.0	100.0	

Source: Field survey, 2024

4.3. Distribution of Respondent by Academic Qualification

This Table shows that 11.7% of the respondents were WAEC/NECO holder, 22.4% of the respondents were OND/NCE holder, 52.7% of the respondents were HND/B.Sc holder and 13.2% of the respondents possess other degree thus implies that majority of the respondent were HND/B.Sc holders.

Table 3 Academic Qualification Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WAEC/NECO	37	11.7	11.7	11.7
	ND/NCE	71	22.4	22.4	34.1
	HND/BSC	167	52.7	52.7	86.8
	MBA/MSC	42	13.2	13.2	100.0
	Total	317	100.0	100.0	

Source: Field survey, 2024

4.4. Distribution of Respondent by Year of Patronage

The Table shows that 24.6% of the respondents falls below 5 years of patronage, 26.8% of the respondent falls between 3-5 years of patronage, 30.6% of the respondent falls between 6-10 years of patronage and 18.0% of the respondent falls above 10 years and above thus implies that majority of the respondent falls below 6-10 years of patronage.

Table 4 Year of Patronage Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 3	78	24.6	24.6	24.6
	3-5	85	26.8	26.8	51.4
	6-10	97	30.6	30.6	82.0
	10 Above	57	18.0	18.0	100.0
	Total	317	100.0	100.0	

Source: Field survey, 2024

5. Discussion of Findings Based of Specific Objectives

5.1. Hypothesis one

5.1.1. Co-efficient of multiple determinants

Table revealed that the correlation co-efficient between customer gratification and the explanatory variable on mobile banking show a positive figure of 0.449, this indicates that there is a moderate relationship between mobile banking and customer gratification which implies that the explanatory variable has a positive effect on customer gratification.

The co-efficient of multiple determinant (R^2) with a co-efficient of 0.202 shows that the explanatory variable can explain 20.2% of the behaviour of customer gratification while the remaining 79.8% can be explained by the stochastic variable or other variables that were not put into consideration.

The adjusted R^2 further confirms the result of the R^2 with a co-efficient of 0.186, which shows 18.6% explanation of the behaviour of the customer gratification by the explanatory variables after adjustment while the remaining 81.4% is explained by the error term.

NOTE: the value of R^2 test for the goodness of fit i.e. How fitted the data is which is 0.202 (20.2%)

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Sig
					R Square Change	F Change	
1	0.449[a]	0.202	0.186	0.999	0.202	13.144	0.000

Source: Author's field survey 2024

The table gives a summary of the regression result of the ordinal least square using SPSS 20.0 software. From the table it can be deduced that the value of constant parameter is given as 1.407 and mobile banking are 0.270, 0.265 and 0.103 respectively.

Therefore, the regression line is stated below:

$$Y= bo +b1x1+ b2x2+b3x3+Ui$$

Y= independent variable
B0= Intercept/ Constant
B1,b2,b3,.....bn= Estimated Parameter
X1,x2,x3, ...xn= Independent Variable
Ui= Error Term

$$Y=1.407+0.270x1+0.265x2+ 0.103x3 +Ui$$

The regression result above shows that customer gratification is constant at 1.407; this implies that if the explanatory variable is held constant, customer gratification will increase by 1.407%. The co-efficient of mobile banking are given as are 0.270, 0.265 and 0.103 respectively, this shows that the mobile banking is positively related to customer gratification and therefore implies that an increase in mobile banking will result in to 27.0%, 26.5% and 10.3% all at 0.05 level of significance increases on customer gratification.

Table 6 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.407	0.416		3.387	0.001
	Reliable	0.270	0.066	0.300	4.096	0.000
	Complaint Mgt	0.265	0.082	0.238	3.224	0.002
	Accessible	0.103	0.075	0.101	1.369	0.173

Source: Author's field survey 2024

H0: *Mobile banking machine has no significant effect on customer gratification of GT Bank in Ado-Ekiti.*

5.1.2. Decision rule

If F cal is less than F tab: Accept H0 and reject H1

Consider F-cal as 13.121 and F-tab 1782.

Therefore, we accept alternate hypothesis. Hence automated teller machine has significant effect on customer gratification.

Table 7 ANOVA

Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	39.364	3	13.121	13.144	.000[b]
	Residual	155.736	156	.998		
	Total	195.100	159			

Source: Author's field survey 2024

5.2. Hypothesis Two

5.2.1. Co-efficient of multiple determinants

This revealed that the correlation co-efficient between customer gratification and the explanatory variable on automated teller machine show a positive figure of 0.479, this indicates that there is a moderate relationship between automated teller machine and customer gratification which implies that the explanatory variable has a positive effect on customer gratification. The co-efficient of multiple determinant (R^2) with a co-efficient of 0.229 shows that the explanatory variable can explain 22.9% of the behaviour of customer gratification while the remaining 77.1% can be explained by the stochastic variable or other variables that were not put into consideration. The adjusted R^2 further confirms the result of the R^2 with a co-efficient of 0.214, which shows 21.4% explanation of the behaviour of the customer gratification by the explanatory variables after adjustment while the remaining 78.6% is explained by the error term.

NOTE: the value of R^2 test for the goodness of fit i.e. How fitted the data is which is 0.229 (22.9%)

Table 8 Model Summary

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Change Statistics**		**Sig**
					R Square Change	**F Change**	
1	0.479[a]	0.229	0.214	0.884	0.229	15.449	0.000

Source: Author's field survey 2024

The table gives a summary of the regression result of the ordinal least square using SPSS 20.0 software. From the table it can be deduced that the value of constant parameter is given as 1.237 and automated teller machine are 0.403, -0.029 and 0.265 respectively. Therefore, the regression line is stated below:

$$Y= bo +b1x1+ b2x2+b3x3+Ui$$

Y= independent variable
B0= Intercept/ Constant
B1,b2,b3,.....bn= Estimated Parameter
X1,x2,x3, ...xn= Independent Variable
Ui= Error Term

$$Y=1.237+0.403x1-0.029x2+ 0.265x3 +Ui$$

The regression result above shows that customer gratification is constant at 1.237; this implies that if the explanatory variable is held constant, customer gratification will increase by 1.237%. The co-efficient of automated teller machine are given as are 0.403, -0.029 and 0.265 respectively, this shows that the automated teller machine is positively related to customer gratification and therefore implies that an increase in automated teller machine will result in to 40.3%, -2.9% and 26.5% all at 0.05 level of significance increases on customer gratification.

Table 9 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.237	0.441		2.806	0.006
	Acceptability	0.403	0.065	0.442	6.199	0.000
	Multi-Function	-0.029	0.062	-0.033	-0.467	0.641
	Stress Reduction	0.265	0.076	0.251	3.502	0.001

Source: Author's field survey 2024

H0: *Automated teller has no significant effect on customer gratification of GT Bank in Ado-Ekiti.*

5.2.2. Decision rule:

If F cal is less than F tab: Accept H0 and reject H1

Consider F-cal as 15.449 and F-tab 1782.

Therefore, we accept alternate hypothesis. Hence automated teller machine has significant effect on customer gratification.

Table 10 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	36.189	3	12.063	15.449	0.000[b]
	Residual	121.811	156	0.781		
	Total	158.000	159			

Source: Author's field survey 2024

5.3. Hypothesis Three

5.3.1. Co-efficient of multiple determinants

The Table revealed that the correlation co-efficient between employee gratification and the explanatory variable on point of sales show a positive figure of 0.407, this indicates that there is a moderate relationship between point of sales and customer gratification which implies that the explanatory variable has a positive effect on customer gratification. The co-efficient of multiple determinant (R^2) with a co-efficient of 0.166 shows that the explanatory variable can explain 16.6% of the behaviour of customer gratification while the remaining 83.4% can be explained by the stochastic variable or other variables that were not put into consideration. The adjusted R^2 further confirms the result of the R^2 with a co-efficient of 0.150, which shows 15.0% explanation of the behaviour of the customer gratification by the explanatory variables after adjustment while the remaining 85.0% is explained by the error term.

NOTE: the value of R^2 test for the goodness of fit i.e How fitted the data is which is 0.166 (16.6%)

Table 11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Sig
					R Square Change	F Change	
1	0.407[a]	0.166	0.150	1.020	0.166	10.324	0.000

Source: Author's field survey 2024

The table gives a summary of the regression result of the ordinal least square using SPSS 20.0 software. From the table it can be deduced that the value of constant parameter is given as 3.009 and point of sale are 0.111, 0.459 and 0.180 respectively. Therefore, the regression line is stated below:

$$Y= bo +b1x1+ b2x2+b3x3+Ui$$

Y= independent variable
B0= Intercept/ Constant
B1,b2,b3,.....bn= Estimated Parameter
X1,x2,x3, ...xn= Independent Variable
Ui= Error Term

$$Y=3.009+0.111x1+ 0.459x2-+0.180x3 +Ui$$

The regression result above shows that customer gratification is constant at 3.009; this implies that if the explanatory variable is held constant, customer gratification will increase by 3.009%. The co-efficient of point of sale are given as are 0.111, 0.459 and 0.180 respectively, this shows that the point of sale is positively related to customer gratification and therefore implies that an increase in point of sale will result in to 11.1%, 45.9% and 18.0% all at 0.05 level of significance increases on customer gratification.

Table 12 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.009	0.386		7.805	0.000
	High Risk	0.111	0.056	0.145	1.972	0.050
	Low charges	0.459	0.090	0.460	5.101	0.000
	Cash Holdings	0.180	0.089	0.184	2.036	0.043

Source: Author's field survey 2024

H0: *point of sale has no significant effect on customer gratification of GT Bank in Ado-Ekiti.*

5.3.2. Decision rule:

If F cal is less than F tab: Accept H0 and reject H1

Consider F-cal as 10.324 and F-tab 1782.

Therefore, we accept alternate hypothesis. Hence point of sale has significant effect on customer gratification.

Table 13 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.199	3	10.733	10.324	0.000[b]
	Residual	162.176	156	1.040		
	Total	194.375	159			

Source: Author's field survey 2024

6. Discussion of the Findings

This research work analyzed and interpreted the data collected from the respondents which also present the summary of findings of the study. It discussed each subsection according to the result based on the hypotheses. It is clearly visible from the research findings of the whole study that mobile banking has positive effect on customer gratification, automated teller machine banking has positive effect on customer gratification and that point of sale has positive effect on customer gratification all at 0.05 level of significance which the findings is related to the work of Ojokuku and Sajuyigbe (2012). This was however revealed from the opinion of GT Bank customers in Ado-Ekiti.

7. Summary, conclusion and recommendations

7.1. Summary

This research work investigates the effect of electronic banking on customer gratification of Guarantee Trust Bank in Ado-Ekiti.

7.2. Conclusion

Customer gratification and customer loyalty has greatly changed as a result of these products. It was concluded that electronic banking significantly affects customer gratification of Guarantee Trust Bank in Ekiti State.

Recommendations

Based on the findings, the study recommends that majority of the customers are aware of the existence of varied electronic products in the banks and that ATM usage was high among customers, which also revealed that ignorance on the part of the customers with regard to the use of electronic banking services was a challenge.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of ethical approval

This research work does not contain any studies perform on animals/humans by any of the authors.

Statement of informed consent

Informed consent was obtained from all participants included in the study.

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