

CUSTOMER LOYALTY TOWARD INTERNET BANKING IN NIGERIA

IBRAHIM AISHATU OGIRI

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To my beloved family

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Bismillahi Rahmani Rahim

In The Name of ALLAH, Most Compassionate, Most Merciful.

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ABSTRACT

The increasing usage of internet banking service among Nigerians has made competition fiercer among internet banking providers. This is as a result of easy accessibility of information about banking activities which enable the customer to easily compare various banks product and thereby easily deflecting from one bank to another, resulting in diminishing customer loyalty. This results in retail banks continually working hard to make new innovations or improve their internet banking services in order to make their bank a better choice for customer as well as to retain them. Customer loyalty has been identified by researcher as an important yardstick for the survival and profitability of e-commerce. The purpose of this study is to investigate the influence of trust, satisfaction, reputation, commitment and website quality on customer e-loyalty, to identify the most essential factor influencing customer e-loyalty and to investigate the impact of gender, age, education and technophobia as moderators on the relationship between the dependent variable and the independent variables. Two hundred questionnaires were distributed to the sample population. One hundred sixty nine questionnaires were used for the data analysis. Multiple regressions analysis was used to analyse the data. The results of the study revealed that reputation, satisfaction, trust and commitment have a positive influence on customer e-loyalty towards internet banking. However, multiple regression results showed that website quality has an insignificant influence on customer e-loyalty towards internet banking. The result further showed that reputation is most essential in building customer e-loyalty followed by satisfaction, trust and commitment.

ABSTRAK

Peningkatan perbankan internet dikalangan penduduk Nigeria menyebabkan berlakunya persaingan hebat di kalangan pembekal internet perbankan. Ini adalah hasil daripada kemudahan capaian maklumat mengenai aktiviti perbankan di mana ia membolehkan pelanggan dengan mudah membandingkan pelbagai produk dari pelbagai bank dan dengan itu secara mudah untuk beralih dari satu bank ke bank yang lain yang akan menyebabkan hilangnya kesetiaan pelanggan. Ini membuatkan bank perdagangan berusaha keras secara berterusan untuk membuat inovasi baru atau menambahbaik servis perbankan internet untuk menjadikan bank mereka pilihan yang lebih baik dan untuk mengekalkan pelanggan. Kesetiaan pelanggan telah dikenalpasti oleh pengkaji sebagai pengukur penting untuk survival dan keuntungan e-dagang. Tujuan kajian ini adalah untuk mengkaji pengaruh faktor kepercayaan, reputasi, komitmen dan kualiti laman web terhadap e-kesetiaan pelanggan, serta mengenalpasti faktor yang paling mempengaruhi e-kesetiaan pelanggan. Kajian ini juga mengkaji kesan jantina, umur, pendidikan dan technophobia sebagai moderator ke atas hubungan antara pembolehubah bersandar dan pembolehubah tidak bersandar. Sejumlah 200 borang soal selidik telah diagihkan ke atas sampel populasi, dan 169 telah digunakan untuk analisis data. Analisis regresi berganda telah digunakan untuk menganalisa data. Dapatan kajian menunjukkan bahawa reputasi, kepuasan, kepercayaan dan komitmen mempunyai kesan positif ke atas e-kesetiaan pelanggan terhadap perbankan internet, manakala kualiti laman web mempunyai kesan yang tidak signifikan. Seterusnya keputusan menunjukkan bahawa reputasi adalah sangat penting dalam membina e-kesetiaan diikuti oleh kepuasan, kepercayaan dan komitmen.