

Satisfaction, trust, and loyalty in online banking customers: The case of Spain and Portugal

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I. INTRODUCTION



Satisfaction, trust and loyalty in digital banking, a comparison between data from Spain and Portugal.

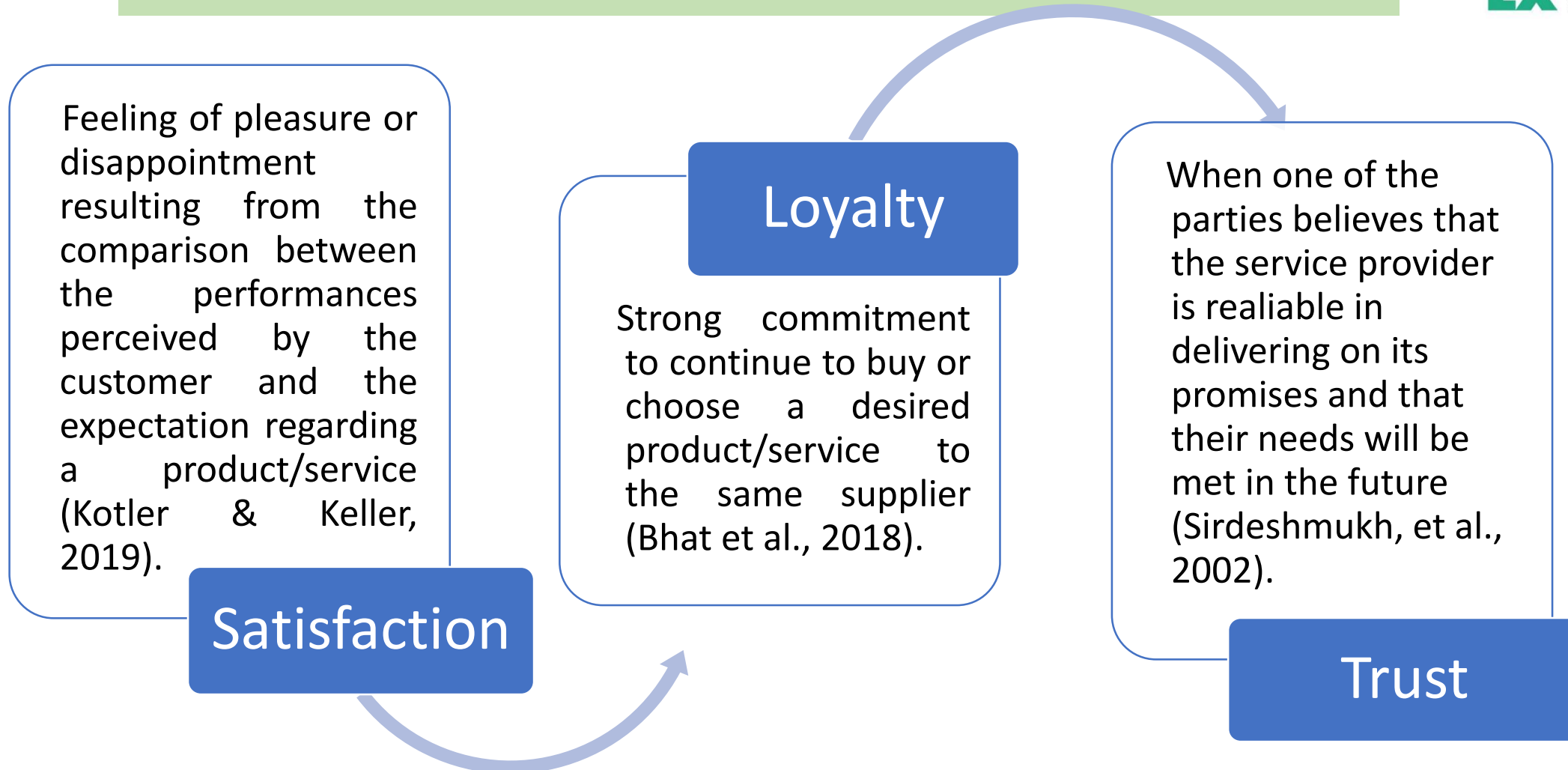
OBJECTIVE

Measure **satisfaction, trust and loyalty** in the digital banking from Spain and Portugal.

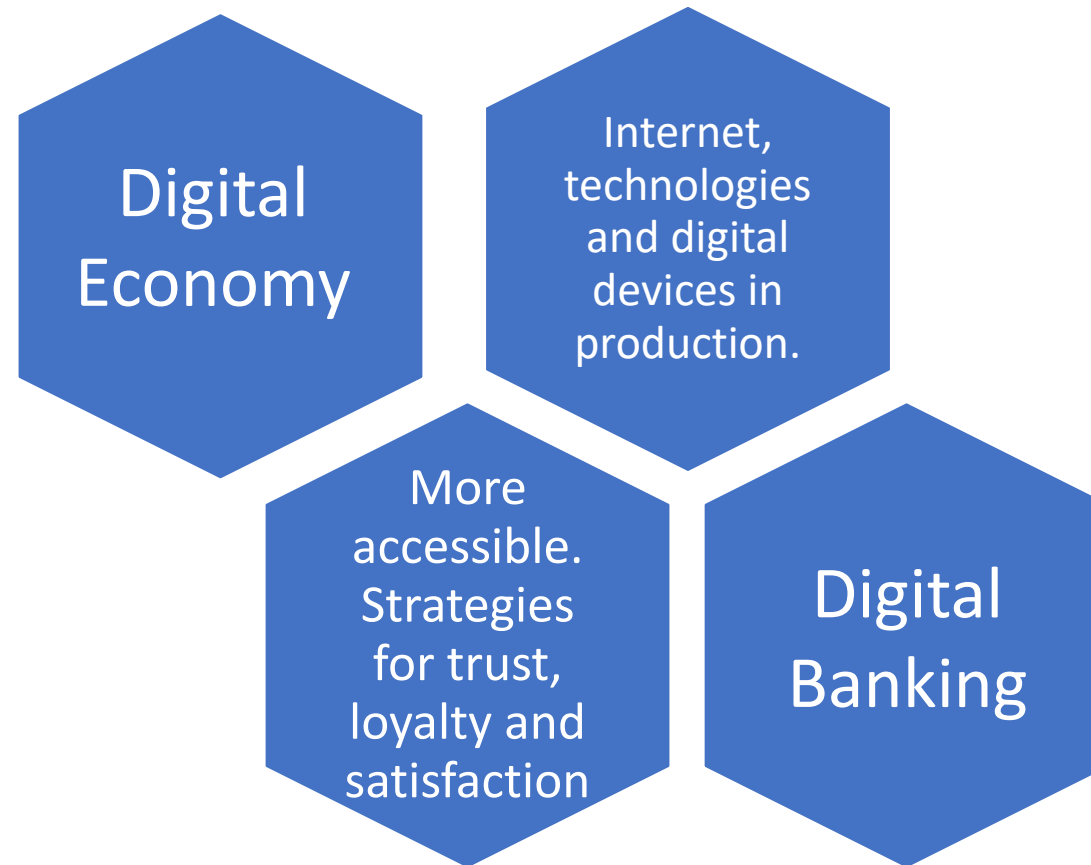
JUSTIFICATION

Because we may find significant **differences** between the two countries and know the **degree of trust in banking sector** that is crucial to get a good working relationship with customers.

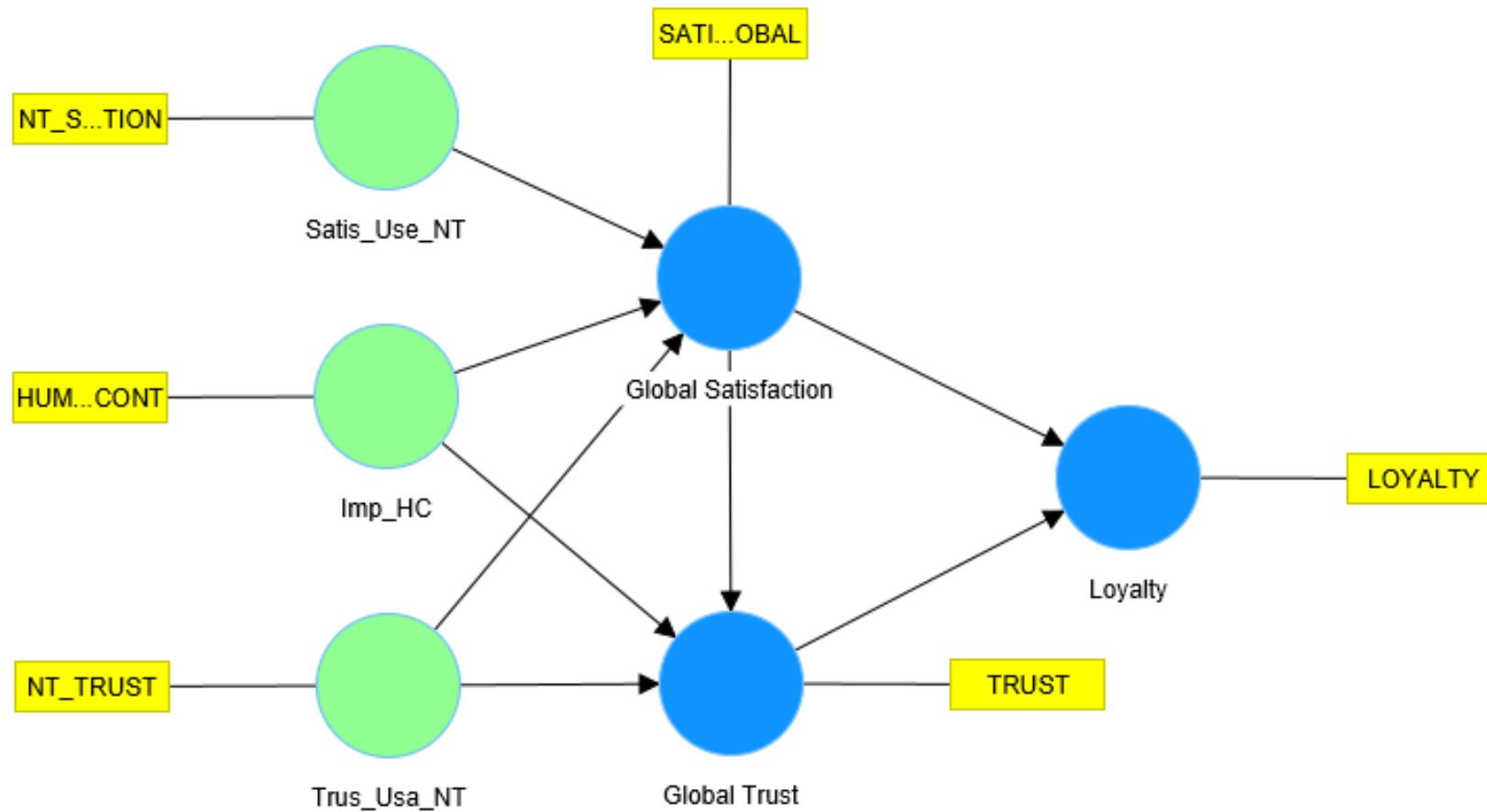
III. THEORETICAL BACKGROUND



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IV. METHODOLOGY

We will use the **PLS (Partial least squares)** technique applied to variance-based structural equation models (SEM). PLS-SEM is a "**regression-based**" approach that minimises the residual variances of endogenous constructs (Hair et al., 2021).

Smart PLS software was used to build the models and assess their validity (Ringle et al., 2015).

For data collection we carried out an online questionnaire during February and March 2023 with **401 responses** in Portugal and **323 responses** in Spain.

V. RESULTS

Accuracy Rates. Spain/Portugal

	Saturated Model	Estimated Model
SRMR	0.000	0.019/0.007
d_ULS	0.000	0.008/0.001
d_G	0.000	0.003/0.001
Chi-square	0.000	5.275/1.902
NFI	1.000	0.994/0.999

V. RESULTS

Bootstrap accuracy test and path coefficients at 95% confidence. Spain/Portugal.

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%	T statistics	P-values
H1 Satis_Use_Nt → Global Satisfaction	0.165/0.192	0.167/0.193	0.020/0.036	0.305/0.342	2.265/2.459	0.024/0.014
H2 Imp_Hc → Global Satisfaction	0.084/0.165	0.086/0.164	-0.030/0.052	0.206/0.274	1.397/2.921	0.163/0.004
H3 Imp_Hc → Global Trust	0.047/-0.012	0.048/-0.012	-0.011/-0.080	0.107/0.051	1.578/0.369	0.115/0.712
H4 Trus_Usa_Nt → Global Satisfaction	0.245/0.269	0.244/0.267	0.101/0.121	0.388/0.414	3.376/3.608	0.001/0.000
H5 Trus_Usa_Nt → Global Trust	0.011/-0.010	0.010/-0.010	-0.066/-0.075	0.087/0.054	0.294/0.301	0.768/0.763
H6 Global Satisfaction → Loyalty	0.440/0.544	0.440/0.544	0.273/0.387	0.611/0.698	5.047/6.825	0.000
H7 Global Satisfaction → Global Trust	0.819/0.839	0.819/0.839	0.762/0.788	0.866/0.884	31.268/33.917	0.000
H8 Global Trust → Loyalty	0.412/0.327	0.412/0.326	0.236/0.173	0.586/0.481	4.598/4.126	0.000

V. RESULTS

MICON Analysis.

	Coeficientes path (Spain vs Portugal)	P-values (Spain vs Portugal)
H1 Satis_Use_NT → Global Satisfaction	0,027	0,599
H2 Trus_Usa_NT → Global Satisfaction	0,025	0,596
H3 Trus_Usa_NT → Global Trust	0,021	0,336
H4 Imp_HC → Global Satisfaction	0,081	0,833
H5 Imp_HC → Global Trust	0,060	0,094
H6 Global Satisfaction → Loyalty	0,103	0,808
H7 Global Satisfaction → Global Trust	0,020	0,711
H8 Global Trust → Loyalty	0,085	0,239

V. RESULTS

Reliability and Construct Validity. Spain/Portugal.

	Cronbach's Alfa	Rho_A	Composite Reliability	AVE
Global Satisfaction	1.000	1.000	1.000	1.000
Global Trust	1.000	1.000	1.000	1.000
Imp_Hc	1.000	1.000	1.000	1.000
Loyalty	1.000	1.000	1.000	1.000
Satis_Use_Nt	1.000	1.000	1.000	1.000
Trus_Usa_Nt	1.000	1.000	1.000	1.000

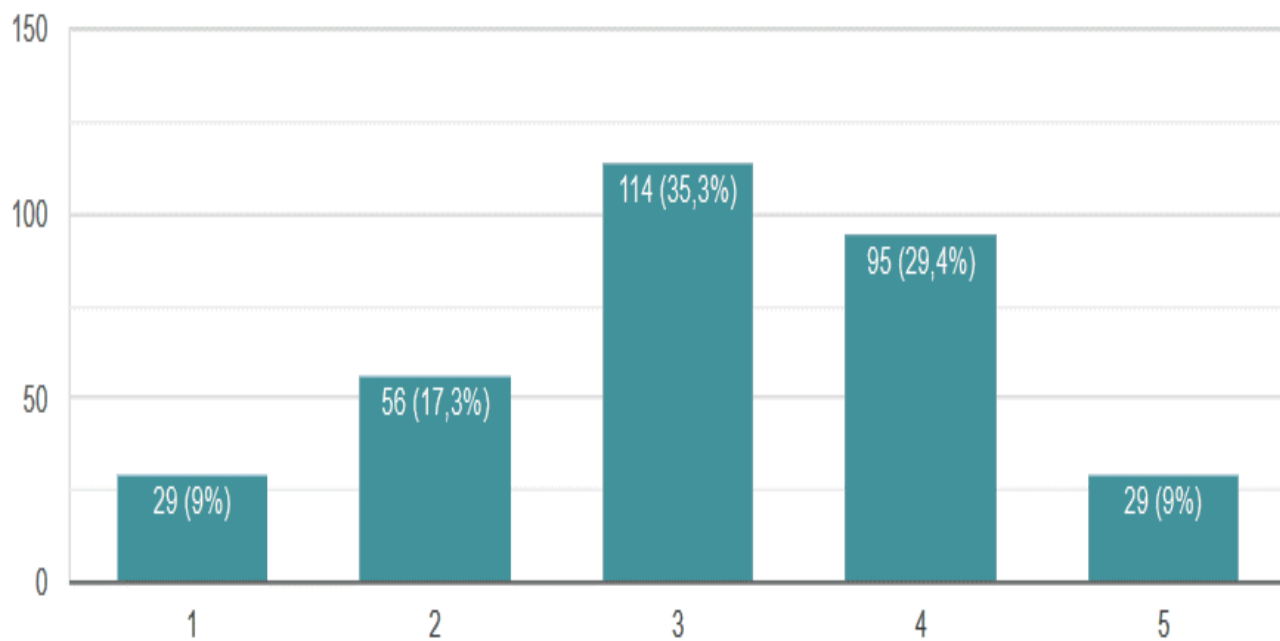
V. RESULTS

Explained Variance and predictivity. Spain/Portugal.

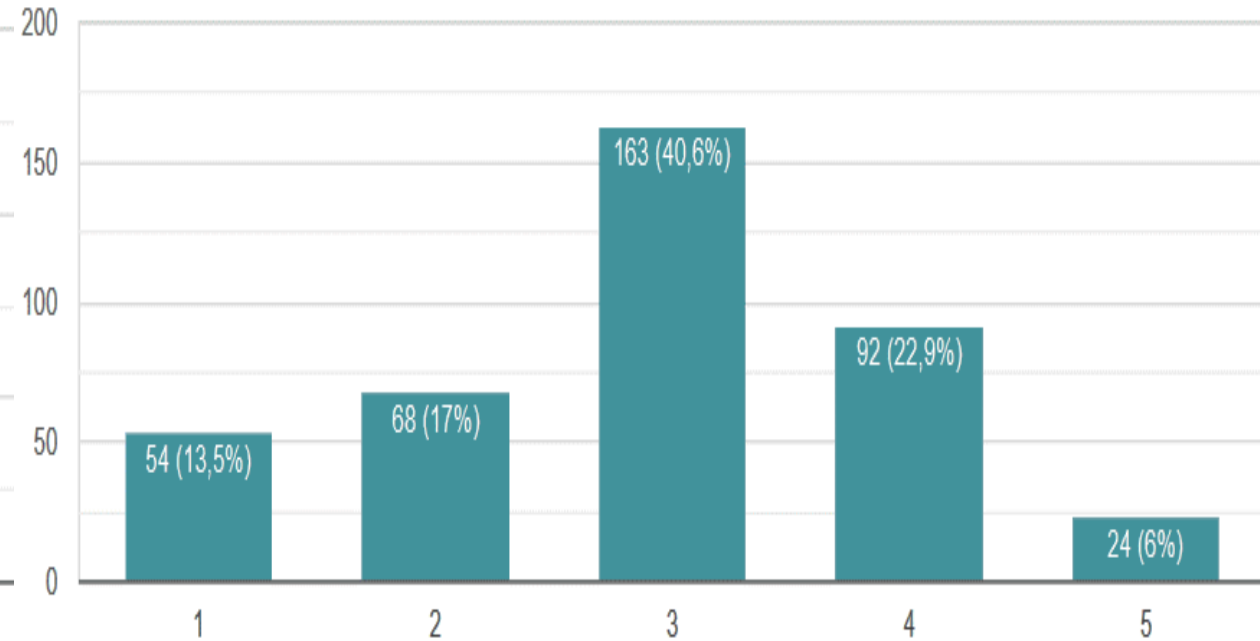
	R ²	R ² Adjusted	Q ²
Global Satisfaction	0.127/0.165	0.118/0.158	0.104/0.147
Global Trust	0.679/0.698	0.676/0.695	0.067/0.096
Loyalty	0.662/0.699	0.660/0.698	0.033/0.110

V. RESULTS

Trust in the future of the banking in Spain



Trust in the future of the banking in Portugal



VII. CONCLUSIONS

- There are no significant differences between the results in the two countries.
- The proposed theoretical model is valid and perfectly adjusted.
- The most significant relationship is the influence of global satisfaction on loyalty.
- Your customers' confidence in the future of digital banking is still at average values 3,30 out of 5

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Thank you for your attention

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