The Prospects of Electronic Payment Systems: An Empirical Survey of the Customers' Satisfaction in Nigeria

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ABSTRACT

The study sought to assess the prospects of electronic payment systems and customers' satisfaction in Nigeria. Correlational survey was adopted for the study. The area of study was Nigeria. The population of the study comprised of all bankers and customers in Nigeria. Stratified sampling technique was used to select 10 banks from South-west Nigeria. From each bank 5 bankers and 15 customers were randomly selected and this gave 50 bankers and 150 customers which gave a total of 200 respondents that constituted the sample size for the study. The Instrument used in this study for data collection was a questionnaire titled "Electronic Payment System and Customers' Satisfaction Questionnaire (EPSCSQ)." Face and content validation of the instrument was carried out by one expert in banking and finance and one expert in statistics from Lagos State Polytechnic to ensure that the instrument has the accuracy, appropriateness and completeness for the study. Cronbach Alpha technique was used to determine the reliability of the instrument. The reliability coefficient obtained was 0.89 and this was high enough to justify the use of the instrument. The researcher subjected the data generated for this study to appropriate statistical techniques such as simple regression analysis. The test for significance was done at 0.05 alpha levels. The reveals that there is significant influence of electronic funds transfer on customers' satisfaction in Nigeria. There is significant influence of card service on customers' satisfaction in Nigeria. Also that there is significant influence of internet banking on customers' satisfaction in Nigeria. The study concluded that Nigerian banking system has passed through many stages of development that have fundamentally affected the life of the citizens, the business environment and the nation's economy. One of the recommendations was that Nigerian banking system should improve on the use of electronic payment system to reduce the operating cost and long queue in the banks.

KEYWORDS: Electronic Payment Systems, Customers' Satisfaction and Nigeria

Introduction

Electronic payment system is simply the use of electronic means to transfer funds directly from one account to another, rather than by cheque or cash. In the Nigeria context, electronic payment system is effecting payments from one end to another and through the medium of the computer without manual intervention beyond inputting the payment data, it is the ability to pay the suppliers, vendors and staff salaries electronically at the touch of a computer button (Agba, 2010). The term electronic payment can be referred narrowly to e-commerce - a payment for buying and selling goods and services offered through the internet, or broadly to any type of electronic fund transfer (Massimo & Garcia 2008). Also the term electronic-payment system covers both computer and telephone payment. It refers to the use of information and communication technology by financial institutions to provide services and manage customer relationship more quickly and most satisfactorily (Charity-Commission, 2003). According to David (2012), Nigeria did not embrace electronic banking early when compared to developed countries.

Nigeria adopted electronic banking system in the early 2000s. During the introduction of electronic banking system, the use of raw cash was said to have breed corruption through the "cash and carry syndrome" usually linked with the swift movement of Ghana-must go" bags by some politicians. Electronic banking is defined as the use of computers to carry out banking transactions such as withdrawals through cash dispensers or transfer of funds at point of sale. Since electronic banking started in all Nigeria banks, it has been a woe for civil servants; checks show that some staff in establishments such as the national boundary commission for instance, are yet to receive their salaries for the previous months as efforts to electronically transfer salaries into their account have failed (Ibrahim, 2009). Electronic payments system plays a very crucial role in any economy, being the channel through which financial resources flow from one segment of the economy to the other. Therefore, it represents the major foundation of the modern market economy. Essentially, there are three pivotal roles for the payments system namely; the Monetary Policy role, the financial stability role and the overall economic role (CBN, 2011).

Statement of the Problem

In recent years, the use of electronic payment system has become obviously useful and has been employed by millions of companies all over the world. Customers have also faced certain challenges attributed to the slow step of development of electronic payment system to lack of adequate infrastructure, low internet penetration, absence of open standards/trust among banks and providers as well as absence of adequate legislation. In Nigeria, customers seek for satisfaction and safety of their funds and increased returns on their investment. Customers demand efficient, fast and convenient services. Many customers today want banks that offer them services that will meet their particular satisfaction, needs and support their business goals. The introduction of electronic banking system in the Nigerian financial industry is expected to play an important role in the delivery of efficient and effective services. Unfortunately, most Nigerian banks are still cover behind the adopting and equipping themselves with the current and sophisticated electronic devices as a results of non-availability of financial, management and human resources, which would have given them more competitive advantages and attract more customers to the bank. Therefore, the study investigates on the Prospect of Electronic Payment System and Customers' Satisfaction in Nigeria.

Objective of the Study

The main objective of the study is to assess the Prospects of Electronic Payment Systems and Customers' Satisfaction in Nigeria. Specifically, the study seeks:

1. To find out the extent to which electronic funds transfer has contributed to customers' satisfaction in Nigeria.
2. To examine the extent to which card service has promoted customers' satisfaction in Nigeria.
3. To determine the influence of internet banking on customers' satisfaction in Nigeria.

Research Questions

1. To what extent has electronic funds transfer contributed to customers' satisfaction in Nigeria?
2. To what extent has card service promoted customers' satisfaction in Nigeria?
3. What is the influence of internet banking on customers' satisfaction in Nigeria?

Research Hypotheses

1. There is no significant influence of electronic funds transfer on customers' satisfaction in Nigeria.
2. There is no significant influence of card service on customers' satisfaction in Nigeria.
3. There is no significant influence of internet banking on customers' satisfaction in Nigeria.

Conceptual Review

Concept of Electronic Payment Systems

Electronic Payment System means a payment system that generates any transfer of funds, other than a transaction originated by cash, check, or similar paper instrument, which is initiated through an electronic terminal, telephone, mobile phone, computer, or magnetic tape, for the purpose of ordering, instructing or authorizing a financial institution to debit or credit an account. The term includes debit cards, wire transfers, transfers made at automatic teller machines, and point-of-sale terminals (Law Insider 2020). An e-payment system is a way of making transactions or paying for goods and services through an electronic medium, without the use of checks or cash. It's also called an electronic payment system or online payment system (Wróbel-Konior, 2019). According to Delali (2010) electronic payment system is the form of financial exchange that takes place between the buyer and seller facilitated by the means of electronic communication. Humphrey, Kim & Vale (2001) defined electronic payment system as cash and associated transactions implemented using electronic means. Typically, this involves the use of computer networks such as the internet and digital stored value system. This system allows bills to be paid directly from bank, and without the use of writing and mailing cheques. An electronic payment system is a digital transaction between two parties. E-payment types include ACH, wire and bank transfers, cards, digital wallets, mobile pay and more.

Electronic payment systems are important mechanisms used by individual and organizations as a secured and convenient way of making payments over the internet and at the same time a gateway to technological advancement in the field of world economy (Slozko & Pello, 2015). In addition, it has also become the major facilitating engine in e-commerce through which electronic business success relied upon. Electronic payment system had also brought about efficiency, fraud reduction and innovativeness in the world payment system (Oladeji, 2014). Electronic payment system tends to bring many electronic modes of payments through which financial institutions offer different electronic payment opportunities and services to their customers such as the credit cards, debit cards, on-line banking and mobile banking (Premchand & Choudhry, 2015). Dennis (2004) defines electronic payment system as a form of financial commitment that involves the buyer and the seller facilitated via the use of electronic communications. Electronic payment systems are payments made in electronic commerce environment in the form of money exchange through electronic means (Kaur & Pathak, 2015). Adeoti and Osotimehin (2012), electronic payment system refers to an electronic means of making payments for goods and services procured online or in supermarkets and shopping malls.

Types of Electronic Payment Systems

Electronic funds transfer (EFT): Electronic funds transfer is the electronic transfer of money from one bank account to another, either within a single financial institution or across multiple institutions, via computer-based systems, without the direct intervention of bank staff (Wikipedia 2019). Electronic funds transfer is the electronic transfer of funds between a buyer, seller and his/her respective financial institution. Electronic funds transfer allows parties to move money from one account to another account, replacing traditional check writing and cash collection procedures.

Electronic funds transfer services have been available for two decades, but with the increased interest in Internet business, more and more consumers and businesses have begun to utilize them (BIECC 2007). Electronic funds transfer is an electronic transfer of funds between a business and its financial institution, or between two individual entities' accounts. Electronic funds transfer allows parties to move money from one account to another account, replacing traditional billing and collection procedures. This electronic process is variously known by such terms as funds sweep, wire transfer, direct debit, direct credit, direct deposit or automated payment.

Card Service: Card service is one of the major drivers that explain the development of electronic payment system (IESE Business School 2008). Cards service is operated in three ways such as ATM, debits and prepaid systems. ATM is for basic payments functions such as cash withdrawals at ATMs and EFTPOS (Electronic Funds Transfer Points of Sales). Card payment system can be classified according to the way transactions are authorized and authenticated. Whether the transaction is authorized using a line of credit, the actual value of deposits in the bank account (debit), or the amount of electronic money in an internal account (prepaid).

Automated Teller Machine (ATM): An automated teller machine (ATM) is an electronic banking outlet that allows customers to complete basic transactions without the aid of a branch representative or teller (Kagan, 2020). Automated Teller Machine is a computerized telecommunications device that provides the customers of a financial institution with access to financial transactions in a public space without the need for a human clerk or bank teller. On most modern ATMs, the customer is identified by inserting a plastic ATM card with a magnetic stripe or a plastic smartcard with a chip that contains a unique card number and some security information, such as an expiration date. Security is provided by the customer entering a personal identification number (PIN).

Debit Cards: A debit card is a payment card that deducts money directly from a consumer's checking account when it is used. Also called "check cards" or "bank cards," they can be used to buy goods or services; or to get cash from an automated teller machine or a merchant who'll let you add an extra amount onto a purchase (Fontinelle, 2021). A debit card (also known as a bank card, plastic card or check card) is a plastic payment card that can be used instead of cash when making purchases (Wikipedia 2020). It is similar to a credit card, but unlike a credit card, the money is immediately transferred directly from the cardholder's bank account to pay for the transaction.

Prepaid Cards: Prepaid cards might look like debit and credit cards, but there are some important differences between them. A prepaid card is not linked to a bank checking account or to a credit union share draft account. Instead, you're spending money you placed in the prepaid card account in advance. Generally, when you use a prepaid card, you are spending money you have already loaded onto the card in advance. If your prepaid card provider also offers credit (including overdraft) on your prepaid card, it will need to comply with all the rules for other credit cards.

Internet banking: Internet banking is where a customer can access his or her bank account via the Internet using personal computer (PC) or mobile phone and web-browser. Ongkasuwan and Tantichattanon (2002) Internet banking service as banking service that allows customers to access and perform financial transactions on their bank accounts from their web enabled computers with Internet connection to banks' web sites any time they wish. According to Khan (2007), Internet banking includes the system that enables financial institution customers, individuals or businesses, access accounts, transact business, or obtain information on financial products and services on public or private network including Internet. Internet banking service also enables bank customers to perform transactions such as transfer and payments, access of latest balance, statement viewing, account detail viewing, customization, print, downloading of statements and obtaining of a history statement on all accounts linked to the bank's customers' Auto Bank (ATMs).

Concept of Customers' Satisfaction

Customer satisfaction is a critical concept for customer success professionals to understand and live by, and it's actually about more than a money-back guarantee. Customer satisfaction is ultimately a reflection of how a customer feels about interacting with your brand (Bernazzani, 2020). Customer satisfaction is defined as a measurement that determines how products or services provided by a company meet customer expectations. Customer satisfaction is one of the most important indicators of consumer purchase intentions and loyalty. Customer satisfaction is about assessing customer attitudes about products, services and brands. While it's always been smart to keep customers happy (Kotler 2003). customer satisfaction is a metric used to measure how a product, service or experience has impacted a customer (Loomly Team 2018). Customer satisfaction is looking to see whether the brand was able to meet and exceed the customer's original expectations. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities (ASQ 2020). Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services

Customer satisfaction occurs when customers compare their current experience in using a product or service (actual performance) with their expectations (target performance). If actual performance corresponds with the target performance, the result is a confirmation of expectations. This can lead to satisfaction among customers. If actual performance exceeds the target performance (positive disconfirmation), it can lead to a particularly large degree of satisfaction among customers (enthusiasm). The opposite case, when actual performance is beneath the target performance, is known as negative disconfirmation (Nerdinger & Neumann

2007). Satisfaction therefore occurs in the event of confirmation or positive. Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals (Farris, Neil, Phillip & David 2010). Customers play an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty.

Customer satisfaction is defined as a collection of outcome of perception, evaluation and psychological reactions to the consumption experience with a product/service (Wright and Ralson (2012). customer satisfaction is a result of a cognitive and affective evaluation where some comparison standard is compared to the actually perceived performance. Customer’s satisfaction holds the potential for increasing an organization’s customer base, increase the use of more volatile customer mix and increase the firm’s reputation (Alabar, 2012) According to Ikechukwu (2010), consumer satisfaction is a term frequently used in marketing is a measure of how products and services supplied by a company meet or surpasses customer expectation. He added that customer satisfaction is the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Satisfaction is a judgment that follows a consumption experience - it is the consumer’s judgment that a product provided (or is providing) a pleasurable level of consumption-related fulfilment (Nwaze, 2019).

Concept of Nigeria Banking System

Nigeria Banking system is the network of commercial banks and other more specialized banks (investment banks, savings banks, merchant banks) which accept deposits and savings from the general public, firms and other institutions, and which provide money transmission and other financial services for customers, operate loan and credit facilities for borrowers and invest in corporate and government securities (Pendleton, Chadwick, O’Reilly, & Afferson, 2002). Nigeria banking system is part of a wider financial system and utilizes a major influence on the functioning of the money economy of a country bank deposits occupy a central position in the country's money supply and hence the banking system is closely regulated by the monetary authorities (Pass, Lowes, & Davies, 2005). Banking system is the artery through which the economic life blood of the nation runs. Nigeria boasts one of the strongest banking systems in Africa and this fact has been all too evident in the fact that many banking institutions indigenous to Nigeria have established offshore operations in many other African economies. (Soludo, 2004). Nigeria banking system is a large number of entities or corporations join together and make up a system. Nigeria banking system carry out their specific job of raising funds and lending resources in the economic and financial markets (Farooq, 2020).

Banking system in Nigeria has come a long way, beginning with the era of British colonial administration when the idea of a banking system was introduced into the country. Since then, the Nigerian financial system has passed through many stages of development that have fundamentally affected the life of the citizens, the business environment and the nation’s economy. The evolution of the banking system in Nigeria is not the main focus. The history of the regulatory regime of banking system in Nigeria would make for a better appreciation of the events that led to the introduction, by the Central Bank of Nigeria in 2005, of a programme of consolidation and other policies of reform. (Wilson, 2006). The regulatory authority on banking in Nigeria, the Central Bank of Nigeria, has introduced reforms that have fundamentally altered the outlook, operation and nature of the banking system in the country (Okagbue, & Aliko, 2004). This has not only brought sanity to the industry but has equally brought into existence stronger, more viable and more versatile banking institutions in Nigeria. However, the same reforms have also fundamentally affected the banker–customer relationship in the country one way or the other.

Effect of Electronic Funds Transfer on Customer Satisfaction

Electronic funds transfer as a modern global consumer payment method continues to expand rapidly by comparison with credit cards and traditional paper-based forms of payment. In the Electronic funds transfer payments system, consumers are exposed to risks quite different from those in traditional payments instruments. Being a globalized market, the customers seek and demand world class product. In today's global market, the competitive advantage lies in delivering high quality service to the customers and this promotes customers' satisfaction (Bedia, & Malik 2016). Banking system has been facing challenges with stiff competition and advancement of technology. So the banks, world over, have been effectively deploying information and communication technology as a strategic resource to achieve speed, efficiency, cost reduction, customer service and competitive advantage. Technology banking services offer value to customers providing them with anywhere, anytime and anyway banking (Paulraj, 2014). Indeed, electronic based business models are replacing conventional banking system and almost all the banks are changed business process designs and customer relationship management strategies. Technology banking provides a distinct kinds of services like Internet banking, mobile banking, RTGS and NEFT which are mostly used for electronic fund transfer. it has become essential for banks to consider the use of technology to respond their changing requirements. It is a need of banks should draw themselves in all the details regarding technologically undated means to determine the ways that will the customers to avail maximum benefits and satisfaction. Bankers focus the parameters on which they need to improve and spread the awareness of technology banking products and services to each and every section of the society.

Effect of Card Services on Customer Satisfaction

Banking industry of the 21st century operates in a complex and competitive environment characterized by these changing conditions and highly unpredictable economic climate, thus, information and communication technology (ICT) is at the centre of this global change. Amedu (2005) asserts that banks over time have been using electronic and telecommunication networks for delivering a wide range of value added products and services. Therefore, information systems could not be ignored because they play a critical role in Banking system in Nigeria. Banks in Nigeria are adding value to their services for customer's satisfaction. The customers have more choices in choosing their banks because the new age IT (Information Technology) is bringing about full changes in the banking industry, forcing them to reengineer many of their basic processes and systems. Few of the technology-driven electronic banking services being offered are card service. New technological capabilities are now being effectively used to create value and to better manage customer relationship in Nigeria banking system (Raji, 2010). Electronic banking system began when the first Automated Teller Machine were instated in the 1970s. An

ATM machines allowed deposits to be made from the remote locations-a convenience for customers who otherwise would have had to withdraw cash personally from their bank. The advantages offered by ATM Machines quickly split over to encompass other areas of bank services, computerizing manual system for greater efficiency and time savings. The concept behind ATM machines gave rise to smart cards service, intranets and internet banking, electronic funds transfer {EFT}, NIBSS (Nigerian interbank settlements system), POS {Point of Sales Service}, Access mobile, and other electronic devices (Ahasanul, 2010).

Effect of Internet Banking on Customer Satisfaction

Internet banking has gained higher acceptance from the customers who are highly supportive of electronic payment system and new technology. Internet banking acts as a kind of financial intermediation which makes transaction through Internet (Ahanger, 2011). In the banking industry, Internet banking is the industry which uses computer technology to provide better services to satisfy the customers and help in the development of banking practices (Rahmath and Hema, 2010). Electronic payment system is one of the effective ways to increase the level of service quality to satisfy customer needs. Through the advanced technology and innovation in the financial and banking sectors, Internet banking has become more familiar to the customers of traditional banks. Internet banking is offered by the retail banking in many developed countries and customers can make transactions without having to leave their homes or workplace (Munusamy et al., 2010). In addition, Internet banking can help customers to manage their finances more efficiently (Bank Negara Malaysia, 2007). Internet banking brings convenience to customers and encourages customers to conduct transactions more easily and efficiently through the banking website. Internet banking also helps the banks to reduce their operating costs. The banking industry has been rapidly developing the use of Internet banking as an efficient and viable tool to create customer value and satisfaction. Internet banking is one of the popular services offered by the traditional banks to provide speedier and reliable services to online users (Linga, Ferna, Boona, & Huata, 2015). With the rapid development of electronic payment system as a commercial too Internet banking can be used to attract more customers to perform banking transactions in related banks. The main problem of Internet banking faced by the providers is that a large number of the banks' customers are not willing to use the Internet banking services offered. This happened due to the services offered through Internet banking have yet to satisfy their customers. Customer satisfaction is an important factor to help banks to sustain competitive advantages. The five factors which can influence customer satisfaction toward Internet banking include service quality, web design and content, security and privacy, convenience and speed.

Methodology

Correlational survey was adopted for the study. The study was conducted in Nigeria. The population of the study comprised of all bankers and customers in Nigeria. Stratified sampling technique was used to select 10 banks from South-West Nigeria. From each bank 5 bankers and 15 customers were randomly selected and this gave 50 bankers and 150 customers which gave a total of 200 respondents that constituted the sample size for the study. The Instrument used in this study for data collection was a questionnaire titled "Electronic Payment System and Customers' Satisfaction Questionnaire (EPSCSQ)." Face and content validation of the instrument was carried out by one expert in banking and finance and one expert in statistics from Lagos State Polytechnic to ensure that the instrument has the accuracy, appropriateness and completeness for the study. Cronbach Alpha technique was used to determine the reliability of the instrument. The reliability coefficient obtained was 0.84 and this was high enough to justify the use of the instrument. The researcher subjected the data generated for this study to appropriate statistical techniques such as simple regression analysis. The test for significance was done at 0.05 alpha levels.

Results

Hypotheses Testing

Hypothesis One: The null hypotheses states there is no significant influence of electronic funds transfer on customers' satisfaction in Nigeria. In order to answer the hypothesis, simple regression analysis was performed on the data (see table 1).

TABLE 1: Simple Regression Analysis of the influence of electronic funds transfer on customers' satisfaction in Nigeria

Model	R	R-Square	Adjusted R Square	Std. error of the Estimate	R Square Change
1	0.96a	0.93	0.93	0.40	0.93

***Significant at 0.05 level; df= 198; N= 200; critical R-value = 0.197**

The above table 1 shows that the calculated R-value (0.96) was greater than the critical R-value of 0.197 at 0.5 alpha levels with 198 degrees of freedom. The R-Square value of 0.93 predicts 93% of the influence of electronic funds transfer on customers' satisfaction. This rate of percentage is highly positive and therefore means that there is significant influence of electronic funds transfer on customers' satisfaction in Nigeria. It was also deemed necessary to find out the influence of the variance of each class of independent variable as responded by each respondent (see table 2).

TABLE 2: Analysis of variance of the influence of electronic funds transfer on customers' satisfaction in Nigeria

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	389.71	1	389.71	2464.78	.000b
Residual	31.31	198	0.16		
Total	421.02	199			

a. Dependent Variable: Customers' Satisfaction
b. Predictors: (Constant), Electronic Funds Transfer

The calculated F-value (2464.78) and the P-value as (.000b). Being that the P-value (.000b) is below the probability level of 0.05, the result therefore means that there is significant influence exerted by the independent variables i.e. electronic funds transfer on the dependent variable which is customers' satisfaction. The result therefore means that there is significant influence of electronic funds transfer on customers' satisfaction in Nigeria. Therefore, the result is cognate to the research findings of Bedia, & Malik (2016) that stressed that the modernization of electronic funds transfer and consumer's payment method continues to expand rapidly by comparison with credit cards and traditional paper-based forms of payment. In today's global market, the competitive advantage lies in delivering high quality service to the customers. Indeed, electronic based business models are replacing conventional banking system and almost all the banks are changed business process designs and customer relationship management strategies (Paulraj, 2014). The significance of the result caused the null hypotheses to be rejected while the alternative was accepted.

Hypothesis Two: The null hypotheses states there is no significant influence of card service on customers' satisfaction in Nigeria. In order to answer the hypothesis, simple regression analysis was performed on the data (see table 3).

TABLE 3: Simple Regression Analysis of the card service on customers' satisfaction in Nigeria

Model	R	R-Square	Adjusted R Square	Std. error of the Estimate	R Square Change
1	0.82a	0.66	0.66	0.85	0.66

***Significant at 0.05 level; df= 198; N= 200; critical R-value = 0.197**

The above table 3 shows that the calculated R-value (0.82) was greater than the critical R-value of 0.197 at 0.5 alpha levels with 198 degrees of freedom. The R-Square value of 0.66 predicts 66% of the influence of card service on customers' satisfaction. This rate of percentage is highly positive and therefore means that there is significant influence of card service on customers' satisfaction in Nigeria. It was also deemed necessary to find out the influence of the variance of each class of independent variable as responded by each respondent (see table 4).

TABLE 4: Analysis of variance of the influence of card service on customers' satisfaction in Nigeria

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	279.59	1	279.59	391.41	.000b
Residual	141.43	198	0.71		
Total	421.02	199			

a. Dependent Variable: Customers' Satisfaction
b. Predictors: (Constant), Card Service

The calculated F-value (391.41) and the P-value as (.000b). Being that the P-value (.000b) is below the probability level of 0.05, the result therefore means that there is significant influence exerted by the independent variables i.e. card service on the dependent variable which is customers' satisfaction. The result therefore means that there is significant influence of card service on customers' satisfaction in Nigeria. Therefore, the result is cognate to the research findings of Amedu (2005) that noted that banks over time have been using electronic and telecommunication networks for delivering a wide range of value added products and services, and this has added a great value to their services for customer's satisfaction. The significance of the result caused the null hypotheses to be rejected while the alternative was accepted.

Hypothesis Three: The null hypotheses states there is no significant influence of internet banking on customers' satisfaction in Nigeria. In order to answer the hypothesis, simple regression analysis was performed on the data (see table 5).

TABLE 5: Simple Regression Analysis of the internet banking on customers' satisfaction in Nigeria

Model	R	R-Square	Adjusted R Square	Std. error of the Estimate	R Square Change
1	0.89a	0.79	0.79	0.66	0.79

***Significant at 0.05 level; df= 198; N= 200; critical R-value = 0.197**

The above table 5 shows that the calculated R-value (0.89) was greater than the critical R-value of 0.197 at 0.5 alpha levels with 198 degrees of freedom. The R-Square value of 0.79 predicts 79% of the internet banking on customers' satisfaction. This rate of percentage is highly positive and therefore means that there is significant influence of internet banking on customers' satisfaction in Nigeria. It was also deemed necessary to find out the influence of the variance of each class of independent variable as responded by each respondent (see table 6).

TABLE 6: Analysis of variance of the influence of internet banking on customers' satisfaction in Nigeria

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	333.94	1	333.94	759.25	.000b
Residual	87.09	198	0.44		
Total	421.02	199			

a. Dependent Variable: Customers' Satisfaction
b. Predictors: (Constant), Internet Banking

The calculated F-value (759.25) and the P-value as (.000b). Being that the P-value (.000b) is below the probability level of 0.05, the result therefore means that there is significant influence exerted by the independent variables i.e. electronic funds transfer on the dependent variable which is customers' satisfaction. The result therefore means that there is significant influence of internet banking on customers' satisfaction in Nigeria. Therefore, the result is cognate to the research findings of Ahanger, (2011) who asserted that internet banking has gained higher acceptance from the customers who are highly supportive of electronic payment system and new technology. Internet banking acts as a kind of financial intermediation which makes transaction through Internet. Electronic payment system is one of the effective ways to increase the level of service quality to satisfy customer needs. Through the advanced technology and innovation in the financial and banking sectors, Internet banking has become more familiar to the customers of traditional banks (Munusamy et al., 2010). The significance of the result caused the null hypotheses to be rejected while the alternative was accepted.

Conclusion

This study concluded that:

Nigeria banking system as a network of commercial banks and other more specialized banks which accept deposits and savings from the general public, firms and other institutions are known for provision of money transmission and other financial services for customers, operate loan and credit facilities for borrowers and invest in corporate and government securities. It is also true that the Nigerian banking system has passed through many stages of development that have fundamentally affected the life of the citizens as well as the business environment and the nation's economy. Interestingly, customer satisfaction is a result of a cognitive and affective evaluation where some comparison standard is compared to the actually perceived performance. Customer's satisfaction holds the potential for increasing an organization's customer base, increase the use of more volatile customer mix and increase the firm's reputation. Hence, the study reveals that there is significant influence of electronic funds transfer on customers' satisfaction in Nigeria. The study also reveals that there is significant influence of card service on customers' satisfaction in Nigeria. Finally, internet banking has significant influence on customers' satisfaction in Nigeria.

Recommendation

This study recommended that:

1. Nigerian banking system should improve on the use of electronic payment system as regards electronic funds transfer, card service and internet banking in order to reduce the operating cost and long queue in the banks and as well promote customers' satisfaction in Nigeria.
2. Nigeria banking system should try to win customers' confidence by providing adequate security of transaction back up of critical data files and alternative means of processing information.
3. Nigeria banking system should ensure good connectivity and power base that will enable them serve customers faster and more conveniently.
4. Nigeria banking system should improve on their service delivery to justify the benefits of electronic payment service. By this way, customers' satisfaction will be inspired.

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