



EFFECT OF POS (POINT OF SALE) TERMINAL SERVICE QUALITY ON CONSUMERS SATISFACTION IN COMMERCIAL BANKS (A CASE STUDY OF (FCMB) FIRST CITY MONUMERNT BANK)

ABSTRACT

The study investigated the effect of POS (Point of Sale) terminal service quality on consumers satisfaction in commercial banks - a case study of First City Monument Bank (FCMB). The specific objectives were to ascertain the efficiency of point of sale services in enhancing customers satisfaction among commercial bank users, determine if availability of point of sale service delivery channels bring about customer satisfaction, and to examine whether customers' reliance on point of sale services delivery channels bring about customers

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Introduction

In the service industry, particularly the banking sector, across the world, the delivery of high quality services to customers is a key factor affecting the performance of firms (Akinci, 2018). It is thus realistic to state that the industry is synonymous with competition as a result of continued improvement in the service delivery. This improvement is a reflection of the high expectation of bank customers. This quest for continued improvement has thus made the banking sector in Nigeria to face enormous challenges of rapid environmental changes which eventually translates to stiff competition among banks (Adewuyi, 2018). This competition equivocally made the banks to jostle for leadership positions in the industry and thus imperative for banks to at least meet the target customers' satisfaction with quality of services expected by them since customers' quest for improved services has become non-negotiable. The essence of this competition bothers on which bank could actually offer customers services or offerings that will be more attractive to customers than that of a competing bank.

Ariff, (2019) asserted that delivering effective electronic service quality (e-SQ) is crucial to becoming, and remaining, competitive in internet banking service. From the banks' perspective, to remain competitive, banks must ensure that their service delivery is effective, and this can be achieved by measuring and improving every dimension of internet banking and P.O.S service. Customer satisfaction can be



satisfaction. A sample size of 132 was used . Findings from the study showed that the speed of e-banking transactions was commendable and it helps customers save time by carrying out their transactions quickly without having to queue up and to make use of paper documents. The study recommended that Management of financial institutions should ensure that all the dimensions in a service quality program be strictly followed and implemented effectively, Managers from various banks should continuously measure and improve the level of customer satisfaction using P.O.S service in order to maintain competitive advantage in the market place also, Banks should ensure that customers are not over charged.

Keywords: Point of Sale (P.O.S), Service Quality, Customers Satisfaction, Service Delivery, Customer.

interpreted as an overall evaluation of service quality attributes or service attribute performance (Boulding,2018). It is invariably the state felt by a person who has experienced a performance or outcome that has fulfilled his or her expectations. According to Kotler and Keller (2016) customer satisfaction refers to a person's feelings of pleasure when a firm's offerings matches or exceeds customer expectations. As a performance indicator within an organisation, customer satisfaction measures products and services, in meeting customer expectations with respect to service quality (Cheolho, 2019).

The evaluations of service delivery are actually dependent on the consistency of the service delivery over time (Parasuraman, 2018). Going by the above, banks thus have the herculean task of attracting customers but a more difficult mission is how to maintain the existing customer base (Oghojafor, Mesike, Omoera & Bakare, 2019). This is because most consumers are rational and are prepared to spend their money and time judiciously. The implication of the above is that banks will strive hard to ensure that their service delivery is of high standard. For an organization to gain competitive advantage over its competitors, its services delivery must be commendable by their consuming public (Hazlina, 2019). The issue of service delivery applies to all service industries including the banking sector where firms jostle for customers in a keenly competitive industry. As a result, the quality of electronic banking services (e-banking), e.g Point of Sale (POS), has become a major area of attention among researchers and bank managers due to its strong impact on business performance, customer satisfaction, customer loyalty and profitability (Hanzaee & Sadeghi, 2019).

Statement of the Research Problem

Effective POS service delivery in the service industry and the banking sector in particular, is the ultimate goal and objective so that customer retention can be evidently possible. More often than not, it can be quite an issue. It is therefore expedient that banks strive hard to ensure that their teeming customers are satisfied with their service delivery. Traditional banking practice in Nigeria in the time past was done without much regards to how customers' really felt about their performances and this led to loss of customer confidence in the service delivery of banks (Adeshina



& Ayo, 2018). The paradigm shift to online banking however brought about relief to customers thus their expectations that service delivery of their banks will improve (Auta, 2019). Despite being hopeful, customers were still skeptical in the sense that series of complaints ranging from wrong debiting of account, non-availability of network, machine breakdown, lack of security, Personal Identification Number (PIN) challenges, employees lack of sense of humane, privacy concerns, frequent cases of account hacks etc. were all occurrences that customers get exposed to.

Kassim and Abdullah, (2016) in a study demonstrated that it is critical to develop secured and private internet banking systems that are trustworthy from the customer's point of view. It is expedient that banks in Nigeria look inwards to find a very good blend of strategies to reduce customer's rate of dissonance and improve perceived service quality. The implication of the above is that customers may not be too satisfied with online banking service delivery, hence the need for improved service delivery.

With the patterns of consumer behavior changing with the increasing use of technology in the delivery of banking services, there is a need to build customers' confidence in using the tech-based services otherwise the confidence of customers may be eroded.

It is therefore logical to state that customers are not satisfied with the service delivery of online banking, but the extent to which customer satisfaction is affected by efficiency, security, system availability, reliability, privacy, employee courtesy and perceived value of service delivery needed to be investigated, hence the need for this study.

Research Questions

This study addressed the following research questions.

1. Does efficiency of point of sale service channels bring about satisfaction among commercial bank users.
2. Does availability of P O S service delivery channels bring about customer satisfaction among commercial bank users?
3. Does customer's reliance on POS service delivery channels enhance customer satisfaction among commercial bank users?

Objectives of the study

The aim of the study is to evaluate the effect of point of sales service quality on customer satisfaction on commercial banks. The specific objectives of the study are to:

1. To assess whether efficiency of point of sale service enhance customer satisfaction among commercial bank users
2. To determine if availability of point of sale service delivery channels bring about customer satisfaction
3. 3 To examine whether customers' reliance on point of sale services delivery channels bring about customer satisfaction.

Research Hypotheses

The hypotheses examined in this study are:

H₀₁: The level of efficiency in the delivery of POS services are not significantly correlated with the degree on customers' satisfaction among commercial bank users.

H₀₂: Availability of POS service delivery channels does not guarantee customer satisfaction among commercial bank users.



H₀₃: Customer's reliance on POS service delivery channels is not correlated with customer satisfaction among commercial bank users.

Significance of the Study

Upon completion, this study would enable policy makers at strategic levels in the banking industry to be aware of customer's needs so that efforts toward improving e-service quality would be initiated. At this point, It would be clearer to the policy makers in banks the extent to which customers are ready to churn services rendered by the banks if they can be offered better services in other competing banks; hence abide by the code of conducts as spelt out by the Central Bank of Nigeria.

The knowledge gained from this study would be beneficial to the government, researchers in the sense that the study would afford the academic world the opportunity to be more accessible to material and local literatures that would further enrich knowledge. At the level of business practice, it is hoped that this study would be useful to banks. These banks would not only be interested in profitability alone, but also on customer orientation approaches or programmes to further enhance customer satisfaction.

Theoretically, this study would enable policy makers at strategic levels in the banking industry to be aware of customer's needs so that efforts toward improving e-service quality would be initiated. It is definitely of necessity that this study would afford policy-makers in the banking industry to further appreciate the fact that bank customers are rational and as such must be given very good value for money and time spent in patronizing them. The benefit of this study to the banks would therefore mean more profit, larger investment opportunity and better service delivery to its customers which would invariably bring about retention of existing customers and the cultivation of potential customers. This study would equally be beneficial to customers in the sense that they would be more exposed to better e-banking service delivery from the banks. This would further enjoin them to continue to patronize e-banking channels and even encourage others to do so. This would invariably improve customer confidence in the patronage of e- banking service delivery channels. This study would also benefit the bank employees as increase in profitability for banks will transform to exposure of employees to more training and development programs and may bring about additional incentive packages.

This study would unequivocally be beneficial to the Nigerian economy in the sense that it would definitely bring about improvement in the Gross Domestic Product (GDP). This improvement would of course bring forth improved standard of living, and enhance ethical practices in the banking sector.

Scope of the Study

This study investigates the effect of POS terminal service quality on customer satisfaction.

This study is however delimited to cover FCMB in Bauchi metropolis taking into consideration POS service delivery and customer satisfaction as variables of this study. However, impacts of these limitations are reduced to the barest minimum.

Empirical Review

Review of extant literatures shows that socio- demographic profiling of online customers by researchers is in the right perspectives so that customer segmentation and satisfaction can be ascertained so as to unravel the determinants of electronic banking adoption in Nigeria and the



world over. Venkatesh & Agarwal, (2006) in a study found that males interact more with the web than females; just as younger users hold more positive attitudes toward computers compared to older users. Li, Kuo & Russel, (1999) in a study found that the female interact more with online technologies. Lichtenstein & Williamson, (2016) in a study titled understanding consumer adoption of internet banking: an interpretive study in the Australian banking context, Using grounded theory and correlation coefficient to analyze data gotten from 214 respondents found and supported, Shergill and Li's (2018) study of internet banking consumers, that women regarded privacy protection and ethical standards more seriously than did men; hence their patronage of e-banking services more than men. This was however contrary to the findings reported in Flavia'n et. al. (2016) indicated that women were less likely to conduct their banking activities online. This was however supported by the studies of Tao and Tan, (2000) where they found that males engage in online banking than female. Igbaria and Livari (1995) in a study found that users with higher education are more tolerant toward web usage and easier to satisfy compared to users with lower education levels. Alauddin, (2018) in a study titled an empirical assessment of the relationship between POS and customer satisfaction in fashion house in Bangladesh, used factor analysis and regression analysis to analyse responses from 210 customers concluded that POS is not significantly correlated with customer satisfaction. This is just as (Karjaluo, 2001; Matilla 2003; Aderonke & Ayo, 2010) et.al asserted that incomprehensiveness, difficulty of use, non-interaction between the customer and bank employees made some customer to be skeptical about using internet banking. Popoola (2018) concluded that reliability of the technology that supports internet banking is very crucial determinant of consumers' trust. Measurement variables in this regard service reliability, customer sensitivity, personalized service, and prompt response to customer complaints include varieties of service, accuracy of operation, reliability, and availability of network.

Previous research observes that a user-friendly bank website affects the selection and adoption of Internet banking services (Clemes, 2018), has a positive effect on users' attitudes on usefulness and users' attitudes toward online banking. The website design influences customers' perceptions of the service provider and customers' behavioural intentions (Ranganathan & Ganapathy, 2018). Wong (2018) in a study titled re-examining traditional service quality in an e-banking area asserted that reliability of the banking service also holds a high expectation from customers. This is in contrast to the findings of Munusamy, Chelliah and Mun, (2019) in a study titled service quality delivery and its impact on customer satisfaction in the banking sector in Malaysia where 117 respondents were sampled using correlation and regression analysis to analyse data. Results showed that reliability does not have any significant impact on customer satisfaction. Consumers' concerns about security, which arise from the use of an open public network, have been emphasized as being the most important factor inhibiting the adoption and use of internet banking (Sathye, 2018). Luarn and Lin (2015) using extended Technological Adoption Model (TAM) collected data from 180 respondents surveyed at an e-commerce exposition and symposium in Taiwan and found that Perceived self-efficacy, financial costs, credibility, easy-of-use, and usefulness had remarked influence on intention to adopt mobile banking. From the work of Laforet and Li (2015), 300 respondents randomly interviewed in the streets of six major cities in China and it was found that Awareness, confidential and security, past experience with computer and new



technology are salient factors influencing mobile banking adoption. Yang (2009) had 178 students selected from a university in South Taiwan and found that adoption factors are location-free conveniences, cost effective, and fulfill personal banking needs, while resist factors are concerns on security and basic fees for connecting to mobile banking. Riquelme and Rios (2010) using Technological Adoption Model, TPB, and IDT had 681 samples drawn from the population of Singapore found that usefulness, social norms, risk influences the intention to adopt mobile banking.

From the Nigerian point of view, Auta (2018) looked at e-banking in developing economy: empirical evidence from Nigeria using 750 respondents. He concluded that most bank customers agreed that convenience, speed of operation, and lower transaction cost account for significant reasons why customers adopt mobile banking. Ayo, Adewoye and Oni (2018) in their study of the state of e-Banking implementation in Nigeria:

A post-consolidation review using 369 questionnaires deduced that ATM is the most widely used of all e-banking service channels and that organizational reputation, reliability and trustworthiness are customers' preference for patronizing a bank or its services. Osabuohiem (2008) in a study titled Information and Communication Technology (ICT) and Nigerian Bank Reforms: Analysis of anticipated impacts in selected Banks using 152 questionnaires concluded that age, and educational qualification had influence on the intensity of ICT use in banks and that its use in the banks impacts positively on the speed of operations and service delivery. Alaba (2019) in a study titled electronic banking services and customer satisfaction in the Nigerian Banking Sector used 391 questionnaires to elicit information from respondents. He concluded that customer satisfaction in banking industry has a positive relationship with banks' electronic banking services. Amaoko (2020) of Ghana, in his research found that, ICT has contributed positively to the provision of banking services and growth of the Ghanaian banking industry. It was also reported that, e-banking is not yet developed in Ghana. The study recommended that banks should develop user friendly systems and applications for general population. Government and banks should play a key in enhancing ICT infrastructure, put in place incentives like tax reduction, and make PC available and affordable for every Ghanaian. Financial institutions should offer programs to reassure customer's safety with regards to ICT through sensitization. Lastly the banking institutions should also come out with more electronic products and services to reduce the turnaround time of customers, such products will give them the opportunity to sit at the comfort of their homes, workplaces and transact business with the banks.

Additionally, Bank of Tanzania (2013) pointed out that e-banking is revolution by changing the way Tanzanians are spending what they earn by providing them with secure banking. It is also profitable for the companies, known as microfinance institutions, which run the banking systems. The most popular vehicle through which customers can utilize banking services electronically is via mobile phone. The technology allows customers to check and manage their accounts, pay utility and service bills and transfer money between accounts either their own or someone else all on their phone. The value proposition however, is a significant increase in the intangible item "customer satisfaction". The increase translates into improved customer loyalty that in result in higher customer retention and growing organization value. Internet banking is a lower-cost delivery



channel and a way to increase sales. Today, internet banking services has become one of the most important factors in the business economy of Tanzanians.

As analyzed by Santouridis *et al.*, (2019) empirically investigate the internet banking in Greece by examining the customer satisfaction and the quality of electronic banking services. The researchers have used SERVQUAL model to measure the electronic banking services. From the results, they observed that the dimensions of assurance, responsiveness and reliability have a significant and positive impact on customer satisfaction level. In their study, reliability is found to have the most strong and highest impact on customer satisfaction and recommended that the dimensions which do not have association with level of customer satisfaction needs to be improved by the banking sector.

Nupur (2020) performed an analysis on the electronic banking and the satisfaction level of customers in Bangladesh. The researcher selected a sample size of 250 respondents to collect the data. The researcher used SERVQUAL model to measure the association among the level of customer satisfaction and electronic banking. The observation showed that a relationship exists between the electronic banking services and customer satisfaction level. The main dimensions examined are reliability, empathy, responsiveness and assurance which results in adequately satisfying the customers, whereas, the tangibles dimension does not have any link to customer satisfaction.

Sadeghi and Hanzae (2020) have investigated the factors of customer satisfaction in the usage of internet banking services in Iran. The study has been conducted to determine the factors which examine the customer satisfaction with the services of electronic banking. The researcher reveals that reliability, design of the website, image, accuracy and impression of the management of bank are found to have the most significant impact on the satisfaction level of customers. The variables of privacy and security also have an impact on customer satisfaction, but its impact is very least.

Ahmad and Al-zu"bi (2020) performed a research related to how the functionality of electronic banking is related to the consequences of customer satisfaction. The research has been done by considering banks of Jordan. Through the random sampling technique, the sample size chosen by the researchers is 185. It has been found that the variables which include privacy, accessibility, design, convenience, content and security has been emerged to have a significant influence on the customer satisfaction.

Ankit (2011) determined the factors of electronic banking which have an impact on customer satisfaction in India. The sample size of 250 respondents has been selected for the study, and the data has been collected through questionnaires. The results of the study showed that the banking needs which include convenience, privacy, risk, and problem resolution are found to be the most important determinants which have a positive impact on customer satisfaction, whereas, the availability of features and customer continuation are found to have a very slight impact on customer satisfaction. Shamsuddoha and Alamgir (2020q) conducted a study on Loyalty and Satisfaction Construct in Retail Banking in India. This study investigated customer satisfaction as the most important factor behind loyalty in retail banking. Various study showed that satisfaction plays an important role to establish loyal customer base. Their study points out that satisfaction and loyalty relationship was critical for retail banks.



Ali and Akter (2020) argued that a transitional period in the banking sector of Bangladesh has been passing through since shifting from the traditional banking system to the online banking system. These comments indicate that gradually electronic banking is gaining its importance in Bangladesh. Customers' liking is necessary for the banking sector to elevate profitability, business expansion and accomplishment. At the same time the banking process is becoming faster and easier. In order to survive in the competitive field of the banking sector commercial banks are looking for better service opportunities to provide their customer. The paper has been undertaken mainly to find out whether e-banking can satisfy the customers or not.

Lichtenstein & Williamson, (2020) in a study titled understanding consumer adoption of internet banking: an interpretive study in the Australian banking context, Using grounded theory and correlation coefficient to analyse data gotten from 214 respondents found and supported, Shergill and Li's (2020) study of internet banking consumers, that women regarded privacy protection and ethical standards more seriously than did men; hence their patronage of e-banking services more than men. This was however contrary to the findings reported in Flavia'n *et. al.* (2019) indicated that women were less likely to conduct their banking activities online. This was however supported by the studies of Tao and Tan, (2020) where they found that males engage in online banking than female.

Islam, Khadem and Alauddin, (2020) in a study titled an empirical assessment of the relationship between service quality and customer satisfaction in fashion house in Bangladesh, used factor analysis and regression analysis to analyze responses from 210 customers concluded that responsiveness (employee empathy) is not significantly correlated with customer satisfaction. The study concluded that reliability of the technology that supports internet banking is very crucial determinant of consumers' trust. Measurement variables in this regard service reliability, customer sensitivity, personalized service, and prompt response to customer complaints include varieties of service, accuracy of operation, reliability, and availability of network.

Wong *et. al.* (2008) in a study titled re-examining traditional service quality in an e-banking area asserted that reliability of the banking service also holds a high expectation from customers. This is in contrast to the findings of Munusamy, Chelliah and Mun, (2018) in a study titled service quality delivery and its impact on customer satisfaction in the banking sector in Malaysia where 117 respondents were sampled using correlation and regression analysis to analyse data. Results showed that reliability does not have any significant impact on customer satisfaction.

Wondossen & Tsegai (2020) also studied the challenges and opportunities of e-payments in Ethiopia; their objective was studying of e-payment practices in developing countries. The authors employed interview and on site observation to investigate challenges to e-payment in Ethiopia and found that, the main obstacles to the development of e-payments are, lack of customers trust in the initiatives, unavailability of payment laws and regulations particularly for e-payment, lack of skilled manpower and frequent power disruption. According to (Wondwossen & Tsegai, 2019), an adequate legal structure and security framework could foster the use of e-payments, which is contradicting with the finding of the previous.

RESEARCH METHODOLOGY

Research Design

A research design is the general framework which a researcher uses to answer a research question. It is not just a work plan (Saunders & Lewis, 2014). The research design forms the basis of the



outline of research activities with corresponding budget and timelines up to successful completion of the project undertaking. An appropriate research design seeks to ensure that the findings obtained satisfactorily answer the research questions with clarity (Cooper & Schindler, 2014). According to De Vaus and de Vaus (2015), research design refers to the structure of an enquiry and is a logical matter rather than a logistical one. It is not related to any particular method of collecting data or any particular type of data. A research design can, in principle, either be distinctively quantitative or qualitative data. Tentatively there is emerging use of mixed methods where a combination of quantitative and qualitative data tools and approaches are employed. This study will be based on sample survey method. This will be achieved with the use of questionnaires. Sample survey also known as survey research is one in which a group of people or items are studied by collecting and analyzing data from a sample of people or items considered to be representation of the entire population.

Unit of Analysis

The unit of Analysis refers to the parameter the researcher is investigating .In this research work, the unit of analysis are respondents which are the staff of Fist City Monument Bank.

Population of the Study

This research was conducted to examine the effect of POS services on customer satisfaction in First City Monument Bank. The population of the study is limited 200 Staff and Customers of First City Monument, Bauchi, Bauchi State.

Sample and Sampling Techniques

The study adopted Krejcie and morgan sample determination table. Hence, the sample size of the study is 132. A simple random sample is used for the study. A simple random sample is a randomly selected subset of a population. In this sampling method, each members of the population has an exactly equal chance of being selected.

Sample Size

The entire population of this study will not be studied as a result of the large number of the population; to avoid errors due to the calculation of large numbers and as a result of other factors such as lack of fund and time. However, a sample size of 132 which will effectively represent the entire population will be selected from Krejcie and Morgan (1970) sample determination table .

Data Collection Instrument

This study employed a questionnaire eliciting the necessary information from the respondents. The questionnaire consists of two major parts, the bio data which consist of items relating to respondents' personal data and the second part addressed issues relating to the research problem. The question response-format of the items in part II was in form of five-point Likert scale type with items ranging from a region of strong agreements (SA), through a neutral zone, not sure to a region of strong disagreements (SD).

Second, knowing the level of measurement helps you decide what statistical analysis is appropriate on the values that were assigned. The measured on efficiency of point of sales service, availability of point of sales service and reliability of point of sales service



Method of Data Analysis

Mean and standard deviation was employed for data analysis.

Data Presentation, Analysis and Interpretation

In generating the data on the operationalized variables, the study used a 5-point Likert scale instrument. Therefore, in interpreting the mean values, the study is relying on Asawo’s (2016) categorization of responses with mean () thus: 1-2 = low; 2.5-3.5 = moderate; 3.5-4.5 = large and 4.5 and above = very large. In this study the data were measured using a 5-point Likert Scale on the basis of “strongly agree” (5); “agree” (4); “neutral” (3); “disagree” (2); “strongly disagree” (1). Based on this scale; options, responses and associated rating points, the mean, standard deviation, variances and responses to issues raised in the research are presented below, using the SPSS software package window output, version 23.0 The findings from the analysis were discussed with reference to similar findings from other researchers.

Analyses of Response Rate and Questionnaire Distribution Table

Table 4.1 Presentation of Questionnaire Administration

| QUESTIONNAIRE | FREQUENCY | PERCENTAGE |
|---|-----------|------------|
| Number of questionnaire filled correctly and returned | 130 | 99% |
| Number Of Questionnaire not correctly filled and returned | 2 | 1% |
| Number of Questionnaire not Returned | Nil | 0% |
| Total Questionnaire Administered | 132 | 100% |

Field Survey,2022

From questionnaire administration table, 132 questionnaires was administered. The number of questionnaire correctly filled and returned and the number of questionnaire not correctly filled and returned were 130 and 2 which represent 99% and 1% respectively. No questionnaire was missing.

Answers to Research Question

Research Question one: Does efficiency of point of sale service channels bring about satisfaction among commercial bank users?

Table 4.3: Response Rata, mean and standard deviation for point of sales channels

| | Point of sales channels | SD | D | U | A | SA | Mean | Std. |
|---|---|----|---|---|----|----|------|-------|
| 1 | The speed of e-banking transactions is commendable. | 4 | 7 | 1 | 42 | 76 | 3.31 | 1.764 |
| 2 | POS is more easier compare to ATM machine | 0 | 0 | 1 | 49 | 80 | 3.98 | 1.367 |



| | | | | | | | | |
|---|--|---|----|---|----|----|------|-------|
| 3 | I have access to my money through POS than ATM. | 4 | 6 | 0 | 38 | 82 | 3.97 | 1.345 |
| 4 | There is immediate and quick transaction with POS. | 1 | 2 | 1 | 60 | 66 | 3.82 | 1.535 |
| 5 | POS service is more secured than mobile banking | 1 | 10 | 0 | 46 | 73 | 3.65 | 1.577 |

Source: Research Survey Data, 2023

Data presented in table 4.3 above revealed that, most of the respondents agreed that, The speed of e- banking transactions is commendable, as observe with mean score 3.31. Similarly, the respondents moderately agreed that POS is more easier compare to ATM machine with mean score of 3.98. I have access to my money through POS than ATM with a mean of 3.97. The respondent further agreed that There is immediate and quick transaction with POS as observe with mean score of 3.82. Also, POS service is more secured than mobile banking as observed with means score of 3.65

Research Question 2. Does availability of P O S service delivery channels bring about customer satisfaction among commercial bank.?

| Availability of POS service | | SD | D | U | A | SA | Mean | Std. |
|-----------------------------|--|----|---|---|----|----|------|-------|
| 1 | Banks safeguard of customer financial information is guaranteed | 2 | 8 | 1 | 54 | 65 | 3.23 | 1.663 |
| 2 | The bank delivery service such as POS are always available | 3 | 6 | 0 | 46 | 75 | 3.41 | 1.442 |
| 3 | There is full computerization and backup of all POS transaction incase of any fraudulent activities. | 5 | 9 | 1 | 45 | 70 | 3.74 | 1.338 |
| 4 | POS service is always available during public holiday. | 1 | 4 | 0 | 56 | 69 | 3.45 | 1.677 |
| 5 | POS service are often times dependable. | 4 | 5 | 0 | 40 | 81 | 4.19 | 1.253 |

Source: Research Survey Data, 2023

Data presented in table 4.4 above revealed that, most of the respondents agreed that Banks safeguard of customer financial information is guaranteed, as observe with mean score 3.23. Similarly, the respondents moderately agreed that the bank delivery service such as POS are always available with mean score of 3.41. The respondent further agreed that There is full computerization and backup of all POS transaction incase of any fraudulent activities as observe with mean score of 3.74. The respondents again agree that POS service is always available during public holiday with a mean of 3.45, and also the respondents agreed that POS service are often times dependable with a mean score of 4.19.

Research Question 3: Does customer's reliance on POS service delivery channels enhance customer satisfaction among commercial bank users



Table 4.5: Response Rate, mean and standard deviation for Customer's reliance

| | Customer's reliance | SD | D | U | A | SA | Mean | Std. |
|---|--|----|----|---|----|----|------|-------|
| 1 | Customer reliance on POS service improves customer experience. | 0 | 10 | 0 | 49 | 71 | 3.88 | 1.268 |
| 2 | Customer reliance on POS service offers E-commerce capabilities | 4 | 1 | 0 | 38 | 87 | 3.34 | 1.428 |
| 3 | Customer reliance on POS service build a strong customer relationship. | 4 | 9 | 0 | 45 | 72 | 3.54 | 1.289 |
| 4 | Customer reliance on POS service ensure accurate business operation. | 4 | 9 | 0 | 50 | 67 | 3.06 | 1.501 |
| 5 | Customer reliance on POS service ease stress of queuing | 5 | 6 | 0 | 43 | 76 | 3.04 | 1.494 |

Source: Research Survey Data, 2023

Data presented in table 4.5 above revealed that, most of the respondents agreed that Customer reliance on POS service improves customer experience as observe with mean score 3.88. Similarly, the respondents moderately agreed that Customer reliance on POS service offers E-commerce capabilities, with mean score of 3.34. The respondent further agreed that Customer reliance on POS service build a strong customer relationship with mean score of 3.54. The respondents agreed that Customer reliance on POS service ensure accurate business operation with a mean of 3.06, and also the respondents agreed that Customer reliance on POS service ease stress of queuing with a mean score of 3.04.

Test of Hypothesis

One-Sample t-test was used to test all the null hypotheses formulated.

Test of Hypothesis One

Ho: The level of efficiency in the delivery of POS services has no significant effect on the degree of customers' satisfaction among commercial bank users.

Table 4.6: One-Sample t Test for Hypothesis one

| Test Value = 0 | | | | | | |
|----------------|-----|-----------------|-----------------|---|--------|--|
| T | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | | |
| | | | | Lower | Upper | |
| 122.744 | 130 | .000 | 4.72297 | 4.6472 | 4.7987 | |
| 105.956 | 130 | .000 | 4.63176 | 4.5457 | 4.7178 | |
| 109.808 | 130 | .000 | 4.64189 | 4.5587 | 4.7251 | |
| 84.719 | 130 | .000 | 4.49662 | 4.3922 | 4.6011 | |
| 111.234 | 130 | .000 | 4.67905 | 4.5963 | 4.7618 | |

Source: Authors' computation



The results from table 4.6 above show that the level of efficiency in the delivery of POS services has significant effect on the degree of customers' satisfaction among commercial bank users, at 1% level of significance as indicated by (sig. level of 0.000). Based on this, the null hypothesis that said the level of efficiency in the delivery of POS services has no significant effect on the degree of customers' satisfaction among commercial bank users is rejected and alternative hypothesis is therefore accepted.

Test of Hypothesis Two

Ho₂: Availability of POS service delivery channels does not guarantee customer satisfaction among commercial bank users.

Table 4.7: One-Sample t Test for Hypothesis two

| Test Value = 0 | | | | | | |
|----------------|-----|-----------------|-----------------|---|--------|--|
| T | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | | |
| | | | | Lower | Upper | |
| 118.144 | 130 | .001 | 4.62162 | 4.5446 | 4.6986 | |
| 92.343 | 130 | .001 | 4.50676 | 4.4107 | 4.6028 | |
| 121.514 | 130 | .001 | 4.71959 | 4.6432 | 4.7960 | |
| 115.476 | 130 | .001 | 4.68581 | 4.6060 | 4.7657 | |
| 107.144 | 130 | .001 | 4.65541 | 4.5699 | 4.7409 | |

Source: Authors' computation

The results from table 4.7 above show that Availability of POS service delivery channels guarantee customer satisfaction among commercial bank users., at 1% level of significance as indicated by (sig. level of 0.001). Based on this, the null hypothesis two that said availability of POS service delivery channels does not guarantee customer satisfaction among commercial bank users is rejected and alternative hypothesis accepted.

Test of Hypothesis three

Ho₃: Customer's reliance on POS service delivery channels is not significant with customer satisfaction among commercial bank users.

Table 4.7: One-Sample t Test for Hypothesis two

| Test Value = 0 | | | | | | |
|----------------|-----|-----------------|-----------------|---|--------|--|
| T | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | | |
| | | | | Lower | Upper | |
| 138.124 | 130 | .003 | 4.68581 | 4.6060 | 4.6986 | |
| 192.313 | 130 | .003 | 4.65541 | 4.5699 | 4.6128 | |
| 121.524 | 130 | .003 | 4.50676 | 4.4446 | 4.6960 | |
| 145.426 | 130 | .003 | 4.71959 | 4.5107 | 4.7457 | |
| 117.114 | 130 | .002 | 4.62162 | 4.5432 | 4.7309 | |

Source: Authors' computation



The results from table 4.7 above show that customer's reliance on POS service delivery channels is not significant with customer satisfaction among commercial bank users., at 1% level of significance as indicated by (sig. level of 0.000). Based on this, the null hypothesis two that said Customer's reliance on POS service delivery channels is not significant with customer satisfaction among commercial bank users is rejected and alternative hypothesis accepted

Discussion of Findings

Research question one examined the efficiency of point of sale service channels bring about satisfaction among commercial bank users. The findings revealed that the speed of e-banking transactions is commendable. The findings also revealed that POS is more easier compare to ATM machine. Also, they have access to their money through POS than ATM. Similarly, There is immediate and quick transaction with POS and POS service is more secured than mobile banking. This findings correlate with the work Robbins (2019), in his study found that Customer satisfaction will vary from person to person, depending on a whole host of variables which may be both psychological and physical According to Saha & Zhao (2019), customer satisfaction is defined as a collection of outcome of perception, evaluation and psychological reactions to the consumption experience with a product/service. In other words, Saha and Zhao (2018) further defined customer satisfaction as a result of a cognitive and affective evaluation where some comparison standard is compared to the actually perceived performance. If the performance perceived is less than expected, customers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, customer will be satisfied. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (Carl & McDaniel, 2018).

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard (James, 2019). According to peter (2018), it is essential for organizations to effectively manage customer satisfaction. To be able do this, organizations need reliable and representative measures of satisfaction. In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction Stanley (2018). When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying (John & Joby, 2018). Research question two examine the availability of P O S service delivery channels bring about customer satisfaction among commercial bank. Findings revealed that Banks safeguard of customer financial information is guaranteed.

Findings revealed that The bank delivery service such as POS are always available. Also it revealed that There is full computerization and backup of all POS transaction incase of any fraudulent activities. Similarly POS service is always available during public holiday and it was also reveled that POS service are often times dependable. Agboola (2019) studied the effect of POS services and discovered that POS services has vastly improved the services of some banks to their customers in terms of satisfaction in Bauchi. Sabi (2017) asserted that POS services provided customers with a wide range of financial benefits such as lower transaction handling fees, higher deposit rates, opportunities to win prizes and extra credit card bonus points. According to Ida



(2018) POS service enables customers save time by carrying out their transactions quickly without having to queue up and to make use of paper documents. POS services allows customers the opportunities to tradeoff electronic data to communicate with bank staff with the aim of improving customers' satisfaction (John, 2019). The objections of customers' are part of the business life of any corporate entity.

This is more so for banks as they are a service providing organization, the satisfaction of their customers' should be their utmost concern. Adewuyi (2018) posited that customers' complaints, grievances and dissatisfaction can be reduced by banks through proper service delivery and review mechanism. The extent to which the customers' of a bank are satisfied with the quality of service they are provided with has an effect on the overall performance of the bank (Jim 2020). POS services expand banks service delivery in a form of transactional convenience, time saving, quick transaction alert and cost saving, and in the long run customers' satisfaction (Emmanuel, 2021). The extent to which POS services is related to customers' satisfaction is worth assessing and that is what this study seeks to achieve. Research question three examine the how customer's reliance on POS service delivery channels enhance customer satisfaction among commercial bank users. Findings revealed that Customer reliance on POS service improves customer experience. Data also revealed that, Customer reliance on POS service offers E-commerce capabilities. Similarly, the respondents moderately agreed that Customer reliance on POS service build a strong customer relationship. From the findings Customer reliance on POS service ensure accurate business operation. Findings revealed that Customer reliance on POS service ease stress of queuing. POS service quality entails an encompassing valuation and judgment by customers as regards the importance and quality of POS service (Santos, 2018). Wang, (2018) opined that endurance in today's competitive banking environment depends on the provision of topnotch service and products to customers. Satisfaction has a deep connection with service quality. It is therefore imperative for the banks to make customer's perception about the quality of POS service their concern, that way; it is remotely easier for the customer to evaluate the advantages of rival services (Santos, 2018).

Researchers have validated that providing quality service to customers would make them remain loyal to an organization, as well as attract the attention of new ones, boost corporate image and guarantee endurance and profitability of an organization (Ladhari, 2019). Husain and Akhtar (2019) posited that a customer's pleasure is the provider of absolute gains of a quality uprising, which is primarily dependent on customer's cognizance of overall service quality. It is therefore important to take note of how customer's regard service quality and how it will affect their satisfaction level, and by this banks can highlight the fissure in service quality delivery in order to take remedial actions to improve their activities. Gaining the trust of customers on electronic channels is the vital factor for the triumph of POS service (Clark, 2020). Rapid delivery of innovations can be made possible by providing improved infrastructural services (Stewart, 2018). Liebana, Mufioz, and Rejon (2019) in their study posited that accessibility, ease of use, trust and usefulness has significant effect on customer satisfaction in the context of POS service. In evaluating POS service users' satisfaction, an important feature to be considered is user-friendliness as well as positive word of mouth. Convenience and accessibility are identified as the most important factors in improving performance of POS service (Kaur & Kiran, 2018).

Summary of the findings



Research question one examined the efficiency of point of sale service channels bring about satisfaction among commercial bank users. The findings revealed that the speed of e-banking transactions is commendable. The findings also revealed that POS is more easier compare to ATM machine. Also, they have access to their money through POS than ATM. Similarly, There is immediate and quick transaction with POS and POS service is more secured than mobile banking. Research question two examine the availability of P O S service delivery channels bring about customer satisfaction among commercial bank. Findings revealed that Banks safeguard of customer financial information is guaranteed. Findings revealed that The bank delivery service such as POS are always available. Also it revealed that There is full computerization and backup of all POS transaction incase of any fraudulent activities. Similarly, POS service is always available during public holiday and it was also revealed that Furthermore, result revealed that Customer reliance on POS service improves customer experience. Result also revealed that, customer reliance on POS service offers E-commerce capabilities. Similarly, the respondents moderately agreed that Customer reliance on POS service build a strong customer relationship. From the findings Customer reliance on POS service ensure accurate business operation. Findings revealed that Customer reliance on POS service ease stress of queuing.

Conclusion

A Point of Sales (POS) Terminal is a machine used to accept cards for payment of goods and services. POS Terminal allows a cardholder to have a real-time online access to funds and information in his/her bank account through debit or cash cards. Here, a debit card transaction is initiated to the purchase of a good or service. A Retail Point of Sales system typically includes a computer, monitor, cash drawer, receipt printer, customer display and a barcode scanner, and the majority of retail POS systems also include a debit/credit card reader. It can also include a weight scale, integrated credit card processing system, a signature capture device and a customer pin pad device. POS services and discovered that POS services has vastly improved the services of some banks to their customers in terms of satisfaction in Bauchi. He asserted that POS services provided customers with a wide range of financial benefits such as lower transaction handling fees, higher deposit rates, opportunities to win prizes and extra credit card bonus points. It enables customers save time by carrying out their transactions quickly without having to queue up and to make use of paper documents. POS services allows customers the opportunities to tradeoff electronic data to communicate with bank staff with the aim of improving customers' satisfaction. The objections of customers' are part of the business life of any corporate entity. This is more so for banks as they are a service providing organization, the satisfaction of their customers' should be their utmost concern. Customers' complaints, grievances and dissatisfaction can be reduced by banks through proper service delivery and review mechanism. The extent to which the customers' of a bank are satisfied with the quality of service they are provided with has an effect on the overall performance of the bank. POS services is expected to expand banks service delivery in a form of transactional convenience, time saving, quick transaction alert and cost saving, and in the long run customers' satisfaction.



Recommendations

1. Management of financial industry should ensure that all the dimensions in a service quality program be strictly followed and implemented effectively. Responsiveness, reliability, empathy, efficiency, security, privacy, system availability, personal factors and Customer Satisfaction are all equally important.
2. Managers from various banks should continuously measure and improve the level of customer satisfaction using P.O.S service in order to maintain competitive advantage in the market place.
3. From the finding there is need for various stake holders in the banking sectors to improve the technological infrastructure on the banking industries by putting more efforts on the e-banking services and products as this will enable them reach a large number of customers, flexibility, interactivity and greater accessibility compared to conventional banking.
4. Charges on POS service should be reduced to encourage it usage.
5. Banks should ensure that customers are not over charged so as not to discourage the usage of POS.
6. Finally, electronic banking gadgets should be effectively design to make easy for the facilitation of diverse financial transactions.

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