



Journal of Internet Banking and Commerce

An open access Internet journal (<http://www.icommercentral.com>)

Journal of Internet Banking and Commerce, June 2018, vol. 23, no. 2

THE IMPACT OF MOBILE BANKING ON CUSTOMER SATISFACTION: COMMERCIAL BANKS OF NAMIBIA (KEETMANSHOOP)

ROMARIO GOMACHAB

Independent Researcher, Keetmashoop, Namibia

Email: fmaseke@yahoo.com

BERNARDUS FRANCO MASEKE

Independent Researcher, Keetmashoop, Namibia

Abstract

Technology is a driving force in the global age and is taking over in every way; mobile and internet banking is just a few examples of the ever developing technology advancements. Mobile banking is a new way of banking, as it makes it easier for consumers to access their finances, even from rural/remote areas. For the commercial banks to improve on the current mobile banking services they provide to the consumers they should first find out what the expectations of consumers are and whether they are satisfied with the current services provided by the banks. This study adopted a quantitative design to determine the factors of mobile banking that influences customer satisfaction. Data was collected from a simple random sample of 60 respondents using a self-administered structured questionnaire. Findings uncovered that the majority of the respondents' were FNB customers, who were/are aged below 25 years and of this respondents', 57% were female with a high school level of education; they are mostly students with an income of below N\$ 5000, whereby they are all registered with mobile banking and were influenced by the mobile banking advertisements. The results also revealed that the most frequently

used service is airtime purchases and the least frequently used service is the allocation of funds and that mobile banking services in the Keetmanshoop banking sector has an overall satisfaction rate of 75% is reliable, convenient, cost effective, available on different mobile networks, advertisements are encouraging, service is compatible with mobile devices, income (social aspect of transacting) of respondents influences the usability of mobile banking and mobile banking services are more secure than branch based services.

Keywords: Mobile Banking; Customer Satisfaction; Customer Expectations

© Gomachab R, 2018

INTRODUCTION

The introduction of mobile banking within the banking sector of Namibia has diversified. Banks in Namibia are offering their clients/customers to access their financial accounts remotely from their mobile devices. According to Jepleting, Oscar and Bureti. "The mobile units use solar power to run a computerized transaction processing system that is directly linked to the home branches via global positioning system (GPS) and satellite". This system opens multiple routes to the customer service (e.g., ATM machines, telephones, Internet and mobile phones) according to Aghdaie and Faghani [1]. Commercial banks in Namibia has over the years introduced a variety/range of projects within the country to get their products and services to the customers, by doing road shows, installing new Automatic Teller Machines (ATM's), introduction of online banking, mobile banking, e-wallet services and many more. According to Bharti [2], "adoption of mobile-banking has received more attention in recent years, because there are more phone users than computer users in the market. Mobile services and their consumption have lately become a burning issue among information systems (IS) and marketing scholars".

FNB is the country's leading commercial bank and according to Rukoro [3], the bank continues to offer a wide range of products and services through a network of 49 branches, 221 ATM's, 2050 Speed points, and full-service online and cellphone banking across Namibia. Because of its effectiveness and reliability, mobile banking has been used by customers of the commercial banks (FNB, Standard Bank, Bank Windhoek and Nedbank) in Namibia for more than 10 years now.

The mobile banking service amongst the commercial banks in Namibia provides a range of different services which includes buying airtime, paying or buying electricity, sending money (e-wallet/blue wallet), checking your mini statement, etc. at a fee of just N\$1, and this service is highly secured as you need to enter a password to access it. According to Kahandawa and Wijayanayake [4], in this cashless society, majority of people would not like to spend their valuable time at a bank branch for financial transactions.

Customer satisfaction is a measure on how the services provided or supplied by an organization meets or exceeds the expectations of a consumer. Customer satisfaction is obtained through meeting the expectations that consumers have about the mobile banking service, if the expectations of the reliability, safety, ease of use, etc. is met by the service, customer satisfaction will be high (meaning more consumers will engage into mobile banking) and if not, it will be low (meaning more consumers will not engage in using mobile banking services).

The introduction of mobile banking in Namibia was launched in 2007 by the First National Bank of Namibia, the country's leading commercial bank. According to The Namibian Newspaper [5], "First National Bank Namibia (FNB) last week launched a cellphone banking service which allows customers to perform banking transactions from any location with cellphone reception". Mobile banking had a revolutionary impact on the scope of business and how day to day transactions are carried out. Namibia has numerous commercial banks. Many customers of the commercial banks use mobile banking on a daily basis to do transactions, such as sending money to their family members, through e-wallet/blue wallet.

Throughout the years some customers complaint about certain aspects such as the lack of customer service, out of service ATM's, lack of responsiveness of the mobile banking app, unexplainable banking charges, etc. The use of mobile banking in Namibia, makes it easier for consumers to check the balances, transfer money, etc. and they need to withdraw money from the ATM if they are transferred money and at times the ATM's might be out of service of the mobile banking system is off. This has an impact on consumers as they might need the money at that time to carry out an important transaction or to pay off a debt; this creates a low satisfaction to the customer. According to Kaze [6], some of the complaints about service delivery at banking institutions include long, stagnant queues inside the bank branches and at ATM machines that are often 'out of service' and the seemingly unexplained banking charges, amongst others.

The researcher believes that the introduction of mobile banking improved customer satisfaction and also might have some flaws. Little has been done on understanding the levels of customer satisfaction with mobile banking. The researcher would like to measure customer satisfaction by uncovering the expectations created by the banks and whether banks delivered on their promises.

A number was selected of customers using mobile banking from the different commercial banks in Keetmanshoop and was used to find out the effect of mobile banking on customer satisfaction. Using the factors that influence customer satisfaction developed by Jannat and Ahmed [7], we will determine the effect M-banking has on customer satisfaction. These factors are transaction speed, security & trust, ease of use, responsiveness, convenience and cost effectiveness. As well as the customer decision making process to determine to what extent the introduction of mobile banking has satisfied the customers and whether their expectations were

met.

This study focused on how mobile banking provided by financial institutions has an impact on the satisfaction of customers. The researcher believes that mobile banking have an influence on how satisfied customers are with their financial institution. The study mapped out the expectations banks create when introducing mobile banking in the country and whether this expectations were met.

In any organization, the clients are the most important people, as they play a major role in the success of any business. With the focus on mobile banking and customer satisfaction, this study will benefit all the customers that are using the mobile banking service with their specific bank. The study helped customers to put their views and rate the services provided to them; which made them happy to be able to be heard. The findings of the study had identified flaws within the mobile banking service that may be improved in the future by the service providers and customers will be happy when their needs are met.

The financial institutions (banks) are service providers and in order to retain clients or make their client base larger, they should be able to keep their clients satisfied at all times. This study revealed all the positives and negatives of the mobile banking service provided by the banks to their clients. The flaws that have aroused from conducting this research have been an eye opener to the banks and will motivate them to improve their service. Improving the service will benefit the banks by creating a larger client base and attracting new clients as well; it will also help them to engage more in satisfying the needs of clients and improve client relations.

This study will benefit both the clients and banks as mentioned, but it will also help future researchers. The study has discovered positives and negatives of mobile banking services and will help future researchers understand how mobile banking impacted customer satisfaction in this era.

LITERATURE REVIEW

Previous Studies

Mobile banking service quality and customer satisfaction: In a study carried out by Amiri Aghdaie and Faghani [1], they applied the SERVQUAL model to identify the relationship between customer satisfaction and mobile banking services. Researchers examined that; reliability, empathy, responsiveness and tangibility are positively correlated with customer satisfaction whereas assurance has no relation. This study focused on the customer satisfaction and mobile banking service quality just as many previous studies. The study compared to other studies, applies the SERVQUAL model, which some other previous studies does not apply. But compared to the studies using the same model, this study supported all the SERVQUAL factors which were not supported by other studies. The study only

focused on the factors of service quality and ignores other factors that may have influenced customer satisfaction. The study also ignored the expectations that may have been created by the introduction of mobile banking.

Impact of Mobile Banking Services on Customer Satisfaction: The study done by Kahandawa and Wijayanayake [4] revealed that customer satisfaction is influenced by usefulness, ease of use, etc. which is factors financial institutions should improve on, but again, it also lacked finding out the expectations and what the customers really wanted from the service. According to Kahandawa and Wijayanayake [4], “this study shows/revealed that in mobile banking services’ customer satisfaction is influenced by usefulness, ease of use, relative advantage, perception on risk and user lifestyle and current needs of customers. It brings out a positive relationship and highlights the factors which any bank or financial institution should focus on improving mobile banking services”. The study compared to other studies focuses on the factors influencing customer satisfaction and does not apply an already established model, like the SERVQUAL model. It revealed that current needs of customers influenced customer satisfaction, but it did not go into detail to identify the needs/expectations of the customers.

Impact of dimensions of mobile banking on user satisfaction: This study by Bharti [2] showed that Effective distinctiveness, professed security, immense efficacy, Innovative virtual environment, Enhanced Personalization and Improved timely updates were not associated with satisfaction related to mobile banking while Supportive access is an important factor directly associated with user satisfaction related to mobile banking. This study focused on the effect of mobile banking on the satisfaction of customers that are using the service. The study only focused on features of e-banking on customer expectations and satisfaction. Compared to other studies, this study only looked at e-banking features and not really factors of mobile banking. It also shows that to fulfill expectations, banks should increase mobile banking awareness.

Mobile banking and customer satisfaction: The study of Hossain and Hossain [8] showed factors that have a bigger influence on the dependent variable and those factors that have less influence on the dependent variable. The results of the study will help banks put more emphasis on the most influential factors. This study adopted a simple random sampling method. The study showed that reliability and responsiveness are important determinants of customer satisfaction. It also revealed that the customers want the same service and quality every time they buy the service. Compared to other studies, this study is only confined to Bangladesh’s mobile banking sector and does not really have an impact on the Keetmanshoop mobile banking sector. The researcher also failed to produce a better analysis of the relationship between service quality and customer loyalty; taking little emphasis on customer satisfaction although it’s linked to loyalty.

Factors influencing customer satisfaction of mobile banking: The study of

Jannat and Ahmed [7] revealed that the most influential factors that have an influence on customer satisfaction of mobile banking of second-generation banks. From the analysis of collected data it has been revealed that; security and trust, convenience accuracy of transaction, ease of use, system availability, responsiveness, transaction speed, and cost effectiveness are the most influential factors for customer satisfaction. It was found that, a strong relationship exists between customer satisfaction and the nine independent variables. Each and every variable (independent) has power for customer satisfaction. Compared to the previous studies, these nine variables also show positive relationships with the dependent variable (customer satisfaction) and it is not assured that these are the only determinants of mobile banking. The study did not develop a model to determine the significance of the study.

Conceptual Framework

Customer satisfaction and mobile banking: Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Customer satisfaction plays a major role in the management and the profitability of a company. Most studies that have been done, considers customer satisfaction as an important determinant for the service sector [7]. Banks usually add new features to mobile banking apps and services, with the hope of improving the satisfaction of customers, but customers fail to understand or use the added features and this decreases the satisfaction of customers. According to Babrovich [9], “the majority of banks simply add new features hoping to improve customer satisfaction. But as statistics show, users are only getting frustrated with the complex mobile banking functionality”.

Mobile banking and customer expectations: Mobile Banking means Electronic banking that uses mobile phone technology (or other wireless devices) to deliver electronic financial services to customers. It has been taunted as a powerful new marketing consumer relations method for financial services companies [10]. European banks have been using mobile banking as early as 1999, while major banks in America only started using this banking service in 2007. At times, customers do not receive the services they expect to get from their financial institution’s mobile banking service and apps, which makes them furious and their satisfaction with the institution reduces or is hampered. According to Pilcher [11] “... adults across revealed a surprising disparity in what consumers want in a mobile banking app versus what they actually get from their banking provider. Americans ... expect to be able to deposit checks and receive real-time notifications on account activity from their mobile banking apps. And yet that’s not what most get”.

Factors of mobile banking affecting customer satisfaction: Previous studies have identified different factors of mobile banking that affects customer satisfaction. The factors that have been frequently appearing in those studies are reliability, transaction speed, cost effectiveness, usefulness, responsiveness, security and

trust, system availability, convenience and accuracy of transaction.

According to Hossain and Hossain [8], “reliability to perform the promised service dependency and accurately; Responsiveness willingness to help customers and provide prompt service; Assurance knowledge and courtesy of employees and their ability to inspire trust and confidence; Empathy caring, individual attention the firms provide its customer”.

Theoretical Framework

Diffusion of innovations theory: Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. Diffusion is a special type of communication concerned with the spread of messages that are perceived as new ideas [12].

An innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption. The characteristics of an innovation, as perceived by the members of a social system, determine its rate of adoption [12].

Diffusion of innovation theory is a theory that deals with change. It is the theory of new innovations (products, services, etc.) being tested or accepted by individuals to be of good use in their everyday needs, etc. the theory doesn't focus on convincing or persuading people to accept a product or service, rather than changing the products to satisfy the need of people.

According to Robinson [13], “diffusion of Innovations takes a radically different approach to most other theories of change. Instead of focusing on persuading individuals to change, it sees change as being primarily about the evolution or “reinvention” of products and behaviors so they become better fits for the needs of individuals and groups. In Diffusion of Innovations it is not people who change, but the innovations themselves”. The theory has been categorized in five levels or stages and is as follows (Figure 1).

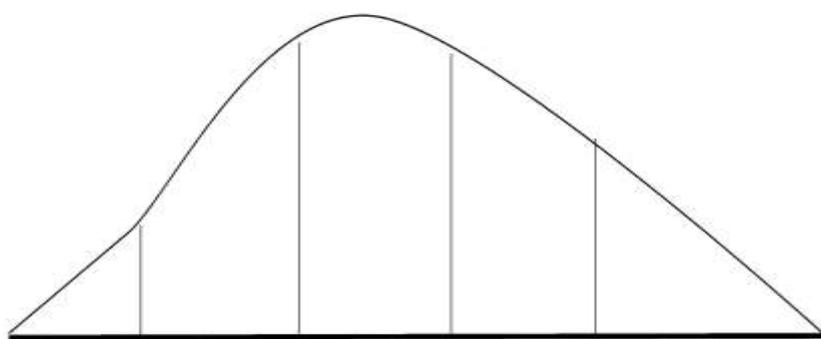


Figure 1: Diffusion of innovation theory.

Innovators Early Adopters Early Majority Late Majority Laggards.

- Innovators: The adoption process begins with a tiny number of visionary, imaginative innovators. They often lavish great time, energy and creativity on developing new ideas and gadgets.
- Early adopters: Once the benefits start to become apparent, early adopters leap in. They are on the lookout for a strategic leap forward in their lives or businesses and are quick to make connections between clever innovations and their personal needs.
- Early majority: Assuming the product or behavior leaps the chasm, it may eventually reach majority audiences. Early majorities are pragmatists, comfortable with moderately progressive ideas, but won't act without solid proof of benefits. They are followers who are influenced by mainstream fashions and wary of fads.
- Late majority: They are conservative pragmatists who hate risk and are uncomfortable your new idea. Practically their only driver is the fear of not fitting in; hence they will follow mainstream fashions and established standards. They are often influenced by the fears and opinions of laggards.
- Laggards: Meanwhile laggards hold out to the bitter end. They are people who see a high risk in adopting a particular product or behavior. Some of them are so worried they stay awake all night, tossing and turning, thinking up arguments against it. And don't forget they might be right! It's possible they are not really laggards at all, but innovators of ideas that are so new they challenge your paradigms!

Technology Acceptance Model

Technology Acceptance Model (TAM) tries to establish a relationship and it also describe the intention of users and how users are influenced by a product or service. It emphasizes the importance of perceived usefulness and ease of use in technology adoption [14] (Figure 2).

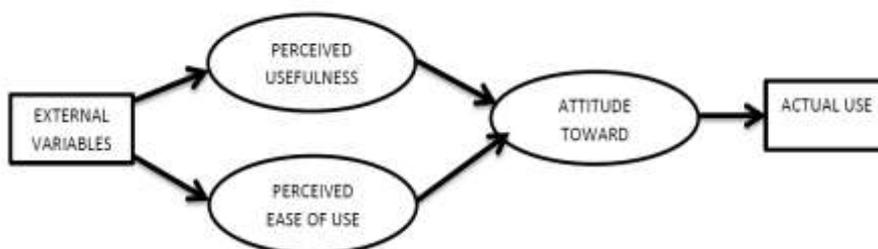


Figure 2: Technology acceptance model.

TAM was formulated in an attempt to achieve these goals by identifying a small number of fundamental variables suggested by previous research dealing with the cognitive and affective determinants of computer acceptance, and using TRA as a theoretical backdrop for modeling the theoretical relationships among these

variables.

The TAM model had been applied to different aspects of newly introduced technology, such as the dial up system, email, hospital information systems, decision making systems, etc. through field studies, surveys, etc. This model has also been compared to two other models, which is the Theory of Reasoned Action and the Theory of Planned Behavior.

The Theory of Reasoned Action

The Theory of Reasoned Action was developed by two theorists that also work with Davis on the TAM model, Martin Fishbein and Icek Ajzen. According to Hale, et al. [15], “the TRA posits that the strongest or proximal predictor of volitional behavior is one’s behavior intentions. Behavioral intentions are thought to be the result of both an individual influence and a normative influence” (Figure 3).

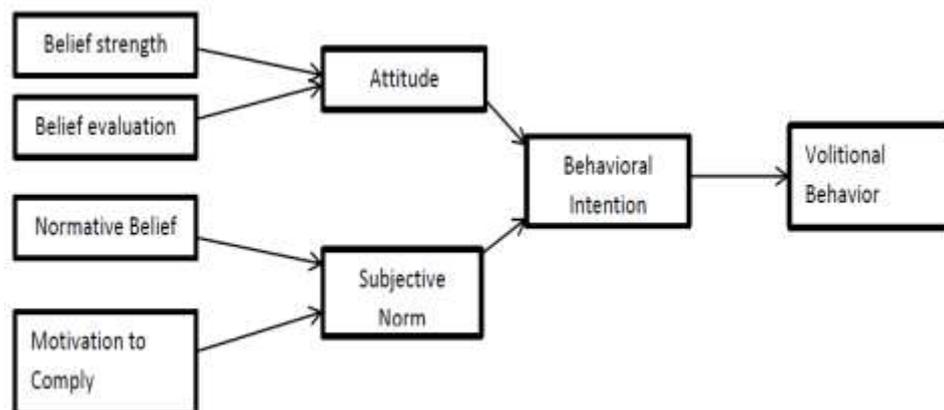


Figure 3: The theory of reasoned action.

The Theory of Planned Behavior

The Theory of Planned Behavior was developed by Icek Ajzen in 1985. According to African Bio Services, “the theory of planned behavior (TPB) is a theory linking beliefs and behavior. The concept was developed to predict an individual’s intention to engage in a behavior at a specific time and place, including perceived behavioral control” (Figure 4). The following is the TPB model:

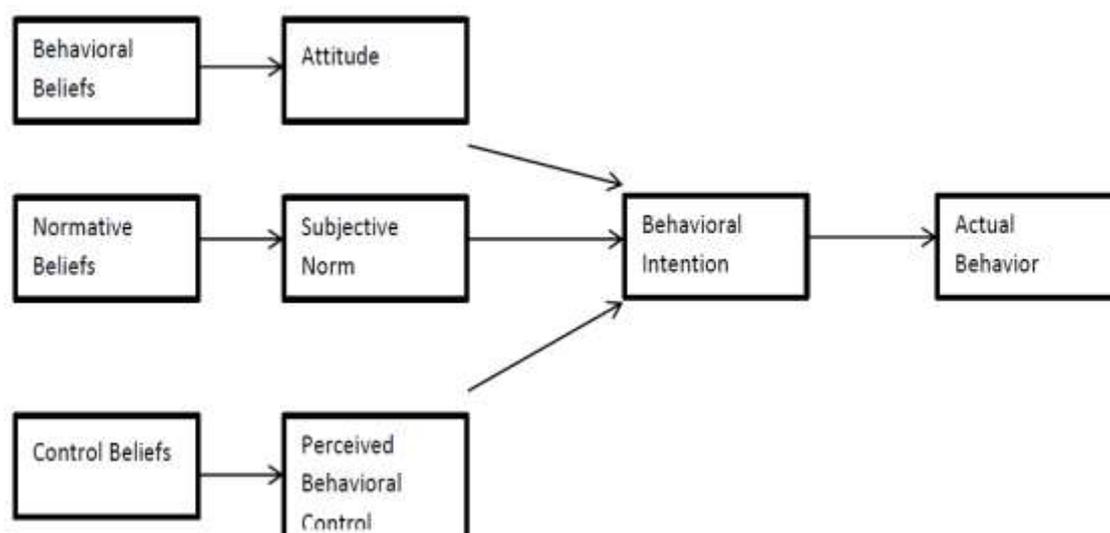


Figure 4: The theory of planned behavior.

Source: Lee, et al. [16].

SERVQUAL Model

According to Arlen [17], after extensive research, Zeithaml, Parasuraman and Berry found five dimensions customers use when evaluating service quality. They named their survey instrument SERVQUAL. If providers get these dimensions right, customers will hand over the keys to their loyalty. They will have received service excellence. According to what's important to them (Figure 5).

The five SERVQUAL dimensions are:

- Tangibles-Appearance of physical facilities, equipment, personnel, and communication materials
- Reliability-Ability to perform the promised service dependably and accurately
- Responsiveness-Willingness to help customers and provide prompt service
- Assurance-Knowledge and courtesy of employees and their ability to convey trust and confidence

Empathy-Caring, individualized attention the firm provides its customers

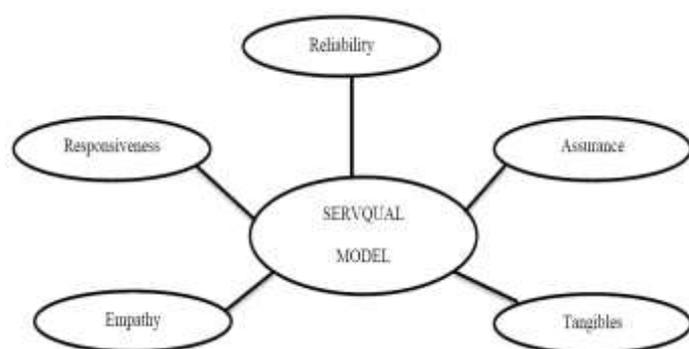


Figure 5: SERVQUAL Model.
Source: Dudovskiy [18].

Five Gaps of Service Quality Model

According to Dudovskiy [18], “customer perceptions are needed to be met and exceeded. It requires from companies to study the buyer behavior of their existing and potential customers and to devise programs and initiatives to offer superior customer service”. The five gaps according to Dudovskiy [18] are as follows (Figure 6):

- Gap between expectation of client and perception of management. In order to be able to exceed customer expectations, and in this way to insure customer satisfaction service company management has to have a clear and accurate perception about customer expectations. A lack of such knowledge creates a gap that can be one of the main reasons for service customers not being satisfied.
- Gap between perception of management and service quality specification. Even if management accurately perceive customer expectations there are still chances of customer dissatisfaction that can be caused by the gap in planning quality of the service according to customer expectations
- Gap between specification of quality and the delivery of service. Another potential area for customer dissatisfaction relates to the failure of efficiently specified quality service due to various reasons, including incompetent workforce, and inefficient working conditions.
- The gap between the delivery of service and external communications. In cases where service company employees have relevant skills and willingness to offer efficiently specified quality service, still customers may be left unsatisfied due to external factors
- Gap between perceived and expected service. Lastly, one of the common causes for customer dissatisfaction in service sector relates to the gap between what customers expect from the service and what they think they have received.

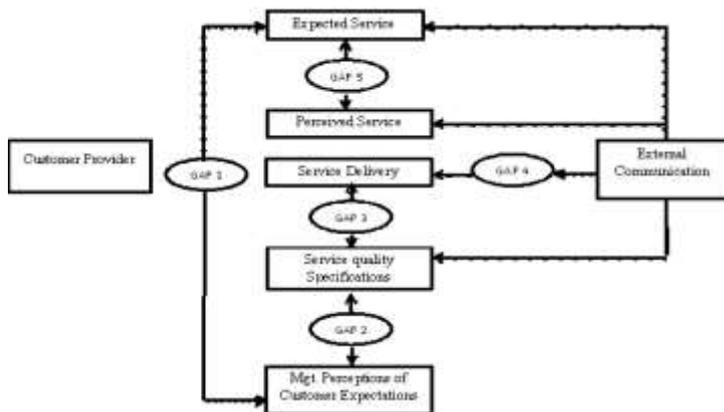


Figure 6: Five gaps of service quality model.

The Kano model

The Kano model was developed in 1984 by Professor Noriaki Kano, while he was studying the contributing factors to customer loyalty and satisfaction. The model deals with the minimum standards that customers expect from a service or product. The model is divided into 5 categories, namely; Excitement, Performance, Basic, Indifferent, and Reverse. From this five categories, two should be taken out and three which would be offered. According to Verduyn [19], “the Kano Model’s main objective is to help teams understand, classify, and integrate these 3 main categories of requirements into the products or services they are developing. The 5 categories of customer requirements are classified depending on their ability to create customer satisfaction or cause dissatisfaction. Knowing what category customer requirements fall into and the importance of each requirement can help prioritize development activities and determine what to include in your offering and where to spend resources improving these requirements” (Figure 7).

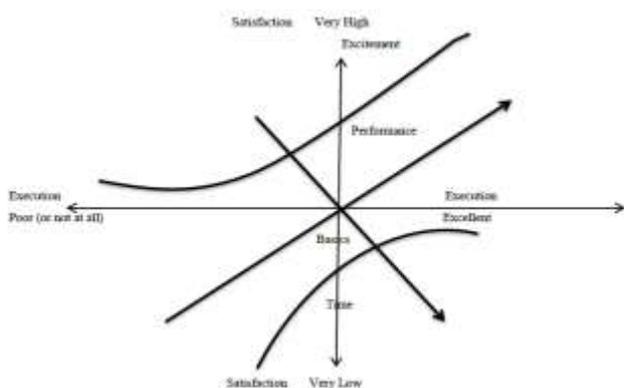


Figure 7: The Kano Model.

The y-axis shows the level of satisfaction, while the x-axis shows the level of execution. As mentioned there are five categories of the Kano Model, which are as

follows in detail:

Performance: Simply stated, these are the requirements the customers are able to articulate and are at the top of their minds when evaluating options. They are the most visible of the model's requirements and the better they are performed, the more satisfaction they bring, conversely, the worse they are performed, the more dissatisfaction they bring. The Professor originally called these "One-Dimensional" because the better you execute the more satisfaction from the customer you get.

Basic: Simply stated, these are the requirements that the customers expect and are taken for granted. When done well, customers are just neutral, but when done poorly, customers are very dissatisfied. Kano originally called these "Must-be's" because they are the requirements that must be included and are the price of entry into a market.

Excitement: Simply stated, these are the requirements that are unexpected and pleasant surprises or delights. These are the innovations you bring into your offering. They delight the customer when there, but do not cause any dissatisfaction when missing because the customer never expected them in the first place. Kano originally called these "Attractive or Delighters" because that's exactly what they do.

Indifferent: Simply stated, these are the requirements that the customers simply don't care if they are present or absent, their satisfaction remains neutral under either circumstance.

Reverse: Simply stated, these are the requirements that cause dissatisfaction when present and satisfaction when absent. These are very rare but do happen occasionally.

METHODOLOGY

Research methodology is a process of applying methods of collecting and analyzing data in a field study. A methodology according to Clough and Nutbrown [20] shows how research questions are articulated with questions asked in the field. Its effect is a claim about significance. Research design is a strategy that is used to integrate the components or variables of a study, chosen by the researcher. Research design according to a study [21] is the plan according to which we obtain research participants (subjects) and collect information from them.

The study adopted a quantitative research approach to investigate the factors that affect customer satisfaction of commercial banks offering mobile banking service to their customers, as well as to understand the expectations customers had about the introduction of mobile banking. Quantitative research according to Maree et al. [22] is a process that is systematic and objective in its ways of using numerical data from only a selected subgroup of a universe (or population) to generalize the findings to the universe that is being studied. The study used descriptive statistics like modes, means, frequency, etc. The quantitative research approach that was applied had a descriptive design that was used to investigate whether there was a relationship between the set of variables and to what extent the introduction of mobile banking has satisfied the customers.

The study was carried out in Keetmanshoop on selected commercial banks Mobile Banking Service using customers. Keetmanshoop according to the 2011 Census Report had a population of 20 977 people. The targeted population for this study was customers of the four commercial banks in Keetmanshoop, Namibia, that are currently registered for mobile banking. The banks are namely; Nedbank Namibia, Standard Bank, First National Bank Namibia (FNB) and Bank Windhoek. These banks were selected as they are the only commercial banks in Keetmanshoop and they all have a large customer base.

Simple random sampling was used by the researcher to conduct this research, as all the customers of these commercial banks stood an equal chance to be selected as a participant for this research and it is mostly used in quantitative approach research. The size of the population registered for mobile banking services with the respective banks are unknown. The researcher is unable to guess the proportion of the population that is why it is estimated to be 50% and it is a fair representation of the population. The study's sample size was comprised of 60 customers (n=60) using mobile banking across all four commercial banks that will be of the study. This was a fair representation for all the commercial banks and their mobile banking services. The sample size was comprised of those that are using the mobile banking services of their respective banks.

In order to enhance reliability and avoid ambiguity, the following criteria have been developed for this study:

- A pilot study was be done
- In completing the questionnaire, enough time was allocated.
- All participants were addressed consistently.
- Questions were made simple as possible
- All questions were made clear to the participants.

The study used a survey research design in order to answer the research questions. Using a questionnaire means there advantages and disadvantages in its usage. Some of the advantages are that there are a bigger number of respondents possible and respondents have time to consider questions. Some disadvantages are that there can be a low response rate if the questionnaire is not administered face to face and it cannot tell us about context and meaning behind a response.

The questionnaire had 3 sections; Section A dealt with demographic information on the participants, for example: age, gender, sex, income, influence for registering for mobile banking, etc. Section B had two questions; first question focused on the mobile banking services offered by the banks how often the services are used by rating it on a frequency scale ranging as follows: 1.Never, 2.Rarely 3.Sometimes 4.Very Often 5.Always. The second question focused on the factors of mobile banking that influences customer satisfaction and how important these factors are in influencing participants to sign up, by using the scale of importance (1.Not at all

important, 2.Slightly important 3.Important 4.Fairly important 5.Very important) data will be collected. Section C had close ended questions of which data was used for descriptive analysis.

Descriptive statistics were used to summarize data. Mean and standard deviation of service quality dimension as well as for other dependent and independent variables had been calculated [8]. Data collected was quantitative and were analyzed using descriptive statistics; this included mean, mode, standard deviation, frequency, etc. as this is an appropriate approach for this type of study. The questionnaires were edited to ensure completeness and consistency. Software such as Excel was used to draw conclusions. The questionnaires were also used to analyze customer satisfaction and expectation. The data that was analyzed is presented on tables, graphs and charts.

FINDINGS AND DISCUSSIONS

The first section of the survey dealt with the demographics of the respondents, which concluded that the majority of the respondents' were FNB customers, who were/are aged below 25 years and of this respondents', 57% were female with a high school level of education; they are mostly students with an income of below N\$ 5000, whereby they are all registered with mobile banking and were influenced by the mobile banking advertisements. The second section of the survey was divided into two parts; part one dealt with how frequently the respondents' use the different mobile banking services. The results revealed that the most frequently used service is airtime purchases and the least frequently used service is the allocation of funds as shown Table 1 below; these results can be useful to management in order to find out whether the least used service adds value.

Table 1: Mobile banking services ranked according to use.

	Service	n	Mean	Mode	Median	Variance	Standard Deviation
S2	Buy Airtime	60	3.7	5	4	1.33	1.15
S1	Balance Inquiry	60	3.57	3	3.5	1.44	1.2
S4	Statement Request	60	2.38	3	2	1.33	1.15
S5	Withdrawal Request	60	2.75	3	3	1.65	1.28
S7	Send Money	60	3.3	3	3	1.64	1.28
S3	Buy Electricity	60	1.53	1	1	1.07	1.03
S6	Allocation of Funds	60	2.45	1	2	1.98	1.41

The second part of the second section dealt with the importance of the identified

factors in influencing consumers to register for mobile banking. The results revealed that the most important factor in influencing consumers to register for mobile banking is the reliability of the service and the least important factor is cost and is presented in the Table 2:

Table 2: Mobile Banking services influencing customer satisfaction ranking.

	Factor	n	Mean	Mode	Median	Variance	Standard Deviation
F9	Accuracy of Transaction	60	4.1	5	5	1.45	1.2
F6	Security & Trust	60	4.05	5	5	1.4	1.19
F7	Convenience	60	3.93	5	4	1.28	1.13
F8	System Availability	60	3.87	5	4	1.51	1.23
F5	Responsiveness	60	3.82	5	4	1.37	1.17
F4	Usefulness	60	3.75	5	4	1.41	1.19
F2	Transaction speed	60	3.72	5	4	1.53	1.24
F1	Reliability of service	60	3.68	5	3.5	1.64	1.28
F3	Cost	60	3.38	3	3	1.6	1.26

The third and last section of the survey dealt with the level of which mobile banking influence customer satisfaction. The results revealed that mobile banking services in the Keetmanshoop banking sector has an overall satisfaction rate of 75% is reliable, convenient, cost effective, available on different mobile networks, advertisements are encouraging, service is compatible with mobile devices, income (social aspect of transacting) of respondents influences the usability of mobile banking and mobile banking services are more secure than branch based services. Some concerns are that consumers are unable to reverse or cancel funds that were wrongly transferred; electricity purchases are not supported for Keetmanshoop Municipality; unavailability of service on pay days.

CONCLUSION

The study has contributed to the existing body of knowledge in uncovering the expectations that the customers have of the mobile banking services; as well as pointing out the mobile services that the consumers use most often and the services that consumers use at a low rate. This study also revealed the factors of mobile banking that influence customer satisfaction the most, as well as least. These factors contribute 75% of the overall satisfaction of consumers and are namely; reliability, convenience, cost effectiveness, available on different mobile networks, advertisements are encouraging, service is compatible with mobile devices, income

(social aspect of transacting) of respondents influences the usability of mobile banking and mobile banking services are more secure than branch based services.

FUTURE RESEARCH

This study was limited to the role of mobile banking in customer satisfaction on the customers of commercial banks in Keetmanshoop. These are not the only factors that affect customer satisfaction, but they are relevant to the research. The study was limited to Keetmanshoop only due to lack of finances, time constraints and other logistics.

This study may not have pointed out all the factors that influence customer satisfaction and therefore it is recommended that further research to be done to unveil other factors of mobile banking that influences customer satisfaction. As the current status quo stands, we are moving into a digital world which tends to be paperless and banks also aim to move into that direction, so further research is recommended on how mobile banking can be interlinked with internet banking considering the paperless direction the banks would like to take; how mobile banking contributes to the economy's GDP; and the relationship between mobile banking and branch banking.

REFERENCES

1. Amiri Aghdaie SF, Faghani F (2012) Mobile banking service quality and customer satisfaction: (Application of SERVQUAL Model). International Journal of Management Business Res 2: 351-361.
2. Bharti M (2016) Impact of Dimensions of Mobile Banking on User Satisfaction. Journal of Internet Banking and Commerce.
<http://www.icommercecentral.com/open-access/impact-of-dimensions-of-mobile-banking-on-user-satisfaction.pdf>
3. Rukoro V (2010) Chief Executive Officer's report.
<https://www.fnbnamibia.com.na/downloads/namibia/finresults2010/CEORepor t.pdf>
4. Kahandawa K, Wijayanayake J (2014) Impact of mobile banking services on customer satisfaction: A study on Sri Lankan state commercial bank.
<http://www.ijcit.com/archives/volume3/issue3/Paper030311.pdf>
5. The Namibian Newspaper (2007) FNB introduces cellphone banking.
6. Kaze H (2014) The villager: bank windhoek, FNB Namibia address poor customer service.
<http://www.thevillager.com.na/articles/5860/Bank-Windhoek--FNB-Namibia-address-poor-customer-service/>
7. Jannat M, Ahmed I (2015) Factors influencing customer satisfaction of mobile banking services: a study on second - generation banks.
8. Hossain N, Hossain Y (2015) Mobile Banking and customer satisfaction: The case of Dhaka city. World Review of Business Research 5: 108-120.

- <http://www.wrbrpapers.com/static/documents/September/2015/8.%20Nahin.pdf>
9. Babrovich N (2016) Driving customer satisfaction through mobile banking. <https://www.scnsoft.com/blog/driving-customer-satisfaction-through-mobile-banking>
 10. Karjaluoto H, Leppaniemi M, Salo J, Sinisalo J (2007) Mobile customer relationship management: Underlying issues and challenges.
 11. Pilcher J (2013) The financial brand: consumers expect more from mobile banking apps than the get. <https://thefinancialbrand.com/27545/consumer-mobile-banking-expectations/>
 12. Rogers EM (1995) Diffusion of innovation theory.
 13. Robinson L (2009) A summary of Diffusion of Innovations. https://twut.nd.edu/PDF/Summary_Diffusion_Theory.pdf
 14. Davis FD (1989) Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly 13: 318-339.
 15. Hale JL, Householder BJ, Greene KL (2014) Theory of reasoned action. <http://eclipse.rutgers.edu/wp-content/uploads/sites/51/2014/pdf/TRAbkch-02.pdf>
 16. Lee J, Cerreto FA, Lee J (2010) Theory of planned behavior and teachers' decisions regarding use of educational technology. Educational Technology and Society 13: 152-164.
 17. Arlen C (2008) The 5 service dimensions all customers care about.
 18. Dudovskiy J (2012) Service quality model. <http://research-methodology.net/service-quality-model/>
 19. Verduyn D (2014) About the Kano Model.
 20. Clough P, Nutbrown C (2012) A student's guide to Methodology, Justifying Enquiry (3rd edn) SAGE Publications, CA, USA.
 21. Welman C, Kruger F, Mitchell B (2005) Research methodology (3rd ed.). Oxford University Press Southern Africa, Cape Town, South Africa.
 22. Maree K, Creswell JW, Ebersohn L, Eloff I, Ferreira R, et al. (2012) First steps in research. Van Schaik Publishers, SA.