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ENHANCING CLIENT SATISFACTION WITH BANKING SERVICES IN UGANDA: THE SIGNIFICANCE, UTILISATION AND CHALLENGES OF DIGITALISED SERVICES

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Abstract: Purpose – The study considered enhancing client satisfaction with banking services in Uganda. The significance, utilisation and challenges of Digitalised services. Besides, study considered banking services as a predictive variable for client satisfaction in Uganda. The study was guided by the following specific objectives: i) Provide empirical perspectives and Uganda's context-specific evidence on the effectiveness of the digitalised banking services to customer satisfaction; ii) Analyse customer experiences with digitalised banking services to identify the extent of access, utilisation and satisfaction as well as the associated challenges.

Design/methodology/approach – The study was a cross-sectional in nature applying a quantitative approach. This is in line with the objective of the study to analyze the significance of digitalized banking system to customer satisfaction and draw deeper insights into the experience of clients regarding access, utilization of the digitalized banking system as well as establish the associated challenges.

Findings – Using data from 159 respondents from Centenary Development Bank, this study tested and confirmed the contribution of digitalized (online) banking services on customer satisfaction in the context of Uganda.

Keywords: Banking services; Client satisfaction; Uganda; Utilization

1. Background

Customer satisfaction refers to the extent to which products and services supplied by a company meet or exceed the consumer's anticipation (Kurdi, Alshurideh & Alnaser, 2020). Customer satisfaction is vital because it equips decision makers and strategists within an organization with necessary information to improve their businesses (Hamzah & Shamsudin, 2020). Following the financial

crisis of 2012 to 2016 (Iberahim, Taufik, Adzmir & Saharuddin, 2016), the banking industry had to endure a tough turbulent times with a negative impact on customer perceptions about the whole idea. Consequently, gaining customer confidence in the banking services has been at the centre stage of banking strategies and this task remain challenging due to increasing clients' demand for quality banking services (Costa-Climent & Martínez-Climent, 2018).

Notably, customer satisfaction remains challenging even amidst utilization of financial technologies dating back in the 1850s when electronic banking was first in the Bank of America. Since then, there has been a commendable adoption of digital and mobile banking in developing countries particularly in Sub Saharan Africa (Lujja, Mohammed & Hassan, 2018). In fact, Africa was ranked second among the fastest growing markets in the world for electronic payments after Asia-Pacific (Ebong & George, 2021). Moreover, about 40% of Africans now prefer to use digital channels for banking transactions. In East Africa, the digital revolution began in Kenya with the introduction of mobile banking by telecom operators such as Safaricom in Kenya, a subsidiary of the British group Vodafone, via its M-Pesa system, which quickly overtook the banks.

In the context of Uganda and specifically centenary, online financial transactions date back in 1997 when Standard Chartered Bank first introduced ATMs (Nkurunziza, et al., 2019). In 2004, Bankom an internet financial transaction Services Company in Uganda introduced the use of mobile phones to pay bills (Mugenyi, 2018) and the Central Bank of Uganda introduced a payment system to enable transfer of funds internally (Lujja et al., 2018). Consequently, banks initiated their new marketing services that used to be lacking in Uganda including the Visa Card, Internet Bank Services, Mobile bank, Western Union and Money Gram. In Centenary Bank a case for reference in this article, internet banking services were introduced in 2003 (Otto et al., 2020; (Omolara, Alabdulatif, Abiodun, et al., 2022). However, existing evidence in Uganda point to ineffectiveness of online banking transactions to enhancing customer satisfaction evidenced by cited cases of customer dissatisfaction, delays in acquiring services in the banking halls to as much as 22 minutes per client and persistent customer complaints related money theft and failures or delays in online transactions as reported in a series of media publications (East Africa Business Week, 2018; Daily Monitor, 2nd May, 2022; New Vision, 2020). These concerns have persisted with limited empirical evidence which can guide policy and strategic decisions to enhance effectiveness of internet or online financial transactions to customer satisfaction. Against this background, this article analyzes the clients' perspectives and experiences with online or internet financial transactions. The article aims to identify prevailing challenges and propose strategies to effectively harness the potential of building a satisfied client base through digitalization of banking services.

Specific objectives

- i. Provide empirical perspectives and Uganda's context specific evidence on effectiveness of the digitalized banking services to customer satisfaction
- ii. Analyze customer experiences with digitalized banking services to identify the extent of access, utilization and satisfaction as well as the associated challenges

2. Theoretical predictions

This study is rooted from assumption of UTAUT theory (Venkatesh et al., 2003). This theory assumes that intention and consequent adoption of a given technology is central to customer satisfaction, performance and growth of organizations. In line with banking industry, several banks have endeavored to adopt several technologies and these have made a contribution to their level of customer satisfaction. This theory is based on an underlying assumption that performance expectancy as the first construct or assumption becomes a basis of adoption of a given technology. Furthermore, effort expectancy is also imagined to alter the growth of a given firm since efforts become the source

of growth. Thirdly, is the issue of social influence. The prevailing elements of gender, age, education level etc. determine the level of adoption of information technology and this come to affect the overall customer satisfaction of a business.

Eckhardt et al. (2019) applied UTAUT to study social influence of workplace referent groups (superiors, colleagues) on intention to adopt technology in 152 German companies and found significant impact of social influence from workplace referents on information technology adoption and subsequent customer satisfaction. Curtis et al. (2020) applied UTAUT to understanding the role of web based and social media technologies towards operational efficiency and customer satisfaction in banking sector in United States. They found that customer loyalty, reduced loss of revenue and increased profitability had been achieved. This study will thus build on the assumption of this theory to test whether digital technologies adoption in form of content, social media and web based has had an impact on customer satisfaction among commercial banks. It has therefore been criticized for seeing individuals as passive in the process. This theory thus becomes relevant to this study since it assumes that mass media and including digital communication and marketing media can induce or be used to manipulate positively and negatively the intended to comers of this message. This thus meant that internet banking adoption in form of instant money transfer, web banking and online transaction services can have an impact on customer satisfaction. This is, if messages are properly destined to its consumers. This study thus was built on the assumption of this theory to test whether internet banking technologies adopted in form of instant money transfer, web banking and online transaction services has had an impact on customer satisfaction in the banking sector of Uganda.

3. Contextual orientation

The Ugandan banking sector experienced some significant revolution and intensified its services in the late 1990s and early 2000s. This saw an evolvment of numerous local commercial banks coming in and out of the market as per the regulation of the central bank (Bank of Uganda). Some the banks that saw exit in the banking industry in Uganda in the same era (1990s and early 2000) included among others; Teefe Bank Gold, Trust Bank, Uganda Cooperative Bank, Greenland Bank and International Credit Bank that were resolved. Uganda Commercial Bank was privatized by selling its mainstream shares and it turned out to be the Standard Bank of South Africa that took over its management (Nkurunziza, Munene, Ntayi & Kaberuka, 2019). Since the introduction of internet banking in 1997 by the bank of Uganda, most of the commercial banks adopted electronic and internet banking in the service provision in the virtue of improving their customer satisfaction, financial performance and service delivery (Mugenyi, 2018). Particularly, Centenary Bank is reported as among the frontline banks in Uganda to introduce internet banking in their service provision eyeing for improving customer satisfaction. Centenary bank introduced pre-fabricated ATMs to reduce the queues at their access points (Museba, Ranganai & Gianfrate, 2021) as well as introduction of instant money transfers, debit and credit cards, telephones, mobile phones, emails and web sites. All these were done to improve its customer satisfaction while curbing bank fraud, making accounts secure and be accountable to people they serve.

However, it is reported that the customer satisfaction of the bank is still indulged in a number of problems and financial errors. For instance, according to the head of Corporate Affairs by then reported to daily monitor newspaper that Centenary bank was searching a multi-million leaky loan rip-off concerning impostors concealed as Mulago Hospital workers. Between July 11th and September 8th 2005; the impostors had fortified advances that were anticipated for Mulago Hospital workers. The sum in the scam case was \$135,000, almost 250 Ugandan million shillings (Daily Monitor, 11th September, 2020). Additionally, the problem of internet bank fraud is still reported in Centenary

bank. For example, in 2019, villains heeded into the bank's registers and formed registers presenting that sh3.8billion was transferred electronically from several customers' accounts to a particular single account at the Iganga Centenary bank branch (East African Business Week, 29, 2019). The existing dismay however, is that this state of affairs has not translated into significant customer satisfaction. It appeared that the internet banking used in form of instant funds transfer, web-based banking and online transaction services telephone banking and Internet banking were still being queried.

4. Digitalized banking services and customer satisfaction: Existing empirical perspectives

On customer satisfaction in the context of the banking industry can be traced back in the 1960s, there are recent substantive empirical advances into this topic. To this end, there is substantive empirical evidence attesting the significance of adopting online transactions to customer satisfaction. The general notion from the empirical studies is that online transactions including; financial withdraws, deposits or shopping with debit, credit cards or telegraphic transfers, Mastercards and QR codes offer transactions swiftness and convenience to customers. Internet or electronic banking enables the banking sector to deal with evolving customer requirements and enhance operational efficiency (Khiaonarong & Humphrey, 2023). Online transaction is an innovative digital strategy which can foster financial access during emergency situations where physical visit to the banking halls can be restricted. Online transactions save clients the cost and hassle of lining up in the back to make transactions (Yusuf, Fitriyani, Abdilah, et al., 2023; Raza, Umer, Qureshi & Dahri, 2020). For example, telegraphic transfer is friendly and highly instant in transferring money between persons with almost no interaction between the client and the bank towards improved customer satisfaction. It takes only a SWIFT code to enable a client to complete an international money transfer (Yaseen and El Qirem, 2018). Mastercard and QR code payment which allows a client to make a payment for a product or service whether within or away from the seller's premise (Khatoon, Zhengliang and Hussain, 2020; Li, Lu, Hou, et al., 2021). Use of web-based notifications including; alerts and online bank reports for transactions such as payment, withdraw, transfer or checking of bank accounts can improve customer satisfaction (Rahi, Khan and Alghizzawi, 2021).

However, studies have also evidenced that utilization of online forms of financial transactions can be quite challenging with a potential negative impact on customer satisfaction. In some countries for example Russia, China and Taiwan, telegraphic transfers have faced operational issues limiting utilization this electronic banking took (Rahi, Ghani and & Ngah, 2020). Since online transactions rely on wireless internet technologies, they are likely to be undermined by internet access challenges (Cao, Ajjan and Hong, 2018). Walker (2022) observes that the use of internet banking is likely to be rejected or ignored by clients because of perceived worries, problems and lack of confidence in technology-based service delivery systems

In addition, top financial institutions looked to satisfy the customer's needs and demands for their survival and successful competition in the current dynamic corporate marketplace. Financial institutions generally believe that customers are the aim behind their services and hence their activities depend on their customers. This is why financial institutions are more concerned with customer satisfaction, customer loyalty and their retention (Nganyanyuka, Martinez, Lungo, Verplanke, & Georgiadou, 2017). In today's competitive environment relationship marketing is critical to banking corporate success. Banking is a customer-oriented services industry and Ugandan banks and banking strategies remain committed to improve client services and satisfaction.

5. The Significance and Justification of the Research

The study may help improve on the internet banking services of Centenary Bank and further may explain their effects on customer satisfaction. This may enable policy makers to come up with policies that support the adoption of internet banking in all forms to be used by commercial banks in Uganda. To commercial banks, the study may be beneficial on how to improve on its customer satisfaction. Customer satisfaction may enhance the performance of the bank since many customers can easily be attracted to start using the bank services.

To academic world, the study may add knowledge to the existing body of research literature relating to internet banking and customer satisfaction in Uganda and other similar developing economies in Africa and the World at large. It is further anticipated that stakeholders and new Remittance Service Providers (RSPs) may use the findings from this study as a basis for taking decisions in investing or engaging internet banking services in relation to its effect on customer satisfaction.

Empirically, prior studies (Nganyanyuka, Martinez, Lungo, Verplanke and Georgiadou (2017); Mas and Ng'weno (2010); Jodan, Agwu and Carter (2013) had been done on internet banking and customer satisfaction in commercial banks in Uganda. However, no study has been done on the aforementioned topic in Centenary Bank considering the same dimensions of internet banking like instant money transfer, web banking and online transaction services. Thus, the rationale behind the choice of this study was to empirically examine perspectives of Uganda's context specific evidence on effectiveness of the digitalized banking services to customer satisfaction and also analyze customer experiences with digitalized banking services to identify the extent of access, utilization and satisfaction as well as the associated challenges.

6. Methodology

The article draws from a study on digitalized (online) banking and customer satisfaction at Centenary Bank Uganda. In terms of research design, the study was a cross-sectional in nature applying a quantitative approach. This is in line with the objective of the study to analyze the significance of digitalized banking system to customer satisfaction and draw deeper insights into the experience of clients regarding access, utilization of the digitalized banking system as well as establish the associated challenges. Clients also provide a rating of their expectations and experience with the digitalized banking services putting into account the dimensions of swiftness, convenience, effectiveness, efficiency and transaction security. A breakdown of the variables and their measurements is provided in table below

Table 1: Variables and their measurements

Variable	Description	Measurement scale
Dependent variable: Customer satisfaction	Difference between scores of actual experiences and expected experience	Continuous
Predictor variable: Digitalized banking services Predictor variable constructs		
Instant international money transfers (money gram, telegram, western union, EFT, RTDs)	Utilization of any of the instant money transfer services as and when it is necessary	Dummy variable [1=utilize; 0=does not utilize]
Web based transactions (email communications, message alerts, transaction statements & reports)	Access to any of the web-based transaction services Utilization of any of the instant money transfer services as and when it is necessary	Dummy variable [1=access 0=no access]
electronic cards enabled transactions (Electronic card enabled deposit, withdraw & money transfer)	Utilization of any of the electronic cards enabled transactions	Dummy [1=utilize; 0=does not utilize]

The data was collected on a sample of 159 customers of centenary bank. The clients were selected using simple random sampling allowing every member of the population an equal chance of being selected to eliminate bias for a meaningful descriptive analysis as recommended by Cammann (2020). The sample size was determined using Krejcie and Morgan table (1970) with an aim to obtain a sample which would statistically represent the population size and lead to meaningful inferences on the study population as recommended by Bukhari & Qudous (2022). Data was collected using questionnaire designed with close ended questions testing their access to web banking services, utilization of international money transfer services and ATM services for balance inquiries, mini statements, withdraw and deposit transactions. The questionnaire tested positive for validity and reliability with a Content Validity index of 0.94 and Cronbach alpha coefficient of 0.84 which were above the 0.7 threshold recommended by Nunnally (1967), cited by Malunda and Atwebembeire (2021) and Fleming and Zegwaard (2023).

Data was quantitatively analyzed in the Statistical Package of Social Scientists. The mean satisfaction score across these parameters was computed to generate the overall score for customer satisfaction which expected to range from 0 to +5 or -5. A score of zero meant that the clients service experience was exactly as expected. In other words, the score for service expectation was equal to the score for service expectation. An overall satisfaction score of +5 would indicate maximum satisfaction and -5 would indicate maximum dissatisfaction.

A multiple regression model was fitted to analyze the significance of the digitalized online banking system to customer satisfaction. Specifically, the model expressed customer satisfaction as a function of clients' utilization of digitalized (online) banking services specifically; instant money transfers services (money gram, telegram, western union etc), web banking services (email communications, message alerts, transaction statement and reports) and electronic cards enabled transactions (credit cards, debit cards). Client satisfaction was measured by the extent to which these services meet the expectations of the clients in terms of time and cost efficiency, reliability and convenience.

7. Findings

Digitalized banking services and customer satisfaction Uganda's context specific evidence

In line with the objectives of this article, the analysis fitted a multiple regression model to establish the contribution of digitalized (online) banking services to customer satisfaction in the context of Uganda taking a specific case of clients at Centenary Development Bank. The regression model results are presented in table 1 below.

Table 2: Utilization of digitalized banking services and customer satisfactions: Regression model results

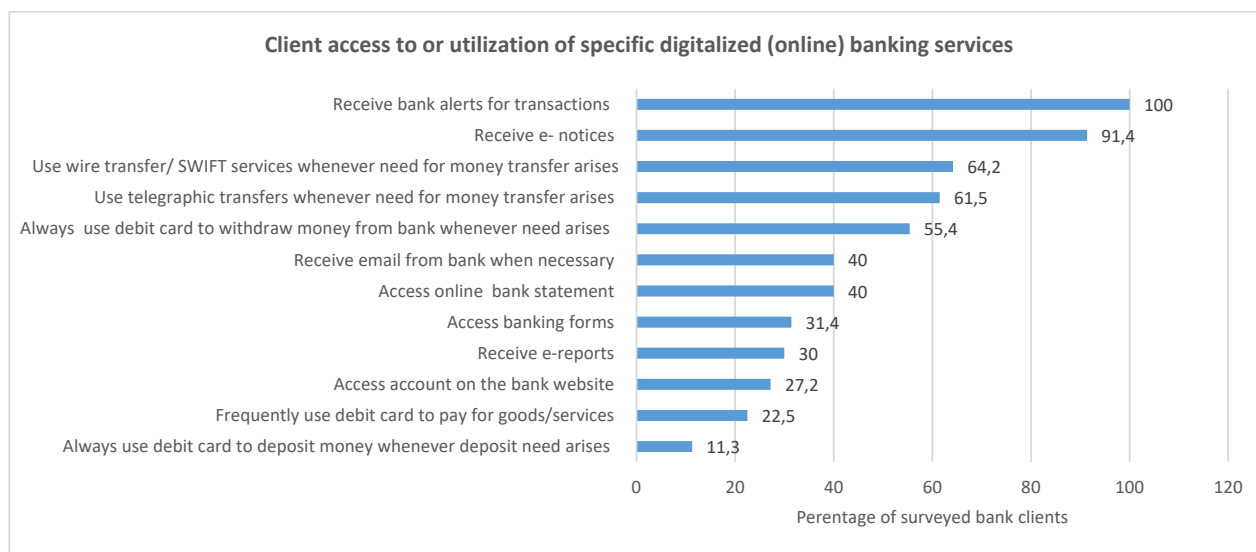
Variable	B	Std. Error	Beta	t	Sig.
(Constant)	.219	.210		1.045	.297
Instant money transfer services	.290	.047	.397	6.207	.000
Web banking services	.268	.049	.256	1.370	.172
Electronic cards enabled transactions	.623	.063	.530	9.884	.000

Dependent variable = Customer satisfactions; Adjusted R²=0.690; F=544.358; (P=0.000)

The model above which analyzed the contribution of digitalized (online) banking services to customer satisfaction accounted for 69% of the variation in customer satisfaction (Adjusted R²=0.690). This variation was statistically significant (F=544.358; P=0.000). This implies utilization of digitalized (online) banking services bear a statistically significant influence on customer satisfaction. The

standardized beta coefficients revealed that clients who use instant money transfers services such as (money gram, telegram, western union etc) had a higher satisfaction level than those who used none instant money transfer services. Specifically, utilization of the instant money transfer services as and when need arises would lead to a 37.9% increase in customer satisfaction. Clients who subscribed to online web banking services and receive web messages whenever necessary (email communications, message alerts, transaction statement and reports) are likely to exhibit higher level of satisfaction than their counterparts. Receiving such messages as and when it is necessary was associated with a 25.6% increase in the level of clients' satisfaction. Finally, clients who utilize electronic cards enabled services (credit cards, debit cards) to withdraw, deposit or make payment for goods or services were likely to be more satisfied than those who did not utilize such services. Notably, these electronic cards enabled services were associated with the highest contribution to client satisfaction as indicated by the beta coefficient of 0.530 suggesting that utilizing these electronic cards enabled services as and when need arise would lead to a 53% increase in client satisfaction. The control measures related to availability and implementation or compliance with the internal control measures including; (management philosophy, competence building, operating style), risk management (risk identification, assessment and risk treatment) as well as control activities. Hence instituting and properly implementing internal controls significantly enhances financial performance. Notably, control environment and risk assessment had the highest effect on financial performance with a beta coefficient of 0.603 and 0.568 respectively and with p-values less than 5% significance level

Table 3: Clients' access, utilization and satisfaction with digitalized banking services



Web based services particularly bank alerts for transactions and e-notices are the dominant web-based services accessed by the majority (over 91%) of the digital clients. Notably, these services are integrated in the account opening system as options which a client is offered to subscribe to. This means, they are automatically supplied whenever a transaction is made. Web based services also include; access to emails from the bank, online bank statements and e-reports although their access was reported to be quite limited by between 30-40% of the respondents. From the client or demand side, majority (60-64%) of clients indicated to use wire transfer and telegraphic services whenever need arises. Notably, these services are rarely demanded since they involve sending money across borders, a service which is less likely to be needed by the clients. Considering the most demanded services that is; withdraws for cash payments, majority (55.4%) of clients considered

this as an option they go for whenever they way to withdraw money for cash payments as opposed to going the banking hall. Use of debit cards to pay for goods or services or deposit money was found to be quite limited as only 11-22% of the clients reported to use this service whenever they want to buy goods or services or deposit money on their account

Table 4: Relevance of digitalized (online) banking services to clients

Category of digitalized banking service	Percentage of respondents	
	Yes (I)	No (0)
I registered my account for online alerts about my account transactions or bank messages	37.4	62.6
I have ever used my account for internal money transfer transactions	32.2	76.8
Often get a need to withdraw or deposit money on the account	50.3	49.7

The majority (62.2%) of respondents had not registered their accounts for online alerts about their account transactions or bank messages. The majority (76.8%) had never used their account for external money transfer transactions while 50.3% indicate to often get a need to withdraw or deposit money on their account.

Service reliability, efficiency, responsiveness, technical quality

The analysis of customer satisfaction generated average customer scores for service expectation and service experience. The difference between the two amounted to service satisfaction for which the average score was also obtained. This analysis was done for each of the customer satisfaction parameters Swiftiness, effectiveness Convenience Cost efficiency and Transaction security. Results are presented in table below

Table 5: Client satisfaction with digitalized (online) banking services

Client satisfaction parameters	Expectation	Experience	Diff. (satisfaction)
Swiftness in making bank transactions	2.4	3.8	1.4
Swiftness in getting support or help requested online	3.5	4.2	0.7
Effectiveness -ability to meet the clients' transaction needs	2.9	4.2	1.3
Convenience -Ability to transact conveniently	3	4.6	1.6
Cost efficiency -Ability to transact at minimal financial cost	2.5	3.4	0.9
Transaction security -Ability to transact securely with no fear of fraud	3	4.6	1.6
Overall satisfaction	2.9	4.1	1.3

The satisfaction scores reflecting the difference between service experience and service expectation were positive and above zero (0) implying that clients were generally satisfied with the digitalized banking services. The service experience they receive with digital banking very high in terms of quality (score of 4.1) surpassing their expectations which was quite low (score of 2.9) in all aspects. They were satisfied with the swiftness in making bank transactions, getting support or help requested online, transacting conveniently with no fear of fraud and at a minimal cost. Above all they consider the digitalized banking services effective at meeting their transaction needs. Notably, their satisfaction was lowest in terms of ability to get support or help online and ability to transact at a minimal cost. Clients were concerned about irresponsiveness and inefficiency of customer service in responding to their calls for help usually in the most likely cases of system failure, transaction failure and

transaction mistakes among others. Customer service is often unavailable to receive calls or too busy to handle requests which are associated with delays and financial losses to the clients. System failures quite often arise from internet disruptions and length bureaucracies in handling customer queries. Regarding high cost of financial transactions, clients perceive charges associated with international money transfers as very high while accessibility to ATM Machines is costly as they have to travel considerably long distances to access the machines particularly for withdraw transactions. The mobile money agents and shops are unlikely to have machines to facilitate withdraws using Debit cards. Client satisfaction was highest in terms of convenience and transaction security associated with digitalized banking services. Regarding convenience, digitalized banking minimizes the hassles associated with the banking hall, and wasting time in long queues. They can make payments and withdraws any time at the comfort of their home.

8. Discussion of the findings

Instant money transfer services and customer satisfaction at Centenary Bank

The study ascertained that there is a strong, positive and significant relationship between instant money transfer services and customer satisfaction at Centenary Bank. Specifically, the study findings found out that there is adequate smartcard technology at Centenary Bank which was associated with customer satisfaction. This position was also supported by the key informants. The above concurred with Nguyen et al., (2020) who investigated about service quality, instant transfer services and their contribution on customer satisfaction and loyalty. It was evident that the introduction of smart cards had improved on service quality, timeliness and automation in banking services hence making it easy for customers to obtain services whenever they wish. Nguyen et al., (2020) thus acknowledged that repeated purchases from the side of the clients originate from the fact that they can periodically obtain bank services wherever they are without any form of inconvenience.

The study findings ascertained that there is adequate provision of telegraphic services at Centenary Bank which was associated with increased repeated purchases. This position was also supported by the majority of key informants. However, some key informants indicated that though telegraphic transfer services are available, but they have not reached all parts of the world as it may be required. In support of the above, Yaseen and El Qirem (2018) had earlier established that the introduction of telegraphic transfers has softened the satisfaction of customers using commercial banks. They found out that telegraphic transfers have been found friendly and highly instant more than the traditional banking procedures. They further ascertained those telegraphic transfers needed limited interventions from the side of the bank and the customers. This meant that placing of a transfer was automatically enough to enable sending money from one party to another.

The study findings established that Mastercard technology services are available at Centenary Bank which has reduced on customer complaints. This position was also supported by the majority of key informants. The views of Nguyen et al., (2020) were contrary to what was found out that instant money transfer services removed interactions between a client and the service provider in the bank. This was explaining why the loyalty of the customers was reducing in a number of banks because much of the interactions were being done with machines not individuals. These thus implied that customer satisfaction has a linkage with instant money transfer services like smart cards. This current study will thus be undertaken with a purpose to determine the extent by which smart cards can explain the satisfaction of SMEs using centenary bank.

The study findings revealed that there is an active masterpass QR to access apps at the bank which is significant in internet banking. This concurs with Khatoon, et al., (2020) who had ascertained that the satisfaction of customers improved in commercial banks especially for SMEs with the coming of

Mastercard and QR code payment. They found out that these had improved at the time of undertaking a bank transaction. This meant that a customer would easily make payments of his or her products whether around or not around the premises. Secondly, these cards and payment codes were hard to be forged and this had increased customer segment for different SMEs. This concurred further with what was established by Li, Lu, Hou, et al., (2021) who had studied about QR code payments in Malaysia. They found out that customers are likely to ascend to commercial banks where this kind of arrangements are prevalent and effective. They ascertained that about 30% of new customers had joined banking services specially making payments and transfers in commercial banks. Secondly, the longevity of holding accounts in commercial banks. This implied that customer satisfaction in commercial banks is also dependent on adoption of Mastercard services and QR code payment.

The study findings established that to a higher extent, SWIFT services are available and effective at Centenary Bank. This is in line with Yaseen and El Qirem (2018) who had established that the possession of SWIFT code is enough to enable a client to complete an international money transfer. This was found to have generated a number of referrals. This is however contrary to what Rahi, Ghani and & Ngah (2020) found out that telegraphic transfers have faced several issues to operate in some countries like Russia, China and Taiwan. This meant that e-customer service becomes limited and largely affect the general satisfaction of customers. This thus implies that satisfaction of customers is dependent on telegraphic money transfers appropriateness.

Web banking services and customer satisfaction at Centenary Bank

The study ascertained that there is a strong, positive and significant relationship between web banking services and customer satisfaction at Centenary Bank. Specifically, the study findings revealed that there is instant feedback through alerts when someone deposit, make payment, transfer or withdraw money at centenary bank which makes internet banking effectiveness in meeting customer satisfaction. This was supported by the biggest number of key informants. Rahi, Khan and Alghizzawi (2021) in congruence with the above found out that web-based services used in form of alerts and online bank reports had eased banking services. They also found out that they had improved the quality, timeliness and instantons of services. For instance, payment, withdraw, transfer or checking of bank accounts on the side of the customers comes along with an alert and report. This had limited avenues for fraud and encroachment of accounts by intruders. This was found to have increased on longevity of bank accounts of the similar customers hence customer loyalty.

The study established that online financial statements are not adequately access at Centenary Bank. This was also found true with some of the key informants interviewed. Sasono, Jubaedi, Novitasari, et al., (2021) in line with the above found out that online statements are important in tracking records or record keeping on the side of the customers and the commercial bank. Furthermore, they found out that e-notice is very instant and also important for the client to follow up when things go wrong. Secondly, e-notices are essential in alerting the customers in case of fraud or strangers to his or her account. In Namibia and bosque country furthermore, it was found out that about 12% of fraud that had been curtailed had been due to presence of instant notices and online bank statements (Aramburu & Pescador, 2019). This means that any form of account encroachment can easily be detected and attended too soon. The researcher thus learns that online statements and e-notices are central to realization of customer satisfaction.

The study ascertained that even though e-notice are adequately obtained at Centenary Bank, however, there are still limitations in receiving e-reports. This was not found true amongst key informants interviewed. Haq and Awan (2020) in congruence to the above findings was established that email banking is widened the scope of banking. This was because it enabled customers to ask questions, present their grievances and react on some events as they occur in relation to her or his account. The extent by which the bank responds to such clients will keep the client in the bank or not. Secondly,

web-based banking had opened up avenues for account viewing and easy confirmation without taking the hassle of lining up in the bank or paying for financial statements (Raza, Umer, Qureshi & Dahri, 2020). This thus implied that realization of customer satisfaction in commercial banks is connected to account viewing, email banking and access to forms.

The study findings revealed that a moderate reaction on provision of email banking at Centenary bank which is presumed to affect the rate of referrals and repeated purchases. This was largely denounced by majority of key informants. In contrary to the above, there were some voices related to the fact that email banking is not effective and that is why it is still affecting the satisfaction of some clients to make repeated purchases or referrals. This is contrary to Alolayyan, Al-Hawary, Mohammad, et al., (2018) in Pakistan who had ascertained that the introduction of e-alerts, emails and instant web-based reports had increased on the comfort of the customers and this had also widened on the reasons why a customer considered to stay in one bank more than the other. This literature informs us that alerts, reports and emails are crucial in building customer loyalty in commercial banks.

The study findings further established that account viewing via online is a little challenging to customers hence increasing on the number of complaints adduced to the bank. Haq and Awan (2020) in incongruence to the above findings was established that email banking is widened the scope of banking. This was because it enabled customers to ask questions, present their grievances and react on some events as they occur in relation to her or his account. The extent by which the bank responds to such clients will keep the client in the bank or not. Secondly, web-based banking had opened up avenues for account viewing and easy confirmation without taking the hassle of lining up in the bank or paying for financial statements.

Online transaction services and customer satisfaction at Centenary Bank

The study ascertained that there is a strong, positive and significant relationship between online transaction services and customer satisfaction at Centenary Bank. Specifically, the study findings ascertained that although debit card transactions are in place, a big number of customers do not use them for shopping purposes which is presumed to affect the satisfaction of customers. This was also found true amongst key informants interviewed. However, some of the key informants indicated that debit transactions are steadily growing within shopping and other service outlets. Duarte, e Silva and Ferreira (2018) in line with the above found out that online shopping has been widely improved with the advent of online transaction services like use of debit cards. Debit cards were found to be swift and reactive at all corners of business world. For instance, it becomes easy for any serious shop either online or not to accept debit cards. This was found to have enlarged on repeating of purchases on the side of the customers. Yusuf, Fitriyani, Abdilah, et al., (2022) further illustrated that during Covid-19 period, online shopping took real shape in over 70% of the communities. This was facilitated by debit cards that were being used in making instant payments. They additionally indicated that debit cards were making quicker for a client or SMEs to engage in transactions with their customers. However, this was found rear in developing nations. This means that it is important for commercial banks to further invest in promoting debit card transactions since they are found to have an essential impact on customer loyalty and repeating purchases.

The study established that there is growth of using online system in Centenary Bank to withdraw money and this has been cited to have increased on referrals and repurchases from customers of the bank. This view point was also shared by a majority of key informants who indicated that there has been growth in online transactions at Centenary bank. Rita, Oliveira and Farisa (2019) in line with the findings reviewed the role of online banking on customer satisfaction. They found out that online banking was facilitating instant withdraws without going into bank premises. This has increased on account longevity in respective commercial banks. It was established that email banking is widened the scope of banking. This was because it enabled customers to ask questions, present their grievances

and react on some events as they occur in relation to her or his account. The extent by which the bank responds to such clients will keep the client in the bank or not. Secondly, web-based banking had opened up avenues for account viewing and easy confirmation without taking the hassle of lining up in the bank or paying for financial statements (Raza, Umer, Qureshi & Dahri, 2020). This thus implied that realization of customer satisfaction in commercial banks is connected to account viewing, email banking and access to forms.

The study found out that the wireless transactions are agreeably taking higher toll in Centenary bank hence breaking through of internet banking. Vasić, Kilibarda and Kaurin (2019) also studied about the influence of online shopping determinants on customer satisfaction in the Serbian market. They ascertained that online shopping is becoming a norm under the support of e-payments and wireless transactions provided by online banking services. For instance, they found out that the number of customers on online shopping had surpassed the expected and this had widened on customer preference of online banking. However, Cao, Ajjan and Hong (2018) found out that online transactions like debit cards, e-payments and wireless transactions are hugely affected by network quality. This meant that sometimes because of network, many customers end up getting disappointed or pay more than once because of network quality. This was found to affect loyalty or push customers to switch from one bank to the other because of poor network. This thus informs the study that network quality of wireless transactions is a major factor affecting satisfaction of customers.

9. Conclusions and recommendations

Despite the general client satisfaction with digitalized banking services, there is room for improvement particularly in providing clients with timely response to their queries and online support to ensure they are able to transact more swiftly and save them a risk of financial loss which arise from transaction mistakes. The digitalized banking system can be improved to ensure that alerts of potential system failures are sent timely to every digital client to enable them plan their transactions was ahead of time to minimize the inconveniences. In the face of limited financial knowledge and trust in online shopping, digital clients will continue to rely on ATM cards to withdraw case and make payments. In fact, utilization of such electronic cards (ATM cards) enabled services is likely to enhance customer satisfaction by far more than web-based services and electronic international money transfer services. Use of ATM card to withdraw cash is the most frequently demanded online banking service. Hence, banks need to scale up their partnerships with mobile money agents to ensure the agents are able to offer ATM supported withdraw services for majority of the banks.

On the first objective, it has been learnt that one of the ways to improve customer satisfaction is ensuring that there are proper instant money transfer services. In the case of Centenary Bank, it has been learnt that there is a general presence of smart cards, telegraphic transfers, master card, QR code payment and wire transfer/SWIFT. However, the level of effectiveness of the above services is what remains in contest hence affecting customer satisfaction.

It has been learnt that one of the ways to improve customer satisfaction is embracing appropriate web banking services. In the case of Centenary Bank, it has been learnt that there is a general provision of alerts, e-notices, and access to forms. However, centenary bank is still lacking adequacy in online statements, account viewing and email banking.

The study concludes that one of the ways to improve customer satisfaction is to ensure that online transaction services is properly adopted and exercised. In the case of CBUL, it has been learnt that there is a general provision of debit card transactions, payment, withdraws and wireless transactions. However, debit card transactions and online payments are still limited scope and usage hence affecting customer satisfaction.

10. Recommendations

To centenary bank, there is a need for centenary bank to fully adopt as well as improve telegraphic transfer services. This is based on the fact that the existing telegraphic services are limited in coverage and scope which affect the quality of services. This can be done by expanding the relationship the bank has with international banks for easy access to its services globally.

To fintech companies and policy makers, Secondly, there is a need to continually update the existing Mastercard technology to enable all classes of people to enjoy shopping while using such technology. This is presumed to expand on repeated purchases at the bank.

To Bank of Uganda, the QR code needs to be continually updated and improved to solve the possibility of fraud. This will solve the bad perception that it can breed several fraudsters/cybercriminals.

To commercial banks, there is a need for centenary bank to ensure that its customers can easily access their financial statements online. This can be done by ensuring that all demands required to access such statements are digitalized. This will improve the quality of services hence customer satisfaction.

To centenary bank, it is important that centenary bank enables the process of generating e-reports and account viewing on the side of the customer. This means that the visiting of the website of the bank needs to easily allow this to reduce on the time and cost of going to banking halls. Thirdly, there is a need for centenary bank to have instant correspondence to emails of customers. This was found to affect customers from using email banking.

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