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THE INFLUENCE OF E-BANKING ON CUSTOMER SATISFACTION IN KENYA COMMERCIAL BANKS.

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ABSTRACT

This study examines the influence of e-banking on consumer satisfaction in Kenya commercial banks. It analyzes the impact of electronic banking on the satisfaction of customers in Kenyan Banks and how e-banking has affected the processes in the banks using Assimilation theory, Theory of Contrast, Theory of Assimilation and Contrast and Theory of Disconfirmation. Kenya commercial banks are faced with imminent task to ensure their systems are viewed and accessed through websites. The introduction of technology has set out a new pace vital for the growth of Kenya commercial banks. The study holds that, online banking affects customers overall satisfaction among the Kenyan commercial banks and that automated teller machines affect client satisfaction in Kenyan commercial banks. This research will adopt descriptive design, using a case study. There are 5 Tier one Banks in Kenya with a target population 174 customers. The study was based in regular customers from five tier one banks, including Equity Bank, ABSA Bank Kenya, Kenya Commercial Banks, Co-operative Bank, and Standard Chartered Bank. The study used random sampling in selecting the respondents. Primary data was mainly used and was collected through the use of questionnaires with both closed and open questions. The study aids Kenyan commercial banks' management in making informed decisions regarding the importance of e-banking on their customers. Further, the study will provide a clear understanding on the benefits of technological improvement in Kenya and a framework for future researchers to solve similar issues affecting customer satisfaction in Kenyan commercial banks.

KEYWORDS: Influence, E-Banking, Customer Satisfaction, Commercial Banks.

1. INTRODUCTION

Online banking involves the application of telecommunication networks and the internet to deliver a variety of valuable services and goods to consumer via systems that enable users to conduct financial transactions from homes, workplaces, or through the internet. Banks operating online are conventional banks that also provide online banking, as some are solely available online and do not have any physical locations (Simon, Thomas, & Senaji, 2016). Customers may do all ordinary operations, including balance enquiries and bill payments using internet banking with conventional banks, and some even provide online loan applications. Recent research has a restricted emphasis and almost completely ignores online banking; it compares internet money to the replacement of cash with an internet device. Network money and access devices, for example, are thought to be the three components that make up online banking and internet money. Online banking is more than access to modern gadgets, and it is so overlooked. The total of stored value and network money is what is referred to as internet money.

Electronic and non-traditional banking methods like ATMs and internet banking, are forms of virtual banking. The physical absence of Customers in the banks locally and abroad supports virtual banking. Sophisticated e-banking services in future are geared to promote better service delivery, customer loyalty, and satisfaction to banks. In the current banking, telephone banking, personal computer banking, ATMs, and cards are available. Electronic banking has enhanced and transformed banking by eliminating geographical, regulatory and industrial barriers introducing new products and service best for banks and clients. In other words, Internet technology could transform banks and the financial sector. Understanding the degree to which clients have adopted or used online banking services has become essential. But as it is, quality, availability, and cost of accessing communications facilities have hampered e-commerce penetration in Africa and other developing nations.

The banking industry in Africa has gained a lot from increased adoption of mobile technology, with the success of mobile payments in Kenya serving as an excellent example. These technological improvements are not only altering how individuals communicate, but also the behavior and expectations of bank clients who have gotten used to technological reliability. Banks in Kenya have adopted information and communication technology in service delivery at an exponential rate spending a significant amount of money to establish self-service and virtual banking facilities.

Mobile banking, self-service banking, electronic financial transfers, point-of-sale banking, ATMs, interactive television, and branchless banking are examples of e-banking. M-Shwari, for example, is a service provided by the Commercial Bank of Africa in collaboration with Safaricom Kenya Limited in Kenya. Eazzy banking, provided by Equity Bank of Kenya, is another kind of E-Banking. Standard Chartered Bank also offers Straight to Bank, which is a one-stop cash management and online banking solution. There is also Barclays Bank of Kenya's Hello Money, as well as other kinds of electronic banking provided by Kenyan commercial banks (Simon, Thomas & Senaji, 2016). Increased value for money and competition; reliable information; modern tools for organizing and evaluating information; and faster service are possible advantages for consumers. Banks benefit from e-banking by promoting product creation and delivery, reduced hurdles to entry, considerable costs reduction, ability to re-engineer various business processes, increased cross-border sales potential and Internet marketing.

In the global and competitive industry, customer satisfaction is most crucial. Customers look for helpful, trustworthy and trusted technology. A number of Kenyan banks are adopting information and communication technology in service delivery in a big way. However, the availability, quality and expense of accessing communications infrastructures, inadequacy of educated employees, poor internet infrastructure, a lack of bank accounts, and late delivery physical commodities have affected e-commerce adoption. Kenyan banks have invested extensively in new technology to cope with global changes and enhance the quality of their services by utilizing electronic telecommunication to offer a variety of value-added goods and services. Unlike in the past, where ledger cards were used, banking is now linked to computer networks, making inter-branch and inter-bank financial transactions easier. Electronic banking has increased in Kenya due to domestic improvements like adoption of mobile phones in 2001, increased access to Internet facilities and personal laptops.

However, although banks utilize instant intranet banking online, users are yet to be integrated fully into the system. Many of the setbacks are traced to numerous cases of online fraud and absence of a sufficient regulatory framework that safeguards banks from the uncertain risks related to Internet banking, especially at transaction and communication stages. In Kenya, most clients in the banking sector are dissatisfied with the way services are delivered, a problem that most banks have failed to address, especially in adopting technology. Among the difficult internet banking aspects is balancing speed, security and convenience. Designing perfect solutions to balance competitive pricing with functionality, coping with the dynamic client requirements, invention and innovation, and a lack of an appropriate regulatory framework that supports e-banking expansion is a problem. Many customers still prefer transacting over the counter.

Card fraud, especially on counterfeit cards affects financial breakthrough. Financial loss is also caused by RTGs and EFTs that are approved fraudulently. Frequent system breakdowns, especially ATM machines, is affecting the quality-of-service customers receive, particularly during the holidays and towards end month, when consumers need the services most. Furthermore, when access to the host bank fails, complaints have been made about malfunctions at Point-of-Sale terminals in shops, causing irritation to consumers and occasionally leading to lawsuits. Against this background, this study therefore, analyses the influence of electronic banking on customer satisfaction in Kenyan banks and other financial institutions. The study will aid business executives and regulators in better understanding electronic banking as a product of electronic commerce to make strategic choices.

The Need to Understand the Influence of E-Banking on Customer Satisfaction in Kenya Commercial Banks.

Most modern banks have adopted electronic banking instead of older practices. Today electronic banking presents a higher significance. A lot of research has emerged on how E-Banking activities are measured, but few have studied its impacts on customer satisfaction. Several studies have looked at the issue of adoption of technology in the financial industry, and it has been discovered that half of those who have experienced online banking services seize being active users. Furthermore, since most of the prior studies are from wealthy nations, there is limitation on the area under study. Similarly, few studies have looked at e-banking adoption without also analysing client happiness. None of the studies, particularly, has examined the influence that electronic banking has on consumer satisfaction in Kenya Commercial bank. Some of the early studies are also generalised works hence scholars need to study at micro level and present a systematic analysis. Not only is it important to focus attention on the impact of E-Banking practices but the period upon which the research centres represents an important epoch in the growth of technology, hence, the study seeks to bridge a research gap.

2. MATERIALS AND METHODS

The study was carried out in Nairobi County, the headquarters of Kenya. The county was chosen because it is the most industrialized city, and all banks have to improve technologically. The county also has a huge influx of population from other countries and has better service expectations. The county also is a home to several Commercial banks in Kenya and thus forming a pivot location for the study. The study's participants were regular customers from five tier one banks, including Equity Bank, ABSA Bank Kenya, Kenya Commercial Banks, Co-operative Bank, and Standard Chartered Bank. Because of the large number of registered e-banking clients, the sample was limited to just five banks; Equity Bank (50 customers), ABSA Bank Kenya (24 customers), Kenya Commercial Bank (58 customers), Standard Chartered Bank (10 customers) and Co-operative Bank (32 customers) total 174.

The study adopted random sampling of the respondents. Primary data used was collected through questionnaires with both closed and open questions. Accurately filled questionnaires were subjected to coding, tabulation and analysis using the SPSS version 21. Descriptive statistics was subjected to standard deviation and mean to get the variable characteristics being studied. Regression coefficient and Pearson correlation used for analyzing how independent variables and dependent variables related. This was provided using Alpha tests for reliability analysis. The analysis of variance (ANOVA) was checked for model significance. The independent and dependent variables were linked using multivariate regression model. A descriptive survey approach was used for the research. Descriptive design included collecting data to provide answers to questions relating to the present conditions under study. Data collection instruments also involved respondents being interviewed to obtain explanations by interviewers. Other sources included books, Journals, Newspapers, Magazines, Articles and Theses.

3. RESULTS AND DISCUSSION

1.2.1ntroduction

The issue of the influence of e-banking on customer satisfaction is today a central theme (HKT & Gunawardana, 2020). Literature review addresses many elements of mobile phone financial services adoption. The uptake of mobile phone financial services, on the other hand, has not been well connected to client satisfaction. Furthermore, as noted, most of the past research has come from wealthy nations, leaving a void in the available literature about the influence of money transfer transactions on customer satisfaction. Furthermore, few Kenyan researchers have studied e-banking uptake without tying their results to consumer happiness. Consequently, this paper sets out to discuss the influence of Online banking on customer satisfaction. E-banking has provided banks with better and faster ways of marketing and delivering products and services online, while consumers are able to do transactions through the internet anywhere and anytime (Chaimaa, Najib, & Rachid, 2021). Banks started communicating with clients, a good online experience which led to web-based banking grants evolving into an unstoppable competitive measurement criterion for banks to get new customers and retain them (Dapp, Slomka, & Hoffmann, 2015). Quelch and Klein, 1996 emphasized that, through internet leverage, organizations can release revenues using online websites, give customers higher values, and create avenues through which customers and firms interact.

1.2.1 Internet banking

Internet banking poses a significant impact on the mindfulness of consumer brand, mentality and emotions (Khatoon, Zhengliang, & Hussain, 2020). Everyone is currently using the internet daily, so they are contributing to the electronic word-of-mouth whenever they purchase products. Lee, Lee and Yoo, D (2000) hold that, satisfaction mediates purchase intention and service quality relationship, a view shared by Khatoon, Zhengliang, & Hussain (2020). The way quality of services is perceived by customers now is different from the past perception. It is therefore vital to check the service quality in the online banking industry (Pikkarainen, Pikkarainen, Karjaluoto, & Pahnila, 2004). Additionally, to understand how clients measure an automated online system, it is important to identify crucial components to assess the quality of an online banking service. The view of customers and varying service preferences significantly impact on a bank's success (Wong, Rexha, & Phau, 2008). However, service satisfaction with E-banking depend on trusting that customer privacy is secure.

Many clients tend to resist using E-banking; physical branch services are hence necessary too. Threats that customers are exposed to include among others identity theft, unauthorized access to private and sensitive data, and loss of money caused by internet scammers. According to Rizan (2010), customer satisfaction is measured by service quality. Banks should focus more on satisfying customers by prioritizing efficiency and reliability (Chu, Lee, & Chao, 2012). E-banking (Shimeles, 2020) plays a role in developing the banking industry by improving customer satisfaction through tenability and reliability. Satisfying customers is an essential factor across all sectors, especially the service industry (Hui, & Zheng, 2010). Customer satisfaction relates to customers who purchase and use the services and goods (Homburg, Koschate, & Hoyer, 2005). The success of a bank is impacted by the preference of a service quality and the perception of clients (Al-Hawari, Hartley & Ward, 2005).

Customer satisfaction can be associated with sophisticated electronic banking, customer intentions, and the performance of a business. Satisfied customers enhance business performance. Satisfaction also has a huge relationship with service quality (Irani, 2015). Online banks are becoming more concerned with the perception of customers on online services because it is easier to measure the gains of competitive services (Karjaluoto, Mattila & Pento, 2002). Customer pleasure is the absolute support of quality revolution achievements, which relies on service quality cognizance by a client. Through this, website confidentiality and protection, and ease of use makes customers happy, and they use web-based channels (Khatoon, Zhengliang, & Hussain, 2020). A number of measures, like efficiency, implementation, responsiveness, and information privacy, affect customer satisfaction (Lin, H. F.,2007). Importance, compassion, and responsiveness measurement play a critical role in predicting behavioral expectations (Wong & Sohal, 2003). Das & Ravi, 2021 argued that responsiveness, conformability, reliability, tangibility, and sympathy, are important service quality measurement for customer satisfaction.

1.2.2 Automated teller machines (ATM) and customer satisfaction

The ATM services positively impact on the satisfaction of customers and if they are properly functioning, lead to higher satisfaction. Cash availability has the greatest effects on customer satisfaction. Banks having ATM networks helping customers to easily get services and manage their bank accounts (Cracknell, 2004). Banks can get benefits like efficacy, satisfaction, reserve funds, and loyalty by providing better quality services using networks like the ATM (Tadesse & Bakala, 2021). ATM has an advantage of moving funds between accounts (Chandio, 2013), additionally, there is the convenience of getting money from anywhere.

ATMs offer alternative ways in the daily banking activities. Over 70% of services can be handled through self-service or automated (Mntumni, 2016). Ostrom, (2019) highlights how modern innovations like automated teller machines (ATMs) have contributed to banking. The emergence of automated teller machines (ATMs) networks and internet banking has almost eliminated requirement for direct contacts between bankers and clients (Safeena & Date, 1970).

1.2.3. Mobile banking and customer satisfaction

In today's world of online business economy and telecommunication, mobile banking is a great milestone (Dutta, 2015). The service industry in Kenya, like other developing countries, is more conscious about customer satisfaction. The satisfaction of customers in the banking sector is measured by how easy a system is to use, credibility, and perceived usefulness of systems. The study proposed that the management of banks should always strive to provide more value-adding services in their apps and design user-friendly apps that enhance the experience of customers to attract more people.

A suitable banking environment is an enabler of monetary growth that is well-thought-out. In as much as more customers are considering mobile banking, it is not yet clear whether these services are meeting their needs (Peppard, 2000). This study, therefore, examined the impacts that mobile banking has on the satisfaction of customers in Nairobi County Kenya commercial banks. Companies are prioritizing customer satisfaction as it is important for the improvement of performance on a global scale (Zairi, 1997). With a better understanding of the perception of customers, companies easily identify the required actions that meet customers' needs. They can know their own weaknesses and strengths, and where they stand compared to the market competitors, and come up with plans for future improvement and progress (Day, 1994).

1.2.4. Point- of Sale Services (POS) and Customer Satisfaction

POS surveys are quite effective due to their response speed. Engaging customers at the sale point means that there is no waiting time for responses from customers as in online and traditional postal surveys (Oronsky & Chathoth, 2007).

Electronic surveys save on time taken to process data, as customer's response is directly added into the database (Peltier, Schibrowsky & Schultz, 2003). POS survey can be done in a number of ways using different technologies. Modern POS infrastructure are more aligned with the current world. Having a mobile system, means clients enjoy a number of benefits. Utilizing a mobile POS system, one can change a sales process. With a mobile system, customers are not forced to wait in line to finish their purchase. Instead, checking out can done from anywhere within the store. Using tablets connected to the system, salespersons move around the store and help customers check out. It is a big convenience allowing customers to avoid waiting lines. Mobile check outs also help increase impulse buys which increases profits and sales (Karnouskos, 2004).

2.1 Strategies for Information Assortment, Examination, Translation and Conversation of Study Discoveries.

The study further, analysed the strategies used for information assortment, examination, translation, and conversation of study discoveries. The information gathered was assessed utilizing unmistakable measurements that involve the mode, mean and standard deviation. This was given reasonably according to the learning targets as elaborated.

2.1.1 Rate of Questionnaire Return

A total of 174 studies were controlled to bank leaders in the e-baking divisions at the 5 business banks referenced. Of these, 160 overviews were effectively finished and returned by respondents, yielding a reaction pace of 92%. Table 1 below presents the quantity of polls sent, the number returned and the consequent percentage reaction rate.

Table 1: Survey Return Rate

Bank Dispatched Return Rate Received			**Percentage (%)**
Equity	50	46	**92.00**
ABSA	24	23	**95.83**
Kenya Commercial	58	54	**93.10**
Standard Chartered	10	9	**90.00**
Co-operative	32	28	**87.50**
Total	174	160	**91.67**

With a return pace of 92% generally, most of the polls that were disseminated were finished up and sent back. This was a sizeable number that would deliver precise discoveries.

2.1.2 Demographic Information of the Respondents

The motivation behind the review was to decide the segment elements of the respondents, including their ages, sexes, level of education, and work experience. A summary of this information is presented below.

2.1.3 Age distribution of correspondents

The times of reporters who give themselves electronic administrations are separated in the accompanying table 2 below, beginning with those more youthful than 20 and going up to those more established than 45.

Table 2: Age Distribution of Correspondents

Age (Years	**Number**	**Percentage (%)**
Above 45	61	35.1
20-45	110	63.2
Below 20	3	1.7
Total	**174**	**100**

Most of respondents were between the ages of 20 and 45, and this age range made up 63.2% of the most bank laborers working in e-banking divisions of the chose banks. Those younger than 20 made up a little rate since they were still in school; the pre-college understudies represented 1.7 percent of the all-out populace (for example those holding back to join colleges for additional investigations). Those at 45 years of age or more established were at 35.1% of the populace. These people addressed division pioneers and senior financial staff who were accountable for e-banking and the conveyance of client care in the banks. This exhibits that more youthful grown-ups are respected to be keener on utilizing new advances, like the web, to lead exercises, for example, looking for new things and item data to analyze and assess their accessible choices.

2.1.4. Gender Orientation of the Respondents

The reason for the review was to decide the orientation of individuals who partook.

Table 3: Gender Orientation of respondents

Gender	Number	Percentage (%)
Female	57	32.8
Male	117	67.2
Total	**174**	**100**

67.2 % of the responders were males, making up most of the example. This shows that male representatives make up most of the labor force in the e-banking area, rather than their female partners, at 32.8 % of the labor force. It is conceivable that this affect how clients are served. Consequently, orientation is a huge element in deciding transient use, and it might be applied to the forecast of supported use conduct in individual reception and nonstop usage of innovation.

2.1.5. Level of Education

The respondents reported having different levels of education. This shows they had attained some reasonable qualifications in education.

Table 4: Level of Education

Education	Number	Percentage (%)
Certificate	44	25.29
Diploma	59	33.91
Degree	71	40.80
Total	**174**	**100**

25.29% had attained certificate qualifications, 33.91% reported having attained diploma while and 40.80% were degree holders. This shows that they had high literacy levels and could adequately respond to the questionnaire.

2.1.6. Working Experience

The workers in the different banks have different years of experience depending on when they were recruited. The table below shows the distribution of working experience for the respondents.

Table 5: Working Experience

Number of Years	Number	Percentage (%)
1 to 5 years	48	27.59
6 to 10 years	88	50.57
11 to 15 years	21	12.07
16 years and above	17	9.77
Total	**174**	**100**

The table above shows that the largest proportion of respondents had worked for 6 to 10 years which was 50.57%. The second highest number was those who had worked for 1 to 5 years which was at 27.59%. The lowest number of respondents were those who had worked for 16 years and above at 9.77%.

2.2 Presentation and Interpretation of Research Findings

In this section, the study findings are presented and interpreted as elaborated below.

2.2.1. Technology Impacting on Kenya Commercial Banks

Table 6 presents the responses as to whether technology has brought in any impact regarding the services in the Kenya commercial banks.

Table 6: Technology has an impact on services in Kenya Commercial banks.

Technology has Impact	Number	Percentage (%)
YES	**162**	**93.10**
NO	**12**	**6.90**
Total	**174**	**100**

Table 6 shows that almost all the respondents agreed that technology has impacted on the services being offered by Kenya commercial banks. A total of 162 respondents representing 93.10% said that technology has positively impacted on service delivery while 12 did not agree.

2.2.2 Online banking and customer satisfaction.

Online banking is an innovation that has been in the banking system for some time. The following is a rundown of discoveries from a review that were ordered as a component of an examination concerning the job that data, correspondence, and innovation play in the arrangement of client care. The reporters were posed an inquiry to decide if online banking affected how they gave client care to their clients. The consequences of the review showed that 74.1 percent of respondents (129) accepted online banking influences client care, while 25.9 percent of respondents (45) accepted that it had an adverse impact.

Table 1: Online Banking and customer Satisfaction

Responses	Frequency	Percentage (%)	Inter correlation
Negative	45	25.9	0.26
Positive	129	74.1	0.74
Total	**174**	**100.0**	**1.0**

The study sought to establish if there are benefits accrued by a bank through online Banking. Of the total 174, 129 were negative while 45 were negative as indicated in the table above

Table 8: Advantages of Online Banking to a bank

Response	Frequency	Percentage (%)	Inter correlation
Competitive advantage	14	8.1	0.08
Product/ service quality	4	2.3	0.02
Process efficiency	90	51.7	0.52
Customer satisfaction	66	37.9	0.38
Total	**174**	**100.0**	**1.0**

The above table endeavors to offer the respondents' points of view on the advantages that the banking business can benefit from because of progressions in data. 51.7 percent of respondents accept that the bank will want to expand its cycle proficiency, though 37.9 percent accept that it will build its consumer loyalty. This demonstrates that technology fundamentally affect client satisfaction, and thus, they should be worked on in business banks to help in improving services.

2.2.3. Automated Teller Machines on Customer Satisfaction

Automated Teller Machines have provided a one stop place whereby customer can get liquid cash. The availability of ATMs has been important in deciding the Banks that customers choose.

Table 9: Automated Teller Machines and Customer Satisfaction

Response	Frequency	Percentage (%)
Availability of ATMs	**117**	**67.2**
Products on ATMs	**34**	**19.5**
Customer Privacy and Security	**23**	**13.2**
Total	**174**	**100**

The availability of ATMs provided by the Kenya Commercial Banks provides a 67.2% customer satisfaction. The quality of products within the ATMs also provides a 19.5% customer satisfaction. The quality of products within ATMs is essential as it provides ease of access to customers making ATM an important variable to customer satisfaction. ATMs also provide customer security and privacy. This forms 13.2 % of the effect why customers prefer ATM cards. Thus, ATMs has an influence on customer satisfaction in Kenya commercial banks.

2.2.4: Mobile Banking on Customer Satisfaction

The use of mobile in the Kenyan commercial banks provides an integral influence on the customer satisfaction as in the table 10 below.

Table 10: Mobile Banking Services offered and Customer Satisfaction

E-banking services offered	Frequency	Percentage (%)
Mobile Banking Applications	**88**	**50.6**
Mobile Funds Transfer	**56**	**32.2**
Mobile Banking Security	**82**	**17.2**
	174	**100.0**

As depicted in Table 10, Mobile banking applications provided a prime criterion for customer satisfaction. 50.6 % of customers show satisfaction to the use of Kenya Commercial Banks Banking applications. A greater percentage of Kenya commercial banks clients are comfortable with the mobile banking applications. Mobile banking funds transfer is also important at shows a 32.2%. Kenya Commercial Banks show a very good progress in Funds transfer technology, has a huge influence on customer satisfaction. It is also important to note that security of mobile banking is crucial in its influence on customer satisfaction in Kenya Commercial Banks.

2.2.5. Point of Sale Services and Automated Teller Machines on Customer Satisfaction

On a scale from one to five, the respondents were approached to rate how much they concurred with proclamations portraying the manners by which Point of Sale Services impacted the choice of Kenya commercial Banks. The focuses went from 1 to 5 with 1 addressing unequivocally differing and 5 addressing firmly concurring. The degree of safety was 25.28 percent. This recommends that the degree of ICT security carried out by business banks in Kenya is the main part Point of Sale Services that impacts the nature of client assistance they give. Then again, orientation represents just 0.57 percent of complete thought. The degree of ICT quality was at 18.97 percent, and mindfulness programs were at 38.28 percent. These two have high rates, show that electronic financial administrations affect the client satisfaction that business banks in Kenya give. In the investigation, client driven factors like client aim drivers, client demeanor, simplicity of utilization by client, value of e-administration to client, and client trust separately were additionally appraised profoundly and results were positive.

2.3. Regression (R) Results and Analysis

In this study, coefficient of determination was denoted by adjusted R. It explains the variation caused by changes in the independent variables to the dependent variables. 0.921 is the value of adjusted R squared. Thus, the variation on customer Satisfaction of 92.2% is caused by the following: Mobile Banking, Internet Banking, Automated Teller Machines (ATM) and Point of Sale. R is the correlation coefficient of 0.969 which exhibits a strong positive the interconnection between the independent and the dependent variables.

Table 11: Regression Results

Model	R	R^2	Adjusted R^2	Std. Error(σ)
1	0.969	0.939	0.921	0.01575

Source: Research Findings

Table 12: Coefficients Analysis of the Model

	Coefficients	Standard Error	t- Stat	Significance Level
Intercept	0.035205	0.0379	0.9280599	
Mobile Banking	0.00412	0.0013	0.65535	0.264
Internet Banking	0.00642	0.0042	1.517209099	0.868
Automated Teller Machines (ATM)	0.00703	0.0080	-0.881331405	0.231
Point of sale	0.65535	0	0	0

Source: Research Findings

Table 13: Coefficients Analysis of the Model

	Coefficients	**Standard Error**	**t- Stat**	**Significance Level**
Intercept	0.035205	0.0379	0.9280599	
Mobile Banking	0.00412	0.0013	0.65535	0.264
Internet Banking	0.00642	0.0042	1.517209099	0.868
Automated Teller Machines (ATM)	0.00703	0.0080	-0.881331405	0.231
Point of sale	0.65535	0	0	0

Source: Research Findings, (2022)

From the data in the above table the established regression equation was -
$CUSTOMER_{it} = 0.035_{it} + 0.004MB_{it} + 0.0064IB_{it} + 0.00703\ ATM_{it} + 0.65535POS\mathit{it}$

Therefore:
$\boldsymbol{CUSTOMER_{it} = 0.035\mathit{it} + 0.004MB\mathit{it} + 0.0064IB\mathit{it} + 0.00703\ ATM\mathit{it} + 0.65535POS\mathit{it}}$
The above equation revealed that Mobile Banking, Internet Banking, Automated Teller Machines (ATM) and Point of Sale at constant zero would amount to Kenya Commercial Banks' Customer satisfaction to be at 0.035. It further indicated that a unit increase in Mobile Banking, Internet Banking, Automated Teller Machines (ATM) and Point of Sale would proportionally steer an increment in customer satisfaction of Kenya Commercial Banks by 0.004, 0.006, 0.007 and 0.7 respectively. At the level of significance and level of confidence at 5% and 95% respectively, Internet Banking had a 0.264 level of significance, Online Banking 0.868 level of confidence, Automated Teller Machines had 0.231, Point of sale had a significance of zero.

4. SUMMARY AND CONCLUSIONS

This paper set out to discuss the influence of E-Banking on customer satisfaction in Kenya Commercial Banks. The paper examines the links between E-banking and customer satisfaction in several Kenyan commercial banks. As a prelude, the paper holds that electronic banking is a major trend in the banking sector. The study records that all the five banks sampled for the study had integrated mobile into their business model, and they were reaping the benefits of this move. This is supported by the responses which showed that the banks were enjoying competitive advantage based on how effective and efficient their online banking systems were, better product and service quality, improved process efficiency.

The results further acknowledge that internet banking has helped solve several problems that banks and customers traditionally faced (Kamath, Kohli, Shenoy, Kumar, Nayak, Kuppuswamy & Ravichandran, 2003). The advancements in mobile banking have made it easier for customers to conduct transactions faster and more efficiently through their mobile devices, and banks have also improved on how they offer their services.

The study also holds that internet banking significantly improved client care and their satisfaction. However, there were some who believed that online banking negatively influenced customer satisfaction. More benefits were realized by the banks in terms of a boost in process efficiency which had improved after the introduction of online banking. This study therefore, emphasises that e-banking provides banks with faster and better ways of marketing and delivering their products and services to existing and prospective customers online. Additionally, customers can transact online from anywhere at any time.

The paper further observed that, Automated Teller Machines is an integral component of the banking industry and all banks now have their machines everywhere within Nairobi. This shows the level of availability which confirmed customer satisfaction.
These results agree that Automated Teller Machines have significantly influenced customer satisfaction. This adds to the level of convenience that customers enjoy through the automated capabilities and the joy of self-service because customers no longer have to directly interact with bankers, and wait for the banks to be open so as to get services.

Finally, the paper discussed how the Point of sale and e-banking are closely linked and no Point of Sale can be operational without a bank. It is hence a system that benefits both the bank and its customers. For example, the point of sale apart from being very easy to use by the customers, it offers more security significantly enhancing customer satisfaction. Additionally, customers are saved from waiting in line to make purchases, making it a more convenient method of making purchases. In conclusion, online banking, mobile banking, Automated Teller Machines, and point of sale directly influence customer satisfaction. All these variables are linked to the efficiency, effectiveness, availability, and the convenience of banking services offered by commercial banks in Kenya. The study indeed will aid business executives and regulators in better understanding electronic banking as a product of electronic commerce to make strategic choices.

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