

# ELECTRONIC BANKING ATTRIBUTES, CUSTOMER TRUST AND LOYALTY ON CUSTOMER RETENTION- A CASE STUDY AMONG THE CUSTOMERS OF COMMERCIAL BANKS

Mr. Motty Joseph<sup>1</sup>, Dr. Sajikumar K B<sup>2</sup>

## Abstract

*In today's dynamic banking environment, the adoption of electronic banking services has revolutionized customer interactions with commercial banks. This study investigates the impact of electronic banking attributes, customer trust, and loyalty on customer retention within the context of commercial banks. Using a mixed-methods approach, data was collected from a sample of customers across various demographic segments.*

*The study found that electronic banking attributes, including usability, security, and service quality, significantly influence customer trust and loyalty. Moreover, customer trust was identified as a critical mediator between electronic banking attributes and customer retention. The findings suggest that enhancing electronic banking attributes not only improves customer trust but also fosters loyalty, thereby enhancing customer retention rates for commercial banks.*

*This research contributes to the existing literature by providing empirical evidence of the relationships between electronic banking attributes, customer trust, loyalty, and retention in the banking sector. Practical implications include recommendations for banks to prioritize investment in electronic banking infrastructure and customer trust-building initiatives to strengthen customer retention strategies.*

**Keywords:** E-Banking Attributes, Customer Trust, Customer Loyalty, Customer Retention

## INTRODUCTION

Banking customer retention is crucial for the sustained success and profitability of financial institutions. Retaining customers is significantly more cost-effective than acquiring new ones, with studies suggesting that the cost of attracting a new customer is five times higher than retaining an existing one. This economic advantage underscores the importance of fostering long-term relationships with current clients.

Moreover, loyal customers tend to use more banking products and services over time, increasing their lifetime value to the bank. They are more likely to take out loans, open additional accounts, and use investment products, driving up the bank's revenue. High retention rates also lead to more stable deposit bases, which are critical for the bank's liquidity and lending capabilities.

Customer retention enhances brand loyalty and can transform customers into brand advocates. Satisfied customers are likely to recommend the bank to friends and family, serving as a powerful and cost-effective marketing channel. This word-of-mouth promotion is particularly valuable in the digital age, where reviews and personal recommendations can significantly influence potential customers.

In addition, retaining customers helps banks gather consistent and reliable data over time, which can be used to improve service offerings and customer satisfaction. Understanding the needs and behaviors of long-term customers enables banks to tailor their services more effectively, creating a personalized banking experience that can differentiate them from competitors.

Effective retention strategies, such as loyalty programs, excellent customer service, and personalized communication, contribute to reducing churn rates and enhancing customer satisfaction. In a highly competitive and regulated industry, maintaining a strong and loyal customer base is a key indicator of a bank's overall health and stability.

Ultimately, customer retention in banking is not just about keeping customers happy; it's about creating a sustainable and profitable business model that can withstand market fluctuations and evolving consumer demands. By focusing on retention, banks can ensure steady growth and long-term success in a competitive landscape.

E-banking significantly enhances customer retention by providing convenient, 24/7 access to financial services, meeting the demands of modern consumers for flexibility and ease of use. The personalized experiences and tailored financial advice offered

<sup>1</sup> Mr. Motty Joseph(M.Com,M.phil,JAIB) having 14 years of experience in teaching (UG and PG) and he is Board of studies member of Calicut University, Kerala. He is also having experience in banking sector as Junior Manager (Syndicate Bank).He is a member Indian Institute of Banking and Finance(IIBF). He acted as resource person of National Seminar in Colleges across Kerala. Currently doing PhD in the area of Banking and working as Assistant Professor (Selection Grade) of Commerce in Panampilly Memorial Govt. College,Chalakydy,Kerala.

<sup>2</sup> Dr. Sajikumar K B (M.Com,MBA,B.Ed,M.EdM.Phil,PhD) having 18 years of experience in teaching and Research. He is an authorized Research Guide of M G University, Kottayam , Kerala. He has published many research paper in reputed journals. His area of interest in research are Commerce and Management , Education and Banking.He is Currently working as Associate Professor of Commerce, Panampilly Memorial Govt.College,Chalakydy,Kerala.

through e-banking platforms help build stronger, more loyal relationships with customers. Additionally, the ability to quickly and efficiently resolve issues through digital channels increases customer satisfaction and reduces churn. The data analytics capabilities of e-banking allow banks to better understand and anticipate customer needs, fostering a proactive approach to service and retention. Overall, the seamless integration of digital tools in e-banking strengthens customer loyalty and encourages long-term engagement with the bank.

## LITERATURE REVIEW

Mohammed, Arshad, Khan., Hamad, A., Alhumoudi, (2022)The digitization of banking has significantly impacted the modern marketplace, benefiting both individual customers and corporations. Research findings indicate that efficiency, reliability, and service quality directly enhance customer satisfaction and retention. These factors also have a significant indirect effect on customer retention when mediated by customer satisfaction. The data gathered from this research can be particularly valuable for banks and enterprises aiming to enter the Indian market. The study identifies four main components of E-banking—efficiency, reliability, service quality, and customer satisfaction—as critical to retaining customers in the digital banking sector.

Shreya, Chaudhary.,( 2023)Modern banking has been substantially transformed by the adoption of electronic banking systems. High-quality e-banking services are essential for attracting and retaining customers. This study aims to explore a comprehensive, moderated, mediated mechanism to enhance customer loyalty through EBSQ practices, which encompass dependability, online design, privacy and security, and customer service and support. The increase in customer satisfaction, improved productivity, reduced banking operation costs, and faster transaction settlements highlight the strengthening impact of e-banking. This raises an important question: "Will the banking sector eventually shift entirely to online banking services?"

Ifra, Fathima., R, Radhika., A.N., Amrin, Fathima.,(2022)With the advent of technological innovations and digital payment systems, customer expectations for banking services have risen, leading to enhanced customer quality and satisfaction. This study employs a modified e-servqual model to assess banking service satisfaction and retention. An online survey was conducted with 167 respondents from Chennai using a non-probability sampling method. Data analysis was performed using SPSS software to evaluate service quality and customer satisfaction. The findings reveal a positive relationship between e-servqual quality dimensions and customer retention.

Dr., Mini, Jain., (2022)Information technology is a crucial driver of changes in financial services, particularly in banking, which is significantly impacted by technological advancements. With the rapid growth of the internet, banks are increasingly offering e-banking services to attract and retain customers in a competitive market. This study investigates factors such as reduced transaction costs, improved payment efficiency, ease of use, enhanced banker-customer relationships, reduced transaction times, awareness, and internet access that influence customer adoption of e-banking services, as well as their satisfaction levels with these services in India. Although customers using various e-channels report higher satisfaction, a lack of awareness and security concerns remain significant barriers to the widespread adoption of e-banking. The paper also examines the current state of e-banking services, identifying strengths and weaknesses, and offers recommendations to improve these services in the future.

Sulemana, Bankuoru, Egala., Dorcas, Boateng., Samuel, Aboagye, Mensah., (2021)This article examines the effect of quality digital banking services provided during the COVID-19 pandemic on customer satisfaction and retention intentions. The study found a significant direct relationship between satisfaction with digital banking services and customers' decisions to remain with their banks. The authors highlight how the pandemic accelerated the adoption of digital banking, making service quality crucial for customer retention. The findings suggest that banks need to focus on enhancing digital service quality to maintain customer loyalty. Overall, the research underscores the importance of high-quality digital banking services in retaining customers during challenging times.

Syed, (2019)In response to fierce competition and the complexities of modern business, banks are increasingly focusing on retaining existing customers rather than acquiring new ones. Loyalty programs have emerged as a crucial strategy for managing customer relationships and ensuring consistent revenue streams. The study evaluates the significance of these programs in the banking sector, particularly their effect on customer satisfaction and retention. The findings indicate that loyalty programs have a substantial positive impact on both customer satisfaction and retention. This underscores the importance of such programs in enhancing customer loyalty and sustaining long-term business success.

Chu et al., (2012)This study proposes a research model to examine the relationships between service quality, customer satisfaction, customer trust, and loyalty in Taiwanese e-banks. The findings indicate that service quality is crucial for enhancing customer satisfaction and trust. These elements are essential for fostering customer loyalty. E-banks need to prioritize improving service quality to achieve higher levels of customer satisfaction and trust. By doing so, they can significantly boost customer loyalty.

Methlie & Nysveen, (1999)Customer satisfaction and brand reputation are identified as the primary factors influencing loyalty in online banking. These determinants significantly outweigh the effects of switching costs and search costs, which are found to have a minor impact. The emphasis on satisfaction and reputation highlights the importance of delivering a high-quality user experience and maintaining a strong, trustworthy brand presence. This suggests that banks should focus their efforts on enhancing customer satisfaction and building a reputable brand to foster loyalty. The findings indicate that while switching and search costs

are relevant, they play a less crucial role compared to satisfaction and reputation in retaining online banking customers.

Albarq, (2023) In the Saudi banking sector, customer knowledge management and satisfaction are crucial factors that positively influence customer loyalty. The study reveals that effectively managing customer knowledge enhances satisfaction, which in turn fosters greater loyalty. Trust is found to play a partial mediating role in this relationship, linking knowledge management and satisfaction to loyalty. This indicates that while knowledge and satisfaction directly contribute to loyalty, trust also significantly enhances this connection. Banks aiming to improve customer loyalty should thus focus on robust knowledge management practices and strategies to increase customer satisfaction. The partial mediation by trust suggests that building a trustworthy relationship with customers further solidifies their loyalty.

Khan & Rizwan, (2014) Customer loyalty is crucial for establishing and maintaining a competitive edge in the service sector, significantly enhancing a firm's performance. Loyal customers increase business value and help maintain lower costs compared to attracting new customers. The banking sector is increasingly focusing on relational marketing to build long-term relationships with customers. This paper empirically examines how customer satisfaction, perceived service quality, trust, switching costs, corporate image, and customer involvement influence customer loyalty in the banking sector. The findings aim to provide insights into the factors that drive loyalty and their impact on banking performance.

Jones & Farquhar, (2003) This paper investigates the impact of contact management on customer loyalty within the retail banking sector. It develops the concept of contact management by drawing upon existing literature on retention, service quality, and loyalty. Customer perceptions and intentions regarding their interactions with their banks were gathered through an online survey, focusing on various touchpoints and their impact on continued patronage and recommendations. The survey findings indicate a notable influence of contact management on customers' stated intentions. The study underscores the importance for banks and building societies to effectively manage customer contacts to enhance satisfaction levels and strengthen loyalty. Ultimately, it suggests that strategic management of customer interactions is crucial for fostering long-term relationships and sustaining competitiveness in the retail banking industry.

.Marko, van, Deventer., Ephrem, Habtemichael, Redda., (2023) Customer loyalty and trust are vital for retail banking success, prompting an investigation into their predictors. This study models service quality, customer satisfaction, and commitment to understand their influence on loyalty and trust among Generation Y in South African retail banking. Data from 271 customers were analyzed using AMOS to develop a structural equation model. Results indicate that while service quality is a positive but insignificant predictor of loyalty, customer satisfaction significantly predicts both loyalty and trust, and commitment influences trust. The model's fit indices confirm its reliability and validity, offering valuable insights for developing strategies to enhance customer loyalty and trust.

Ricadonna et al., (2021) The study highlights that trust, brand image, and customer loyalty significantly enhance customer retention in Islamic commercial banks. It underscores that customer loyalty serves as a crucial mediator, bridging the gap between trust and customer retention. Trust directly influences customer loyalty, which in turn boosts customer retention rates. Additionally, a strong brand image positively impacts both customer loyalty and retention. Overall, fostering trust and maintaining a positive brand image are essential strategies for Islamic banks to retain their customers effectively.

Liu & Wu, (2007) Banks can utilize various service attributes to enhance customer retention and encourage cross-buying, with trust and satisfaction acting as different mediators in these relationships. This study investigates how locational convenience, one-stop shopping convenience, firm reputation, firm expertise, and direct mailings affect both customer retention and cross-buying. It also explores the mediating roles of satisfaction and trust in these dynamics. The findings demonstrate that specific service attributes can positively influence customer retention and cross-buying behaviors. Moreover, trust and satisfaction mediate these effects differently, highlighting the nuanced ways in which service attributes impact customer relationships.

Ganesamurthy & Jothi, (2013) In Sivagangai district, Tamil Nadu, customers' perceptions of customer retention practices in banks are consistent across various demographic factors. These factors include age, sex, education, occupation, income level, and the type of account maintained. The study reveals that there are no significant differences in how different customer groups perceive retention efforts. This suggests that banks in this district apply customer retention practices uniformly across their diverse clientele. Consequently, retention strategies appear to be effective and inclusive, catering to a broad spectrum of customers without demographic bias.

Mr., J., Sheik, Abdullah., Mr., P., Buvaneshwaran., (2022) Service quality is pivotal for establishing and maintaining relationships with valued customers, particularly in the banking sector. Numerous studies highlight that superior service quality significantly enhances customer satisfaction and retention. High service quality in commercial banks fosters customer loyalty, leading to long-term retention. Consequently, customer retention is directly influenced by the level of service quality provided by these banks. This correlation underscores the importance of prioritizing service quality to sustain competitive advantage and ensure customer loyalty in commercial banking.

Zahra, Idrees., Xia, Xinping. & Xinping, (2017) This research examined the moderating impact of customer relationship characteristics on the link between service quality and customer retention. The study involved 500 bank users as respondents, utilizing a positivist research philosophy with a structured questionnaire for data collection. The findings indicated that customer relationship characteristics significantly influence the effect of service quality on retention rates. Therefore, managers need to be



attentive to customers with long-term or frequent usage and those using multiple products from the same service provider. This highlights the importance of personalized customer management to enhance retention.

Elizabeth, Auniel., Samuel, Obino, Mokaya., (2018) Customer retention is pivotal in the banking sector, especially amidst escalating competition, prompting an investigation into its determinants within commercial banks, focusing on Azania Bank in Arusha. Employing a case study design, data was collected via questionnaires from 132 customers and through employee interviews, subsequently analyzed using descriptive and inferential statistics. The study found positive correlations between service delivery, customer relationships, and customer retention, indicating that customers are inclined to remain with Azania Bank due to service quality and positive interactions. Regression analysis further elucidated the significant influence of respectful treatment by staff, access to electronic banking services, prompt inquiry responses, and customer feedback appreciation on retention. In conclusion, the study underscores the importance of service quality, service delivery, customer relationships, and satisfaction in fostering customer retention within the banking sector.

Kemunto Mecha et al., (2015) Retaining customers is essential for a competitive edge in the banking industry, particularly in Kenya, where banks face significant challenges due to rising competition. Banks must identify areas for improvement to enhance customer retention. Management recognizes the critical importance of customer retention amid competitive markets and slow growth in new customer acquisition. This study aimed to establish the retention strategies used by Kenyan commercial banks and evaluate management perceptions of these strategies' effectiveness. Using a descriptive research design, data was collected from 44 managers across all commercial banks in Kenya through semi-structured questionnaires and interviews. The findings revealed that product innovativeness, employee training, and customer relationship management were widely adopted strategies. These strategies were perceived as highly effective in retaining customers. The study concluded that banks should analyze their customer base and develop targeted retention strategies, reward the sales force for customer retention, and consistently create value for their customers.

Mahapatra & Kumar, (2017) The study aimed to examine the impact of various factors on customer retention in the banking sector. A structured questionnaire was distributed to 500 banking customers in the National Capital Territory, collecting data on demographics and opinions on 20 items related to customer retention. The factors were categorized into four groups: tangible, reliability, responsiveness, and assurance & empathy. Multiple regression analysis was conducted to determine the impact of these factors on customer retention. The results indicated that 'Within Timeframe Service Delivery,' 'Sincere Efforts in Solving Customer Problems,' and 'Accepting & Resolving Faults' are the most significant factors influencing customers' retention intentions.

Nili & Keramati, (2012) This study explores different perspectives on customer relationship management (CRM) to propose a comprehensive set of customer retention programs, including customer service, loyalty programs, customization, and online communities. It aims to describe how each of these programs correlates with customer retention. The findings reveal that customer service has the strongest correlation with customer retention in e-banking. Conversely, customization shows the weakest correlation with customer retention. The study underscores the varying impacts of different CRM strategies on retaining customers.

Sahoo & Sureshkumar, (2013) Standard Chartered Bank effectively retains customers through business process management (BPM) strategies, emphasizing customer relationship management (CRM) and advanced technologies. Facing competitive pressures, banks are increasingly adopting BPM to boost ROI, enhance CRM, and improve employee productivity. This paper outlines the various strategies employed by Standard Chartered Bank to maintain its customer base. The influx of foreign and private banks with advanced technology-driven services has pressured Indian banks to adopt similar innovations. The study aims to identify additional measures that can further strengthen customer retention efforts.

Olannye et al., (2017) Electronic service delivery channels, especially point of sale (POS) services, significantly boost customer retention in the Nigerian banking industry. Effective customer retention involves exceeding customer expectations, and these channels help banks renew their business models and deliver efficient services. This study aims to analyze the impact of electronic service delivery on customer retention. It found that the demand for POS technology is high, with banks leveraging this by ensuring constant availability to reduce queuing times and enhance customer convenience. The study recommends that banks collaborate with internet service providers to improve service quality and user accessibility.

Agudze-Tordzro et al., (2014) Customer retention is a critical strategy in the competitive banking sector, and this study examines its significance within the Ghanaian banking industry. It evaluates four key retention strategies: bank service quality, customer relationship management, switching barriers, and loyalty rewards. The study finds that bank service quality, customer relationship management, and loyalty rewards all have significant positive impacts on customer retention. These findings underscore the importance of these factors in encouraging continuous patronage of banking services. The research highlights the need for Ghanaian banks to focus on these strategies to maintain a loyal customer base.

## RESEARCH GAP

Identifying the research gap in the context of electronic banking attributes, customer trust, loyalty, and customer retention involves recognizing areas where current literature may not fully address or investigate. Despite extensive research on electronic

banking and its impact on customer behavior, there remains a need for focused exploration into specific dimensions. For instance, while existing studies often examine general customer trust and loyalty, there is a gap in understanding how these constructs specifically interact within the realm of electronic banking services. Furthermore, few studies have comprehensively analyzed how different attributes of electronic banking (such as usability, security, customer support) individually and collectively influence customer trust and subsequent loyalty, which ultimately impacts retention rates. Therefore, this study aims to bridge these gaps by providing a nuanced understanding of the relationship between electronic banking attributes customer trust, loyalty, and retention, thereby contributing to both theoretical advancements and practical insights for banking institutions.

## OBJECTIVES OF THE STUDY

1. To explore the customer retention variables
2. To identify the relationship of E-banking attributes, customer Trust and Loyalty on customer retention
3. To predict the influence of E-banking, Trust, Loyalty on customer retention
4. To identify the variation in customer retention based on demographic variables

## HYPOTHESIS

1. There is no relationship between e-banking attributes, customer Trust and Loyalty on customer retention
2. There is no influence of e-banking attributes, customer Trust and Loyalty on customer retention.
3. There is no variation in customer retention based on demographic variables.

## RESEARCH METHODOLOGY

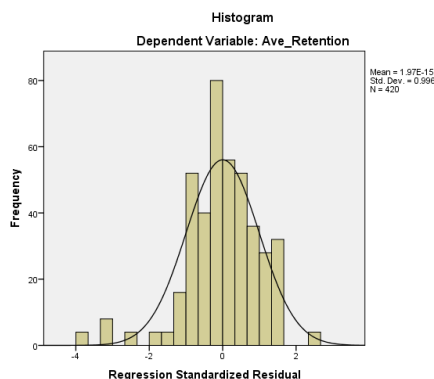
The study targets customers of commercial banks, utilizing a convenient sampling method for data collection. A structured questionnaire was distributed to a sample of 420 customers to gather primary data. The questionnaire was designed to extract detailed insights into electronic banking attributes, customer trust, and loyalty. The collected data were analyzed using statistical tools such as mean and standard deviation. Furthermore, parametric tests like the Z-test, Correlation and regression analysis and non-parametric tests like the Mann-Whitney U Test and Kruskal-Wallis Test were employed to ensure a comprehensive analysis of the data, yielding robust and nuanced results.

## VARIABLES USED FOR STUDY

The study examines several key variables that impact customer retention in the context of e-banking. Firstly, **e-banking attributes** such as 24/7 access to account information, robust security measures like encryption and multi-factor authentication, personalized services driven by data analytics, and seamless integration with other digital services (e.g., mobile payments) significantly enhance customer satisfaction, trust, and engagement. Secondly, **customer trust** is crucial, as it ensures customers feel secure in their transactions, confident in the protection of their personal information, and assured of consistent and reliable service. Trust also fosters positive emotional connections, leading to greater loyalty and advocacy. Thirdly, **customer loyalty** is vital for retention, driven by positive experiences, perceived value, and quality interactions. Loyal customers are more likely to make repeat purchases, exhibit reduced price sensitivity, and advocate for the brand, attracting new customers and enhancing the company's reputation. Lastly, **customer retention** is reinforced by the interplay of e-banking attributes, trust, and loyalty, creating a synergistic effect that strengthens long-term customer relationships, ensuring sustained engagement and profitability for financial institutions.

## DATA ANALYSIS AND RESULTS

### Normality Test



The above diagram shows the distribution is normal

**Hypothesis Testing**

Correlation

1. Ho: There is no correlation between customer e-banking attributes, Trust ,Loyalty on Customer Retention

H1: There is correlation between customer e-banking attributes, Trust ,Loyalty on Customer Retention

**Correlations**

		Ave_Ebanking	Ave_Trust	Ave_Loyalty	Ave_Retention
Ave_Ebanking	Pearson Correlation	1	.334**	.515**	.402**
	Sig. (2-tailed)		.000	.000	.000
	N	420	420	420	420
Ave_Trust	Pearson Correlation	.334**	1	.630**	.530**
	Sig. (2-tailed)	.000		.000	.000
	N	420	420	420	420
Ave_Loyalty	Pearson Correlation	.515**	.630**	1	.521**
	Sig. (2-tailed)	.000	.000		.000
	N	420	420	420	420
Ave_Retention	Pearson Correlation	.402**	.530**	.521**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	420	420	420	420

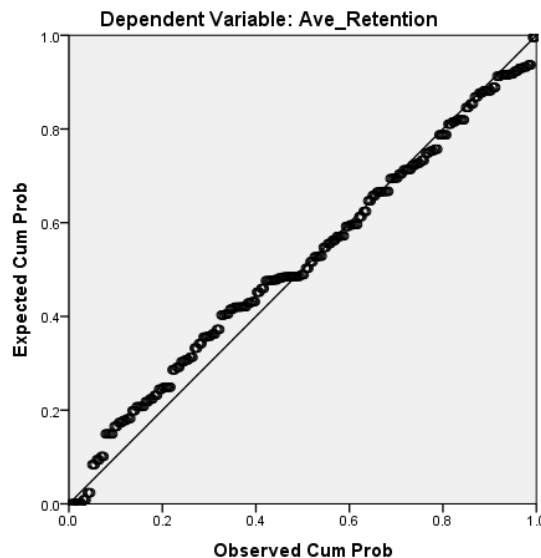
\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis reveals significant relationships between the studied variables and customer retention, with all p-values being less than 0.05. Firstly, there is a moderate correlation between e-banking attributes and customer retention, indicated by a correlation coefficient of 0.402. This suggests that the convenience, security, personalization, and integration of e-banking services moderately influence customer retention. Additionally, there is a positive correlation between customer trust and retention, with a correlation coefficient of 0.53, highlighting that higher levels of trust in the bank significantly enhance customer retention. Lastly, the analysis shows a positive correlation between customer loyalty and retention, with a correlation coefficient of 0.521, demonstrating that loyal customers, driven by positive experiences and emotional connections, are more likely to remain with the bank. These findings underscore the importance of e-banking attributes, customer trust, and loyalty in fostering customer retention.

H0: E-Banking attributes, Customer Trust, Customer Loyalty has no influence on customer Retention

H1: E-Banking attributes, Customer Trust, Customer Loyalty influences customer Retention

**Normal P-P Plot of Regression Standardized Residual**



The above diagram shows the linearity and homoscedasticity of the variables

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602 <sup>a</sup>	.362	.357	.49677

a. Predictors: (Constant), Ave\_Ebanking, Ave\_Trust, Ave\_Loyalty

b. Dependent Variable: Ave\_Retention

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	58.259	3	19.420	78.691	.000 <sup>b</sup>
Residual	102.661	416	.247		
Total	160.920	419			

a. Dependent Variable: Ave\_Retention

b. Predictors: (Constant), Ave\_Ebanking, Ave\_Trust, Ave\_Loyalty

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.912	.179		5.100	.000
Ave_Trust	.335	.051	.332	6.586	.000
Ave_Loyalty	.180	.045	.219	3.956	.000
Ave_Ebanking	.168	.043	.178	3.903	.000

a. Dependent Variable: Ave\_Retention

## RESULT

The regression analysis results indicate that the model is statistically significant, as evidenced by the p-value being less than 0.05. This significance suggests that the independent variables—e-banking, trust, and loyalty—meaningfully contribute to explaining the variation in the dependent variable, which is customer retention. The R-squared value of 0.362 reveals that 36% of the variability in customer retention can be attributed to the combined effects of e-banking attributes, customer trust, and customer loyalty. This implies that these factors collectively play a substantial role in influencing customer retention, although 64% of the variation is still influenced by other factors not included in this model. Therefore, enhancing e-banking services, building customer trust, and fostering customer loyalty are critical strategies for improving customer retention in the banking sector.

### Analysis based on Socio-Demographic Variables

H0: There is no significant Difference in customer retention with regards to Gender

H1: There is significant difference in customer retention with respect to Gender

#### Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Ave_Retention is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.030	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

The Hypothesis Test Summary table indicates the results of an Independent-Samples Mann-Whitney U Test, which was conducted to determine if there is a significant difference in the distribution of average retention (Ave\_Retention) across different categories of gender.

#### 1. Test Used:

○ The test used is the Independent-Samples Mann-Whitney U Test, which is a non-parametric test used to compare differences between two independent groups.

#### 2. Significance Level (Sig.):

- The significance level (p-value) is 0.030.
- 3. **Decision:**
- Since the p-value (0.030) is less than the significance level of 0.05, we reject the null hypothesis.

**CONCLUSION**

There is a statistically significant difference in the distribution of average retention between different gender categories. This means that gender does have an impact on the average retention rates in this study, and the variation in retention rates between genders is unlikely to be due to random chance.

H0: There is no significant Difference in customer Retention with respect to Age

H1: There is significant difference in customer Retention with respect to Age

**Hypothesis Test Summary**

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Ave_Retention is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.003	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

The Hypothesis Test Summary table indicates the results of Kruskal Wallis H Test, which was conducted to determine if there is a significant difference in the distribution of average retention (Ave\_Retention) across different categories of Age.

1. **Test Used:**
  - The test used is the Kruskal Wallis H Test, which is a non-parametric test used to compare differences between more than two independent groups.
2. **Significance Level (Sig.):**
  - The significance level (p-value) is 0.003
3. **Decision:**
  - Since the p-value (0.003) is less than the significance level of 0.05, we reject the null hypothesis.

**CONCLUSION**

There is a statistically significant difference in the distribution of average retention between different age categories. This means that age does have an impact on the average retention rates in this study, and the variation in retention rates between age is unlikely to be due to random chance.

Ho: There is no significant Difference in customer Retention with respect to Occupation

H1: There is significant difference in customer Retention with respect to Occupation

**Hypothesis Test Summary**

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Ave_Retention is the same across categories of Occupation.	Independent-Samples Kruskal-Wallis Test	.018	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

The Hypothesis Test Summary table indicates the results of Kruskal Wallis H Test, which was conducted to determine if there is a significant difference in the distribution of average retention (Ave\_Retention) and occupation

1. **Test Used:**
  - The test used is the Kruskal Wallis H Test, which is a non-parametric test used to compare differences between more than two independent groups.



## 2. **Significance Level (Sig.):**

- The significance level (p-value) is 0.018

## 3. **Decision:**

- Since the p-value (0.018) is less than the significance level of 0.05, we reject the null hypothesis.

## CONCLUSION

There is a statistically significant difference in the distribution of average retention between different Occupations. This means that Occupation does have an impact on the average retention rates in this study, and the variation in retention rates between occupation is unlikely to be due to random chance.

## Hypothesis Testing and Findings

H01: There is a correlation between E-banking, Customer Trust and Loyalty on Customer Retention

H04: Customer retention is influenced by e-banking attributes, customer Trust and customer loyalty

H05: There is significant variation in customer retention based on Age, Gender and Occupation

## Impact

E-banking has fundamentally transformed the landscape of financial services, offering unparalleled convenience and accessibility to customers. Trust and loyalty play pivotal roles in customer retention within this digital realm. Trust is established through secure transactions, robust data protection measures, and reliable customer support, fostering a sense of confidence in the e-banking platform. Loyalty, on the other hand, stems from positive user experiences, personalized services, and seamless interaction channels. Together, these factors significantly influence customer retention in e-banking by ensuring satisfaction, reducing churn rates, and enhancing long-term relationships between financial institutions and their clientele.

## RECOMMENDATIONS

To enhance customer retention through e-banking, financial institutions should prioritize several key areas. Firstly, they must invest in advanced security measures to protect against cyber threats, thereby building and maintaining customer trust. Secondly, providing exceptional customer service, including responsive support and user-friendly interfaces, is crucial for fostering loyalty. Personalized banking experiences, such as tailored financial advice and customized product offerings, can further strengthen customer bonds. Additionally, regular feedback mechanisms should be implemented to understand customer needs and preferences, allowing for continuous improvement of services. By focusing on these strategies, banks can create a trusted and loyal customer base, ensuring long-term retention and success in the digital age.

## ORIGINALITY/VALUE OF THE STUDY

The originality and value of this study on e-banking, trust, and loyalty lie in its comprehensive examination of how these interconnected factors drive customer retention in the digital banking era. Unlike previous studies that may have focused on these elements in isolation, this research provides a holistic understanding of their interplay and collective impact. By exploring the nuanced relationships between e-banking services, trust-building practices, and loyalty-enhancing strategies, the study offers valuable insights for financial institutions aiming to improve customer retention. Furthermore, it addresses current trends and challenges in the rapidly evolving digital banking landscape, making its findings particularly relevant and applicable. The study's contributions are significant in guiding banks to develop more effective, integrated approaches to sustaining customer relationships and achieving long-term success.

## PRACTICAL IMPLICATIONS

The practical implications of this study on e-banking, trust, and loyalty for customer retention are substantial for financial institutions. By highlighting the critical role of robust security measures, the study underscores the importance of investing in advanced cybersecurity technologies to safeguard customer data and build trust. Additionally, it emphasizes the need for exceptional customer service and user-friendly digital interfaces, encouraging banks to streamline their e-banking platforms for optimal user experiences. The study also suggests that personalized services and tailored financial products are key to fostering customer loyalty, prompting banks to leverage data analytics and customer feedback to refine their offerings. By implementing these insights, financial institutions can enhance customer satisfaction, reduce churn rates, and establish long-lasting relationships, ultimately driving sustained growth and competitive advantage in the digital banking sector.

## CONCLUSION

In conclusion, e-banking convenience and efficiency have reshaped the financial services industry, making trust and loyalty indispensable for customer retention. Secure and reliable e-banking services build trust, while personalized and seamless user

experiences foster loyalty. These elements are crucial for ensuring customer satisfaction and long-term engagement. Financial institutions that prioritize robust security measures, excellent customer support, and tailored services are more likely to retain their customers in the competitive digital banking landscape. Ultimately, the synergy of e-banking, trust, and loyalty forms the foundation for enduring customer relationships and sustained success in the digital era.

## LIMITATIONS OF THE STUDY

The study on e-banking, trust, and loyalty's impact on customer retention is not without limitations. Firstly, the rapidly evolving nature of technology and cyber threats means that the findings may become outdated quickly, necessitating continuous updates and follow-up studies. Additionally, the study might have a limited geographical scope, potentially overlooking regional differences in customer behavior and preferences. The reliance on self-reported data could introduce bias, as respondents might not accurately represent their true experiences or perceptions. Moreover, the complexity of measuring abstract concepts like trust and loyalty poses challenges in ensuring precise and consistent quantification. Finally, while the study focuses on the digital aspect of banking, it may not fully account for the interplay between digital and traditional banking services, which can also influence customer retention. Despite these limitations, the study provides valuable insights that can guide financial institutions in enhancing their e-banking strategies.

## SCOPE FOR FUTURE RESEARCH

The scope for future research on the impact of e-banking, trust, and loyalty on customer retention is vast and multifaceted. Future studies could explore the long-term effects of emerging technologies, such as artificial intelligence and block chain, on building trust and enhancing customer loyalty in e-banking. Comparative analyses across different geographical regions and cultural contexts could provide deeper insights into the varying customer behaviors and expectations. Additionally, examining the integration of digital and traditional banking services would offer a more comprehensive understanding of customer retention strategies. Longitudinal studies tracking changes in customer attitudes and behaviors over time could reveal the evolving dynamics of trust and loyalty in the digital age. Furthermore, incorporating qualitative methods, such as in-depth interviews and focus groups, could enrich the quantitative data, providing a more nuanced view of customer experiences. By addressing these areas, future research can continue to inform and refine strategies for sustaining customer relationships in the ever-evolving landscape of e-banking.

## REFERENCES

- [1] Agudze-Tordzro, K., Buame, S., & Narteh, B. (2014). Customer Retention Strategies: A Study of Ghanaian Banks. *European Journal of Business and Management*, 9.
- [2] Albarq, A. N. (2023). The Impact of CKM and Customer Satisfaction on Customer Loyalty in Saudi Banking Sector: The Mediating Role of Customer Trust. *Administrative Sciences*. <https://doi.org/10.3390/admsci13030090>
- [3] Alhabsji, T., & Arifin, Z. (2018). Factors Affecting Customer Retention in the Banking Sector (Study on BRI Customer in East Nusa Tenggara, Indonesia). *European Journal of Business and Management*.
- [4] Alnsour, M. S. (2013). How to Retain a Bank Customer: A Qualitative Study of Jordanian Banks Relational Strategies. *International Journal of Marketing Studies*, 5. <https://doi.org/10.5539/IJMS.V5N4P123>
- [5] Amit, Shankar., Charles, Jebarajakirthy. (2019). The influence of e-banking service quality on customer loyalty. *International Journal of Bank Marketing*, 37(5), 1119–1142. <https://doi.org/10.1108/IJBM-03-2018-0063>
- [6] Belás, J., & Gabčová, L. (2016). The relationship among customer satisfaction, loyalty and financial performance of commercial banks. *E+M Ekonomie a Management*, 19(1), 132–147. <https://doi.org/10.15240/tul/001/2016-1-010>
- [7] Budi, Jaya, Sugiato., Slamet, Riyadi., Endah, Budiarti. (2023). The effects of customer relationship management, service quality and relationship marketing on customer retention: The mediation role of bank customer retention in Indonesia. *Accounting*, 9(2), 85–94. <https://doi.org/10.5267/j.ac.2022.12.004>
- [8] Chimote, N., & Srivastava, A. (2012). Analyzing the Effectiveness of Customer Retention Strategies with Existing Customers in Banking Industry. *International Journal of Customer Relationship Marketing and Management*, 3, 1–14. <https://doi.org/10.4018/JCRMM.2012070101>
- [9] Chu, P.-Y., Lee, G.-Y., & Chao, Y. (2012). Service Quality, Customer Satisfaction, Customer Trust, and Loyalty in an E-Banking Context. *Social Behavior and Personality*, 40, 1271–1284. <https://doi.org/10.2224/SBP.2012.40.8.1271>
- [10] D. A. Tsenov Academy of Economics - Svishtov, & Neykova, K. (2019). Customer Loyalty in Retail Banking. *Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series*, 8(2), 140–147. <https://doi.org/10.36997/IJUSV-ESS/2019.8.2.140>
- [11] Dr., Mini, Jain. (2022). The Impact Of Technology In E-Banking Services. *Journal of Pharmaceutical Negative Results*, 1784–1799. <https://doi.org/10.47750/pnr.2022.13.s08.215>

- [12] Elizabeth, Auniel., Samuel, Obino, Mokaya. (2018). Factors Affecting Customer Retention in Commercial Banks In Tanzania; A Case Of Azania Bank Arusha. *International Journal of Scientific Research and Management*, 6(04). <https://doi.org/10.18535/IJSRM/V6I4.EM02>
- [13] Farooqi, R., & Raza, K. (2017). Effectiveness of e-CRM in Commercial Banks: Banker's Perspective. *Asian Journal of Management*, 8, 293. <https://doi.org/10.5958/2321-5763.2017.00045.2>
- [14] Ganesamurthy, K., & Jothi, M. (2013). Customer Retention Practices of Banks: Evidence from Sivagangai District of Tamil Nadu. *The IUP Journal of Bank Management*, 7–22.
- [15] Gebeyehu, Jalu, Negassa., Gurudutta, P, Japee. (2023). (2023). The Effect of Bonding, Responsiveness and Communication on Customer Retention: The Mediating Role of Customer Satisfaction. *Journal of Relationship Marketing*, 22(2), 115–131. <https://doi.org/10.1080/15332667.2023.2191111>
- [16] Gillani, S. U. A., & Awan, Dr. A. G. (2014). Customer Loyalty in Financial Sector: A case study of Commercial Banks in Southern Punjab. *International Journal of Accounting and Financial Reporting*, 1(1), 587. <https://doi.org/10.5296/ijaf.v4i2.6870>
- [17] Hadiyanto, H. S. (2021). Customer Retention and Related Factors Analysis in Financial Services Company. *Binus Business Review*, 12(2), 93–101. <https://doi.org/10.21512/bbr.v12i2.6546>
- [18] I, Wayan, Jaman, Adi, Putra. (2018). The Role of Relationship Marketing Quality on Customer Loyalty Retention of Private Banking Product. *International Journal of Managerial Studies and Research*, 6(8). <https://doi.org/10.20431/2349-0349.0608001>
- [19] Ifra, Fathima., R, Radhika., A.N., Amrin, Fathima. (2022). Customer satisfaction and customer retention as a result of e-Service quality after the COVID-19 breakdown. *Journal of Statistics and Management Systems*, 25(5), 1231–1243. <https://doi.org/10.1080/09720510.2022.2094555>
- [20] Jones, H., & Farquhar, J. (2003). Contact management and customer loyalty. *Journal of Financial Services Marketing*, 8, 71–78. <https://doi.org/10.1057/PALGRAVE.FSM.4770108>
- [21] Jyoti, Arora., R., K., Gautam. (2015). A Brazilian Experience of Customer Retention and Its Key Drivers in Banking Service Rendering. *Journal of Relationship Marketing*, 14(4), 269–286. <https://doi.org/10.1080/15332667.2015.1091636>
- [22] Jyoti, Arora., R., K., Gautam. (2018). Customer Retention and Customer Compliant Handling Strategies in Indian Banking Sector – A Comparative Analysis of Public Sector and Private Sector Banks in India. *The International Journal of Management*, 106. [https://doi.org/10.18843/IJMS/V5I3\(2\)/14](https://doi.org/10.18843/IJMS/V5I3(2)/14)
- [23] Kemunto Mecha, E., Martin, O., & Momanyi Ondieki, S. (2015). Effectiveness of Customer Retention Strategies: A Case of Commercial Banks, Kenya. *International Journal of Business and Management*, 10(10), p270. <https://doi.org/10.5539/ijbm.v10n10p270>
- [24] Khan, B. S., & Rizwan, M. (2014). Factors Contributing to Customer Loyalty in Commercial Banking. *International Journal of Accounting and Financial Reporting*, 4, 413–436. <https://doi.org/10.5296/IJAFR.V4I2.6537>
- [25] Liu, T.-C., & Wu, L.-W. (2007). Customer retention and cross-buying in the banking industry: An integration of service attributes, satisfaction and trust. *Journal of Financial Services Marketing*, 12, 132–145. <https://doi.org/10.1057/PALGRAVE.FSM.4760067>
- [26] Mahapatra, S. N., & Kumar, P. (2017). CUSTOMER RETENTION: A STUDY ON INDIAN BANKS. *International Journal of Research -GRANTHAALAYAH*, 5(7), 485–492. <https://doi.org/10.29121/granthaalayah.v5.i7.2017.2157>
- [27] Marko, van, Deventer., Ephrem, Habtemichael, Redda. (2023). Customer loyalty and trust in South African retail banking. *Innovative Marketing*, 19(2), 211–222. [https://doi.org/10.21511/im.19\(2\).2023.17](https://doi.org/10.21511/im.19(2).2023.17)
- [28] Mecha, E., Martin, O., & Ondieki, S. M. (2015). Effectiveness of Customer Retention Strategies: A Case of Commercial Banks, Kenya. *International Journal of Biometrics*, 10. <https://doi.org/10.5539/IJBM.V10N10P270>
- [29] Methlie, L. B., & Nysveen, H. (1999). Loyalty of on-line bank customers. *Journal of Information Technology*, 14, 375–386. <https://doi.org/10.1177/026839629901400406>
- [30] Mohamad, Najmudin., Henry, Sarnowo., Handoko, A., Hasthoro. (2022, January 1). *The Effect of Satisfaction on Customer Loyalty in Islamic Banks: A Study on the Mediation Role of Trust*. Proceedings of the 3rd International Conference of Business, Accounting, and Economics, ICBAE 2022, 10-11 August 2022, Purwokerto, Central Java, Indonesia. <https://doi.org/10.4108/eai.10-8-2022.2320833>
- [31] Mohammad, Salih, Memon., Dr.Nadeem, Bhatti., Aisha, Bashir, Shah., Maria, Shaikh., Dr.Faiz, Muhammad, Shaikh. (2017). Impact of marketing strategies on customer retention in commercial bank: A case study of hbl sukkur. *International Journal of Management and Information Technology*, 12(1), 3081–3112. <https://doi.org/10.24297/IJMIT.V12I1.6061>
- [32] Mohammed, Arshad, Khan., Hamad, A., Alhumoudi. (2022). Performance of E-Banking and the Mediating Effect of Customer Satisfaction: A Structural Equation Model Approach. *Sustainability*, 14(12), 7224–7224. <https://doi.org/10.3390/su14127224>
- [33] Mr., J., Sheik, Abdullah., Mr., P., Buvaneshwaran. (2022). A Study on Impact of Service Quality Factors Customer retention through Commercial Banks in Virudhunagar District. *International Journal of Advanced Research in Science, Communication and Technology*, 545–549. <https://doi.org/10.48175/ijarsct-3348>



- [34] Mukherjee, A., & Nath, P. (2003). A model of trust in online relationship banking. *International Journal of Bank Marketing*, 21(1), 5–15. <https://doi.org/10.1108/02652320310457767>
- [35] Nili, A., & Keramati, A. (2012). Customer Retention Programs of CRM and Customer Retention in E-Banking. *Int. J. E Entrepreneurship Innov.*, 3, 18–32. <https://doi.org/10.4018/jeei.2012010102>
- [36] Ojiaku, Obinna, Christian. (2023). Mobile Banking Service Quality and Customer Retention among Commercial Banks' Customers: An Empirical Evidence from Southeast Nigeria. *Asian Journal of Economics, Business and Accounting*, 23(14), 45–56. <https://doi.org/10.9734/ajebe/2023/v23i141004>
- [37] Olannye, A., Dedekuma, S. E., & Ndugbe, E. H. (2017). Enhancing Customer Retention through Electronic Service Delivery Channels in the Nigerian Banking Industry. *International Journal of Business Administration*, 8, 57–68. <https://doi.org/10.5430/IJBA.V8N5P57>
- [38] Patricia, Kavita., Susan, Njeri, Wamitu., Joseph, N., Nzomoi. (2022). Relationship between Bank Customer Retention Strategies and Customer Satisfaction in Commercial Banks in Machakos Town. *European Journal of Business and Strategic Management*, 7(2), 23–38. <https://doi.org/10.47604/ejbsm.1640>
- [39] Ricadonna, N. A., Saifullah, M., & Prasetyoningrum, A. K. (2021). *The Effect of Trust and Brand Image on Customer Retention with Customer Loyalty as Intervening Variables to Customers of Sharia Commercial Banks*. 25, 311–323. <https://doi.org/10.26905/JKDP.V25I2.5145>
- [40] Rosemond, Boohene., Gloria, K.Q., Agyapong., Eric, Gonu. (2013). Factors Influencing the Retention of Customers of Ghana Commercial Bank within the Agona Swedru Municipality. *International Journal of Marketing Studies*, 5(4), 82. <https://doi.org/10.5539/IJMS.V5N4P82>
- [41] Sahoo, D., & Sureshkumar, S. (2013). Strategies for Successful Customer Retention in Multinational Bank with Reference to Standard Chartered Bank. *Journal of Contemporary Research in Management*, 6. <https://consensus.app/papers/strategies-successful-customer-retention-multinational-sahoo/eb532510805756a7984f336544d3f89b/>
- [42] Samuel, Godadaw, Ayinaddis., Birhan, Ambachew, Taye., Bantie, Getnet, Yirsaw. (2023). Examining the effect of electronic banking service quality on customer satisfaction and loyalty: An implication for technological innovation. *Journal of Innovation and Entrepreneurship*, 12(1), 1–18. <https://doi.org/10.1186/s13731-023-00287-y>
- [43] Shahin, Akther., Javed, Tariq. (2022). Customer Retention for Digital Banking: Application of 'Nudge Theory.' *Bangladesh Journal of Integrated Thoughts*, 17(2). <https://doi.org/10.52805/bjit.v17i2.243>
- [44] Shreya, Chaudhary. (2023). Customer Perception Towards E Banking Platforms. *Journal of Corporate Finance Management and Banking System*, 32, 33–37. <https://doi.org/10.55529/jcfmbs.32.33.37>
- [45] Siddharth, Shastri., Ridhima, Sharma., Vaishali, Sethi. (2020). An empirical study on influence of e-CRM towards customer loyalty in banking sector. *International Journal of Public Sector Performance Management*, 6(5), 642. <https://doi.org/10.1504/IJPSPM.2020.10031750>
- [46] Solangi, B., Talpur, U., Shaikh, S. S., Mushatque, T., & Channa, M. A. (2019). Relationship Marketing as an Orientation to Customer Retention: Evidence from Banks of Pakistan. *International Business Research*, 12(7), 133. <https://doi.org/10.5539/ibr.v12n7p133>
- [47] Sulemana, Bankuoru, Egala., Dorcas, Boateng., Samuel, Aboagye, Mensah. (2021). To leave or retain? An interplay between quality digital banking services and customer satisfaction. *International Journal of Bank Marketing*, 39(7), 1420–1445. <https://doi.org/10.1108/IJBM-02-2021-0072>
- [48] Syed, T. (2019). A Study on Loyalty Programs In Banks. *International Journal of Scientific Research in Science, Engineering and Technology*. <https://doi.org/10.32628/IJSRSET196192>
- [49] Tinashe, C. D., & Eustina, C. (2016). The Impact of Customer Retention Strategies on Customer Loyalty and Satisfaction in Zimbabwean Commercial Banks (2014-2015). *ERN: Financial Markets*. <https://www.semanticscholar.org/paper/The-Impact-of-Customer-Retention-Strategies-on-and-Tinashe-Eustina/7062bfc0a62eef8abc2599209ead6086c8cf53d>
- [50] Uwamaria, J., & Njenga, G. (2021). Customer Retention Strategies and Performance of Commercial Banks in Rwanda: A Case Study of Equity Bank Rwanda Public Limited Company (PLC). *Journal of Advance Research in Business Management and Accounting (ISSN: 2456-3544)*. <https://doi.org/10.53555/nnbma.v7i10.1067>
- [51] Zahra, Idrees., Xia, Xiping., Z., & Xiping, X. (2017). Quality of Banking Services & Customer Retention: Moderated by Relationship Characteristics. *International Journal of Academic Research in Business and Social Sciences*, 7(2).
- [52] Mohammed, Arshad, Khan., Hamad, A., Alhumoudi. (2022). Performance of E-Banking and the Mediating Effect of Customer Satisfaction: A Structural Equation Model Approach. *Sustainability*, 14(12):7224-7224. doi: 10.3390/su14127224
- [53] Shreya, Chaudhary. (2023). Customer Perception Towards E Banking Platforms. *Journal of Corporate Finance Management and Banking System*, 33-37. doi: 10.55529/jcfmbs.32.33.37
- [54] Ifra, Fathima., R, Radhika., A.N., Amrin, Fathima. (2022). Customer satisfaction and customer retention as a result of e-Service quality after the COVID-19 breakdown. *Journal of Statistics and Management Systems*, 25(5):1231-1243. doi:



10.1080/09720510.2022.2094555

- [55] Dr., Mini, Jain. (2022). The Impact Of Technology In E-Banking Services. *Journal of Pharmaceutical Negative Results*, 1784-1799. doi: 10.47750/pnr.2022.13.s08.215
- [56] Sulemana, Bankuoru, Egala., Dorcas, Boateng., Samuel, Aboagye, Mensah. (2021). To leave or retain? An interplay between quality digital banking services and customer satisfaction. *International Journal of Bank Marketing*, 39(7):1420-1445. doi: 10.1108/IJBM-02-2021-0072
- [57] Siddharth, Shastri., Ridhima, Sharma., Vaishali, Sethi. (2020). An empirical study on influence of e-CRM towards customer loyalty in banking sector. *International Journal of Public Sector Performance Management*, 6(5):642-. doi: 10.1504/IJPSPM.2020.10031750
- [58] Samuel, Godadaw, Ayinaddis., Birhan, Ambachew, Taye., Bantie, Getnet, Yirsaw. (2023). Examining the effect of electronic banking service quality on customer satisfaction and loyalty: an implication for technological innovation. *Journal of Innovation and Entrepreneurship*, 12(1):1-18. doi: 10.1186/s13731-023-00287-y
- [59] Amit, Shankar., Charles, Jebarajakirthy. (2019). The influence of e-banking service quality on customer loyalty. *International Journal of Bank Marketing*, 37(5):1119-1142. doi: 10.1108/IJBM-03-2018-0063
- [60] Kajenthiran, Konalingam., Umanakenan, Ratnam., Achchuthan, Sivapalan., Miresh, Naveen. (2017). Enhancing Customer Loyalty Through E-Banking Practices. *Business Management and Strategy*, 8(2):45-66. doi: 10.5296/BMS.V8I2.12054
- [61] Chang, H. H., Wong, K. H., & Fang, K. (2018). Understanding the determinants of cloud computing adoption for e-banking services: A qualitative approach. *Telematics and Informatics*, 35(4), 884-898.
- [62] Dhakal, S. (2020). Electronic banking and customer retention in Nepalese commercial banks. *Banking Journal*, 2(1), 1-16.
- [63] Lin, H. F. (2017). Measuring online banking service quality. *International Journal of Bank Marketing*, 35(3), 429-443.
- [64] Sobaci, M. Z. (2019). The impact of digital banking on customer satisfaction: The case of Turkey. *Economics, Management and Sustainability*, 4(2), 92-101.
- [65] Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35-51.
- [66] Kim, S. H., Kim, S. S., & Kim, J. S. (2019). The impact of trust on customer satisfaction in the mobile banking environment. *International Journal of Bank Marketing*, 37(2), 405-429.
- [67] Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38.
- [68] Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15-37.
- [69] Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- [70] Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- [71] Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4), 33-44.
- [72] Reichheld, F. F. (2003). The one number you need to grow. *Harvard Business Review*, 81(12), 46-55.
- [73] Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.
- [74] Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- [75] Kim, S. H., Kim, S. S., & Kim, J. S. (2019). The impact of trust on customer satisfaction in the mobile banking environment. *International Journal of Bank Marketing*, 37(2), 405-429.
- [76] Reichheld, F. F. (2003). The one number you need to grow. *Harvard Business Review*, 81(12), 46-55.
- [77] Yoon, H. S., & Steege, L. M. (2013). Development of a quantitative model of the impact of customers' personality and perceptions on Internet banking use. *Computers in Human Behavior*, 29(3), 1133-1141.