

Surveying the relationship between e-banking services customers' receptions and expectations and their satisfaction and loyalty at Refah Bank in Ardebil

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Abstract

The main purpose of this study is surveying the relationship between e-banking services customers' receptions and expectations and their satisfaction and loyalty at Refah Bank in Ardebil. This study is a correlation. The population of the study includes all e-customers of Refah banks in Ardabil City. The sample size of this research was set at 385 persons. We selected respondents according to simple random sampling. Data collection was done using the distributed questionnaire. Questionnaire reliability was estimated by calculating Cronbach's Alpha that is 0.937. In order to analyze the data resulted from collected questionnaires deductive and descriptive statistical methods are used, and to display some statistical data we used column diagram and in deductive level to test the hypothesis of the research we used Pearson Correlation coefficients. Findings show that There is a positive relationship between e-banking services customers' receptions and expectations and their satisfaction and loyalty at Refah Bank in Ardebil.

Keywords: customers satisfaction, loyalty, expectations, receptions

INTRODUCTION

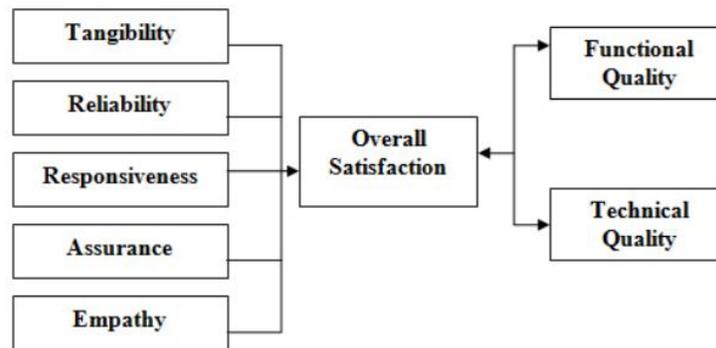
The rapid spread of technology has made the Internet the best channel for the provision of banking services and products to customers. From a bank's perspective, using the Internet is more efficient than using other distribution media because banks aim at achieving an expanded customer base. Pikkarainen et al, (2006) From a customer's perspective, online banking provides direct access to a bank's information system from anywhere where an internet connection is available and thus a user can be involved in various banking transactions such as checking his balance, knowing his transactional history, paying his utility bills, transferring funds between accounts etc... So banks are now considering the internet as part of their strategic plan (Sadeghi

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and Hanzaee). Having a strategic foresight is important in order to become a leader in both the industrial sector and the consumers’ market. Companies are trying to follow a pro-active approach in the form of focusing on Internet Customer Relationship Management (ICRM) strategy that will pull the customer to switch over to making use of the online services(Santhiyavalli, 2011).

Service quality is a significant indicator to differentiate an organization among the rest of the competitors (Parasuraman et al., 1988). The emergence of service quality and its assessment has attracted the attention of numerous researchers in the past two decades or so. In this sense, according to Kang and James (2004) there are two main lines of thoughts on measuring service quality: an American and European perspective. Brady and Cronin (2001) suggest that the researchers generally adopt one of the two conceptualizations in their work. The focus on functional quality attributes is referred to as the American perspective of service quality while the European perspective suggests that service quality considers two more components which include functional and technical (see Fig. 1)

Fig. 1 Two dimensional aspect of service quality



The following table presents the definition of service quality that will give us clear concepts of service quality (Santhiyavalli, 2011).

Definition	Author
Service Quality can be defined as “The difference between customer’s expectations for service performance prior to the service encounter and their perceptions of the service received”	Asubonteng et al.(1996)
“Service quality as the subjective comparison that customers make between the qualities of the services that they actually get”.	Gefan (2002)
“Service quality is determined by the difference between customer’s expectations of service provider’s performance and their evaluation of the service they received”.	Parasuraman et al. (1985, 1988)

Meuter et al. (2000) have identified critical incidents of customer satisfaction and dissatisfaction with technology-based service encounters. Given that business-to-business transactions are the

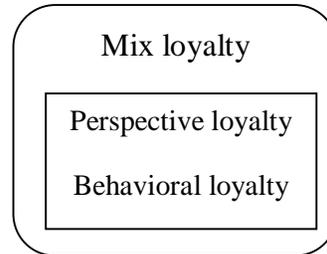
fastest growing segment of technology-driven services (Hof, 1999); Meuter and his colleagues (2000) suggested investigating what drives business customer satisfaction or dissatisfaction with technology driven services. According to Gönroos (1982), customers distinguish the quality of customer interactions that take place during service delivery (functional quality) and the quality of the outcome the customer receives in the service encounter (technical quality) (Goyal, and Goyal, 2012).

The term *customer loyalty* is used to describe the behavior of repeat customers, as well as those that offer good ratings, reviews, or testimonials. Some customers do a particular company a great service by offering favorable word of mouth publicity regarding a product, telling friends and family, thus adding them to the number of loyal customers. However, customer loyalty includes much more. It is a process, a program, or a group of programs geared toward keeping a client happy so he or she will provide more business. Customer loyalty is increasingly seen to be crucial to the success of business organizations, with the growing realization that attracting new customers is far more expensive than retaining existing ones. It has been suggested that a way of increasing customer retention is through secure relationships between buyers and sellers. Surprisingly, however, and despite the growing body of literature on relationship marketing issues, little empirical research has been conducted on the link between relationship marketing and customer loyalty in a retailing context (Leanne & et al, 2001). The value of customer loyalty is that it undoubtedly impacts the company's continual existence and future progresses. Customer Loyalty can be illustrated as the customer's commitment to a company, or the customer's desire to keep an enduring relationship with the vendor (Zhang & Prybutok, 2005). According to Grönroos (1995), the most important goal of customer relationship marketing is to obtain and keep customers. Based on previous studies, all marketing activities intend to create customer loyalty. Moorman et al. (1992) declared that Customer loyalty is an intention to keep a valued relationship. It is also defined as a highly deep commitment to keep on purchasing a product or service in the future regardless of the fact that there are situational factors and marketing efforts which have potential to create switching behavior (Yim et al., 2008). Manager and marketers should highly pay attention to Customer loyalty as an important factor that has to be developed if they want to maintain their company and develop its profitability. The main objective of this study is to add to understanding about the role of relationship marketing tactics in customers' loyalty.

According to definitions given by Mujumdar(2005), *Larson and Susanna (2004)*, *Curasiand Kennedy(2002)*, in customers' strategy, customer's loyalty has a strategic importance for each organization. Increasing customers' loyalty has become a hot issue among managers, Consultants and Academic scholars. The importance of this issue is due to this fact that in making decisions about goods and services, customers consider customer loyalty. Organizations and institutes that succeed in creating customer loyalty, gain a big competitive advantage compared to their competitors. Anderson and Naros (2004) believe that retaining customers of an organization is a much more efficient strategy than to try attracting new customers to substitute for the lost customers (Gee et.al, 2008, P359).

Richard Oliver presented one of the most famous definitions on loyalty in 1999. He defines loyalty as this: "a deeply held commitment to rebury or repurchase a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts of competitors have the potential to cause switching behavior" (Oliver, 1999, P34).

There are three major courses in loyalty researches. Behavioral loyalty, attitudinal loyalty and mix loyalty that includes Behavioral and attitudinal loyalty. In the aspect of behavioral loyalty thus restated that behavior of (previous reburies of the same product/brand) perfectly represents loyalty.



In the attitudinal approach represented by Freener, customer loyalty is defined as attitudinal. Attitudinal loyalty is the cognitive and emotional element of loyalty under the commercial name. Such a loyalty shows customers long –term commitment to the organization. Anyway customers' cognitive and emotional commitment to the organization, when it is change into actual reburies is very important. Jacoby and Chestnut (1978) tried to distinguish the Psychological concept of loyalty from its behavioral aspect. Their analysis got to this result that getting constant purchasing as an index of loyalty is worthless, as constant purchasing can be because of knowing what to buy, pleasant consequences after buying a specific brand or preferring a brand because it's easy to buy. Besides they found that when a customer buys several brands, non-constant purchases of a brand can show loyalty (Jacoby and Chestnut, 1978, P45).

Thus, conceptual loyalty is something beyond a simple reburying, because basically loyalty includes a behavioral aspect (related to the consumer's behavior) and another aspect related to the consumer's perspective, and commitment is considered as its essential and required characteristic (Jacoby and Keener, 1973, P8).

Combining the aspects of attitude in all loyalty and behavioral loyalty the first time was proposed by Day (1969), when he stated that attitude to loyalty merely based on purchase decisions (behavioral loyalty) cannot distinguish real loyalty from fake loyalty (Riron and Miller, 2007, P1).

The main purpose of this study is surveying the relationship between e-banking services customers' receptions and expectations and their satisfaction and loyalty at Refah Bank in Ardebil. To achieve this main purpose we have some sub-purpose:

- Understand the relationship between e-banking services customers' receptions and expectations and their satisfaction
- Understand the relationship between e-banking services customers' receptions and expectations and their loyalty.
- Understand the relationship between customers' satisfaction and their loyalty.

METHODOLOGY

This study is a correlation. The population of the study includes all e-customers of Refah banks in Ardabil City. The sample size of this research was set at 385 persons. We selected respondents according to simple random sampling (See table 1).

Table 1- Research environment and sample size present in each branches

RefahBanks Branches	sample size present in each branches
Ardabil Central	21 %
Danesh	10 %
Kashani	9 %
Jam-e-jam	5 %
Beisat	12 %
TaminEgtemai	11 %
Maadi	8 %
Vahdat	8 %
Sheikh Safi	16 %
Total	100 %

Data collection was done using the distributed questionnaire. Questionnaire reliability was estimated by calculating Cronbach's Alpha that is 0.937.

In order to analyze the data resulted from collected questionnaires deductive and descriptive statistical methods are used, and to display some statistical data we used column diagram and in deductive level to test the hypothesis of the research we used Pearson Correlation coefficients. In order to determine the relationship between the variables of the study, the SPSS tool has been used.

RESULTS AND CONCLUSION

1- Descriptive Analysis

A majority 75.3 percent of the 385 responders are males, and the 24.7 percent are female. Marital Status shows that 95.8 percent of the responders were married and 4.2 present was single. Employees have highest amount in type of occupation with 80.3 present. Also, the highest respondent's degree reserved to BA or upper.

Table 2: Profile of the respondents

Type of occupation	Employee	309	80.3
	Worker	4	1
	Free	54	14
	Farmer	6	1.6
	Unemployed	10	2.6

	Retired	2	0.5
Degree	Under Diploma	17	4.5
	Diploma	76	19.7
	Associate Degree	30	4.8
	BA or upper	262	68.1
	Total	385	100

1- Hypotheses Analysis

In this paper we have five main hypotheses. The statistical way of analysis of hypotheses is two ways, H_1 is acceptance of hypothesis and H_0 is rejecting of hypothesis. In other words, it means that H_1 has positive meaning and H_0 has negative meaning.

Hypothesis 1: there is relationship between e-banking services customers' receptions and their satisfaction

Table(3): Results of Correlation coefficient between e-banking services customers' receptions and their satisfaction

Correlation coefficient			
n	p	r	e-banking services customers' receptions and their satisfaction
385	0.001	0.57**	

According to Table(3), the correlation between e-banking services customers' receptions and their satisfaction in the $p \leq 0.01$ has been significant, so there is a positive relationship between e-banking services customers' receptions and their satisfaction at Refah Bank in Ardebil. We can reject H_0 and accept H_1 hypothesis with 99% confidence.

Hypothesis 2: there is relationship between e-banking services customers' expectations and their satisfaction

Table(4): Results of Correlation coefficient between e-banking services customers' expectations and their satisfaction

Correlation coefficient			
n	p	r	e-banking services customers' expectations and their satisfaction
385	0.001	0.52**	

According to Table(4), the correlation between e-banking services customers' expectations and their satisfaction in the $p \leq 0.01$ has been significant, so there is a positive relationship between e-

banking services customers' expectations and their satisfaction at Refah Bank in Ardebil. We can reject H_0 and accepted H_1 hypothesis with 99% confidence.

Hypothesis 3: there is relationship between e-banking services customers' receptions and their loyalty

Table(5): Results of Correlation coefficient between e-banking services customers' receptions and their loyalty

Correlation coefficient			
n	p	r	e-banking services customers' receptions and their loyalty
385	0.001	0.55**	

According to Table(5), the correlation between e-banking services customers' receptions and their loyalty in the $p \leq 0.01$ has been significant, so there is a positive relationship between e-banking services customers' receptions and their loyalty at Refah Bank in Ardebil. We can reject H_0 and accepted H_1 hypothesis with 99% confidence.

Hypothesis 4: there is relationship between e-banking services customers' expectations and their loyalty

Table(6): Results of Correlation coefficient between e-banking services customers' expectations and their loyalty

Correlation coefficient			
n	p	r	e-banking services customers' expectations and their loyalty
385	0.001	0.64**	

According to Table(6), the correlation between e-banking services customers' expectations and their loyalty in the $p \leq 0.01$ has been significant, so there is a positive relationship between e-banking services customers' expectations and their loyalty at Refah Bank in Ardebil. We can reject H_0 and accepted H_1 hypothesis with 99% confidence.

Hypothesis 5: there is relationship between e-banking services customers' satisfaction and their loyalty

Table(7): Results of Correlation coefficient between e-banking services customers' satisfaction and their loyalty

Correlation coefficient			
n	p	r	e-banking services

385	0.001	0.74**	customers' satisfaction and their loyalty
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According to Table(7), the correlation between e-banking services customers' satisfaction and their loyalty in the $p \leq 0.01$ has been significant, so there is a positive relationship between e-banking services customers' satisfaction and their loyalty at Refah Bank in Ardebil. We can reject H_0 and accept H_1 hypothesis with 99% confidence.

According to hypotheses analysis, Findings show that:

- There is a positive relationship between e-banking services customers' perceptions and their satisfaction at Refah Bank in Ardebil.
- There is a positive relationship between e-banking services customers' expectations and their satisfaction at Refah Bank in Ardebil.
- There is a positive relationship between e-banking services customers' perceptions and their loyalty at Refah Bank in Ardebil.
- There is a positive relationship between e-banking services customers' expectations and their loyalty at Refah Bank in Ardebil.
- There is a positive relationship between e-banking services customers' satisfaction and their loyalty at Refah Bank in Ardebil.

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