

Financial Technology and Customer Satisfaction: A Study of Selected Banks in Cross River State

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Abstract

The study examined financial technology and customers' satisfaction in selected banks in Calabar, Cross River State. Specifically, the study examined the effects of Automated teller machines, point-of-sale systems, mobile banking, and electronic banking on customer satisfaction. The population of the study was unknown, and the top-man rank was used to determine a sample size of 250. Purposive sampling was used in the study. Primary data sources were employed in the study. Multiple regression was used to assess the effects of the independent variables on the dependent variables. The study found that ATM, POS, mobile banking, and electronic banking had a positive and significant effect on customers' satisfaction. The study recommended that banks should invest in simple, fast, and intuitive mobile apps. Also, customers should avoid fake bank apps and use only links from bank websites.

Keywords: Automated teller machine, point of sales, electronic banking, mobile banking, customers' satisfaction

Introduction

Financial Technology (FinTech) has emerged as one of the most transformative developments in the global financial services industry, fundamentally reshaping the structure, delivery mechanisms, and consumption patterns of banking services. It refers to the application of advanced digital technologies such as mobile banking applications, internet banking systems, artificial intelligence (AI), blockchain technology, cloud computing, big data analytics, and digital payment infrastructures in the provision of financial services. Over the past decade, FinTech has moved from being a complementary innovation to becoming a central pillar of modern banking operations, redefining how financial institutions interact with their customers and deliver value. This transformation has significantly reduced reliance on traditional brick-and-mortar banking systems while promoting a more flexible, accessible, and technology-driven financial ecosystem that prioritizes speed, convenience, and efficiency (Alalwan *et al.*, 2017; Venkatesh *et al.*, 2023). In developing economies such as Nigeria, the adoption of FinTech has been particularly rapid due to increasing digitalization, growing smartphone penetration, and evolving customer expectations.

The Nigerian banking sector has undergone substantial technological transformation, with commercial banks integrating multiple digital channels such as mobile banking applications, USSD banking services, automated teller machines (ATMs), internet banking platforms, and agency banking networks. These innovations have expanded financial inclusion by enabling customers in both urban and semi-urban areas to access banking services without necessarily visiting physical bank branches. In states like Cross River State, where geographical dispersion

and infrastructural constraints previously limited access to banking services, FinTech has become a critical tool for bridging service gaps and improving financial accessibility for diverse customer segments (Adeola & Evans, 2019; Sabi *et al.*, 2020).

The growing reliance on FinTech in banking is largely driven by changing customer behaviour and expectations. Modern banking customers now demand seamless, real-time, and user-friendly financial services that are accessible at any time and from any location. This shift in consumer preference has compelled banks to adopt customer-centric digital transformation strategies aimed at enhancing service delivery and improving overall customer experience. Empirical evidence indicates that digital banking channels significantly improve customer satisfaction by offering greater convenience, reduced waiting time, faster transaction processing, and improved service accessibility (Isaac *et al.*, 2019; Giwa *et al.*, 2025). Similarly, studies have shown that mobile banking and internet banking systems positively influence customer satisfaction due to their ease of use, reliability, and accessibility in service delivery contexts (Adewale *et al.*, 2023).

Customer satisfaction has become a critical performance indicator in contemporary banking systems because it directly influences customer loyalty, retention, word-of-mouth communication, and long-term profitability. In highly competitive financial markets, banks are no longer evaluated solely based on their financial performance or branch network size but also on the quality of customer experience they deliver through digital platforms. FinTech plays a central role in this regard by enabling banks to provide personalized services, real-time financial solutions, and improved interaction channels that enhance customer engagement. Research findings have consistently demonstrated that perceived ease of use, perceived usefulness, trust, and system reliability are significant predictors of customer satisfaction in electronic banking environments. Furthermore, customers tend to exhibit higher satisfaction levels when they perceive digital banking platforms as secure, efficient, and responsive to their financial needs.

Theoretical framework

This study is anchored on two strong and widely applied theories in the field of information systems and financial services research, namely the Technology Acceptance Model (TAM) and the Diffusion of Innovation Theory (DOI).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Fred Davis in 1986 and formally published in 1989, remains one of the most widely used theoretical frameworks for explaining user acceptance and adoption of new technologies. The model originated from the Theory of Reasoned Action and was designed to provide a simplified but powerful explanation of how individuals come to accept and use technological systems. TAM has been extensively applied in information systems research, particularly in areas such as mobile banking, internet banking, electronic payment systems, and broader FinTech innovations. Its continued relevance in contemporary studies is due to its ability to explain technology adoption behaviour through a small number of strong predictive variables, mainly perceived usefulness and perceived ease of use (Davis, 1989). Perceived usefulness (PU) is one of the core constructs of TAM and refers to the extent to which an individual believes that using a particular technology will enhance their performance or improve the efficiency of a task. In the context of FinTech and banking services, perceived usefulness is reflected in customers' belief that digital banking platforms such as mobile apps, internet banking,

and USSD services will make financial transactions faster, easier, and more convenient compared to traditional banking methods. Customers who perceive FinTech platforms as beneficial are more likely to adopt and continue using them, which ultimately enhances their satisfaction with banking services (Alalwan et al., 2017; Isaac et al., 2019). This suggests that when customers experience tangible benefits such as faster transactions, reduced waiting time, and 24/7 access to banking services, their level of satisfaction with the bank increases significantly.

Studies in Nigeria and other developing economies have shown that perceived ease of use significantly influences both adoption intention and satisfaction levels in mobile banking and internet banking services (Abubakar *et al.*, 2020). This is particularly important in contexts where digital literacy levels vary widely among customers, such as Cross River State, where both urban and semi-urban populations interact with banking technologies. TAM also explains behavioural intention, which refers to a user's likelihood to continue using a technology in the future. Behavioural intention is shaped by both perceived usefulness and perceived ease of use, meaning that customers who find FinTech services beneficial and easy to use are more likely to continue using them consistently. In banking, this translates into repeated use of mobile banking applications, increased reliance on digital payment platforms, and long-term loyalty to financial institutions. Empirical research has confirmed that behavioural intention is a strong predictor of actual system usage and customer satisfaction in electronic banking environments. Therefore, banks that succeed in improving customers' behavioural intention through better FinTech services are more likely to achieve higher satisfaction levels and stronger customer retention.

Over time, TAM has been extended to include additional variables such as trust, perceived risk, system quality, and service quality, particularly in financial services contexts where security concerns are highly significant. Trust plays a crucial role in FinTech adoption because customers must feel confident that their financial data and transactions are secure. In the Nigerian banking environment, concerns about cyber fraud, unauthorized access, and system failures often influence customers' willingness to use digital platforms. Studies have shown that trust significantly mediates the relationship between technology adoption and customer satisfaction in electronic banking systems (Ayo et al., 2016). Similarly, system reliability and service quality have been found to strengthen the relationship between perceived usefulness, ease of use, and customer satisfaction, especially in environments where service interruptions may occur.

Diffusion of Innovation Theory (DOI)

The Diffusion of Innovation Theory (DOI) was propounded by Everett Rogers in 1962 and remains one of the most influential frameworks for explaining how new ideas, technologies, or innovations spread within a social system over time. The theory provides a broad sociological explanation of how innovations are communicated and adopted among members of a society through different communication channels, over time, and within specific social structures. DOI is particularly relevant in studies involving technological adoption in developing economies because it explains not only individual acceptance of innovation but also the broader social processes that influence how quickly and widely such innovations are embraced. In the context of Financial Technology (FinTech), DOI helps to explain how digital banking services spread among customers of selected banks in Cross River State and how this diffusion process ultimately influences customer satisfaction.

A central assumption of DOI is that innovation adoption does not occur simultaneously among all members of a social system. Instead, individuals adopt innovations at different rates depending on their exposure, perception, and social influence. Rogers categorizes adopters into five groups: innovators, early adopters, early majority, late majority, and laggards. In the banking sector, this classification is clearly observable in the way customers adopt FinTech services such as mobile banking, internet banking, and USSD platforms. Innovators are typically technologically inclined customers who adopt digital banking services immediately after they are introduced. Early adopters are opinion leaders who influence others through their positive experiences with FinTech. The early majority adopts the innovation after observing its benefits, while the late majority is more skeptical and adopts only after widespread acceptance. Laggards are the last group to adopt, often preferring traditional banking methods due to resistance to change or lack of digital literacy. Studies have shown that relative advantage and compatibility are strong determinants of FinTech adoption and customer satisfaction in developing economies (Sabi et al., 2020; Adeola & Evans, 2019; Ayo et al., 2016; Isaac et al., 2019).

In Nigeria, banks actively use digital marketing campaigns, SMS alerts, and social media platforms to promote their FinTech services, thereby accelerating adoption rates. Social systems, including cultural norms, economic conditions, and educational levels, also influence how quickly FinTech innovations are adopted. For instance, urban populations with higher education levels and better internet access are more likely to adopt FinTech services compared to rural populations with limited infrastructure and digital exposure (Sabi *et al.*, 2020). In the context of customer satisfaction, DOI provides a strong explanation of how the spread of FinTech innovations influences user experience in banking services. As more customers adopt digital banking platforms, service efficiency improves, congestion in physical branches reduces, and transaction speed increases, all of which contribute to higher satisfaction levels. However, early stages of diffusion may also be associated with challenges such as system errors, lack of awareness, and resistance to change, which can negatively affect satisfaction.

Literature review

In Nigeria, the importance of FinTech adoption is further amplified by infrastructural challenges such as inconsistent power supply, limited banking infrastructure in rural areas, and occasional network disruptions. Despite these challenges, banks such as First Bank of Nigeria, Zenith Bank, Access Bank, and United Bank for Africa (UBA) have made significant investments in digital transformation strategies aimed at improving service delivery and enhancing customer experience. These banks have developed sophisticated mobile applications, expanded agency banking networks, and integrated advanced payment systems to meet the growing demand for digital financial services. In Cross River State specifically, selected commercial banks have increasingly adopted FinTech solutions to reduce congestion in banking halls, improve transaction efficiency, and expand access to financial services across different customer segments (Ndubueze, 2023).

However, despite the numerous advantages associated with FinTech adoption, several challenges continue to affect customer satisfaction levels in the banking sector. Issues such as network instability, system downtime, cybersecurity threats, fraud risks, and low levels of digital literacy among some customers remain significant barriers to optimal FinTech utilization. Trust has been identified as a critical determinant of customer satisfaction in digital banking environments, as customers are more likely to be satisfied when they feel confident that their financial data and

transactions are secure. In addition, system quality, information quality, and service quality have been shown to significantly influence customer satisfaction, particularly in AI-enabled banking systems where technological reliability plays a key role in shaping user experience (Olowofela *et al.*, 2024).

Furthermore, recent advancements in financial technology, particularly the integration of artificial intelligence and data analytics, have further expanded the scope and capabilities of digital banking systems. AI-powered chatbots, predictive analytics tools, fraud detection systems, and personalized financial advisory services are increasingly being deployed by banks to enhance customer interaction and service delivery. These innovations have contributed to improved responsiveness, reduced service delays, and more personalized financial solutions, all of which significantly enhance customer satisfaction levels (Ibrahim *et al.*, 2024). This suggests that FinTech is continuously evolving, and banks that integrate intelligent systems are more likely to achieve higher customer satisfaction levels due to improved responsiveness and personalized financial services. On a global scale, the continuous evolution of FinTech has demonstrated that digital transformation is no longer optional but essential for survival in the modern banking industry. Banks that invest heavily in digital infrastructure and innovation tend to achieve stronger customer loyalty and higher satisfaction levels due to improved efficiency and service delivery capabilities. In line with this, emerging evidence suggests that data-driven customer experience management strategies significantly enhance customer satisfaction by enabling banks to better understand customer needs and tailor services accordingly (Venkatesh *et al.*, 2023). This reinforces the strategic importance of FinTech adoption as a driver of competitive advantage in the financial services sector.

Therefore, understanding the relationship between Financial Technology and customer satisfaction in selected banks in Cross River State is both timely and relevant. It provides valuable insights into how digital banking innovations influence customer experience, identifies the key factors that enhance or hinder satisfaction, and contributes to policy and managerial decisions aimed at improving banking service delivery. This study is particularly important in the Nigerian context, where digital banking adoption is rapidly increasing but still faces infrastructural, behavioural, and security-related challenges that must be addressed to fully realize the benefits of financial technology in enhancing customer satisfaction. Financial Technology (FinTech) and customer satisfaction in the banking sector, particularly within developing economies such as Nigeria. Most of these studies consistently establish that digital banking innovations such as mobile banking, internet banking, USSD platforms, and automated financial services —have a significant positive effect on customer satisfaction due to improvements in convenience, service speed, accessibility, and efficiency.

However, they also highlight that factors such as system reliability, trust, security concerns, and user experience significantly moderate this relationship. This section presents recent empirical findings relevant to FinTech and customer satisfaction in banking. Digital transformation in banking significantly enhances customer satisfaction, particularly through mobile and internet banking services (Giwa *et al.*, 2025). The study further emphasizes that simplifying mobile banking interfaces and improving transaction speed significantly increase customer satisfaction in the Nigerian banking environment.

Similarly, research on digital banking adoption in Southwest Nigeria found that mobile banking and internet banking services have a statistically significant positive effect on customer satisfaction in deposit money banks. The study showed that customers who frequently use digital banking channels report higher satisfaction levels due to reduced waiting time, improved transaction convenience, and enhanced service efficiency (Yusuf & Ologunwa, 2024).

This study is particularly relevant because it aligns with the argument that FinTech adoption reduces the stress associated with traditional banking processes, thereby improving the overall customer experience. It also highlights usability as a key determinant of satisfaction, suggesting that banks must continuously improve the functionality of their digital platforms. Perceived usefulness and perceived ease of use have significant positive effects on customer satisfaction, while trust also plays an important but sometimes weaker role depending on user experience (Adewale *et al.*, 2023). This implies that customers are more satisfied when they perceive FinTech platforms as beneficial for completing transactions efficiently and easy to operate without technical difficulties.

However, concerns about data security and fraud risks can reduce satisfaction levels even when systems are functional. In addition, electronic banking service quality has shown that ease of use, reliability, and security significantly influence customer satisfaction in Nigerian banks. One study found that customers are more satisfied with banking services when digital platforms are reliable, secure, and user-friendly, as these factors reduce transaction errors and enhance user confidence (Olowofela *et al.*, 2024). This finding is important because it highlights that customer satisfaction is not solely dependent on access to FinTech services but also on how stable and secure those services are in real-time usage. FinTech adoption improves customer satisfaction by enhancing service delivery speed, accessibility, and operational efficiency (Garba *et al.*, 2025).

This reinforces the idea that FinTech is a key driver of competitive advantage in the banking sector, as customers increasingly prefer banks that provide seamless digital experiences. Additional studies also highlight that the relationship between FinTech and customer satisfaction is influenced by technological factors such as system quality and service reliability. Electronic banking systems in Nigeria shows that system reliability, ease of use, and service responsiveness significantly determine user satisfaction levels (Yusuf & Bala, 2021). When systems are stable and responsive, customers are more likely to develop trust and continue using digital banking platforms, thereby increasing satisfaction and loyalty.

Furthermore, recent studies emphasize the growing importance of advanced digital technologies such as artificial intelligence (AI) and data analytics in shaping customer experience in banking. Research shows that AI-driven mobile banking and online banking systems significantly enhance customer satisfaction by improving convenience and personalization of services (Ibrahim *et al.*, 2024). This suggests that FinTech is continuously evolving, and banks that integrate intelligent systems are more likely to achieve higher customer satisfaction levels due to improved responsiveness and personalized financial services. Overall, literature consistently demonstrates that FinTech adoption has a positive and significant impact on customer satisfaction in the banking sector. However, it also reveals that this relationship is influenced by factors such as perceived ease of use, perceived usefulness, trust, system reliability, and service quality. In the Nigerian context, particularly in semi-urban areas like Cross River State, infrastructural challenges such as

network instability, digital literacy gaps, and cybersecurity concerns may moderate the extent to which customers experience satisfaction from FinTech services. Therefore, while FinTech presents significant opportunities for improving banking service delivery, its effectiveness in enhancing customer satisfaction depends on how well banks address these underlying challenge

Empirical literature

There have been ample of studies in the past examining the impact of financial technology on customers' satisfaction.

Chen and Chang (2021) revealed that the perceived usefulness (PU) of FTPs has positive and significant impacts on customer satisfaction, low expectation of bank employee assistance, bank's service quality and employee work efficiency. Additionally, the perceived difficulty of use (PD) of FTPs has negative and significant impacts on customer satisfaction and low expectation of assistance. Interestingly, there is a positive and significant relationship between PD and banks' service quality and work efficiency, meaning that the service quality and work efficiency can reduce some shortcomings of using FTPs. This study recognizes the need to enhance the understanding of FTPs on non-financial firm performance. This is the first study that helps commercial banks in China understand the perception of FTPs from both customer and employee perspectives.

Wu et al. (2022) analyzed the theoretical mechanism of fintech's impact on financial efficiency and used the text mining method to construct a fintech level index for each province in China. Using interprovincial panel data from 2008 to 2018, the study empirically tested the relationship between fintech development and financial efficiency. The results show that technology spillover theory can adequately explain the impact of financial technology on financial efficiency and that there is a U-shaped nonlinear relationship between fintech development and financial efficiency. Further analysis shows that financial decentralization moderates the marginal effect of fintech on financial efficiency. The effect of fintech on financial efficiency is more significant in regions with greater financial decentralization.

Liu and Walheer (2022) adopt a composite index approach for establishing the interrelationship between fintech, financial deepening and economic development. The study uses demand and supply side data to define financial deepening in terms of three key aspects, and it acknowledges that digital and financial technology are becoming more important in promoting financial deepening. By separating the effects of catching up and environmental change, they then examine how financial deepening has changed over time. With the latter, they can assess the potential for policy interventions and determine if policymakers were successful in fostering an environment that encouraged financial deepening. The empirical study reveals key trends that can be used to comprehend variations in financial deepening and create new policy initiatives.

Demir, Pesqué-Cela, Altunbas, and Murinde (2022) used survey data from the Global Findex waves of 2011, 2014, and 2017 to examine the connections between FinTech, financial deepening, and income inequality for a panel of 140 nation. They contend that financial deepening brought about by FinTech affects inequality both directly and indirectly. They use quantile regression analysis to look into whether these effects vary among nations with various income inequality levels. They unearth fresh proof that FinTech's main avenue for reducing income disparity is

financial deepening. Additionally, they found that whereas financial deepening considerably lowers inequality at all quantiles of the distribution, these impacts are mostly seen in nations with higher incomes.

Okoye, Omankhanlen, Okoh, and Isibor (2018) looked at how technology-based financial services affected customer satisfaction in Nigeria. The aim of this research was to determine how much technology has affected customer satisfaction in the Nigerian banking industry. The analysis of the data was based on replies from 120 clients of three Deposit Money Banks in the Nigerian states of Ogun and Lagos. The research assessed time savings, convenience, crime reduction, reliability, risk reduction, and user-friendliness as aspects of bank services. The outcome demonstrated a substantial positive impact of all the aforementioned service elements on customer satisfaction, demonstrating that Nigerians' contentment with electronic-based banking had increased. To support this goal, it is advised that more service locations and user- friendly, customer-focused financial products be made available.

Muthengi (2022) sought to find out how financial technology and financial inclusion affect SMEs in Kenya's Kabati market. Descriptive cross-sectional approach was adopted for use in this research whereby stratified random sampling method was applied with 223 enterprises sample size on all merchants and wholesalers SMEs in the Kabati market which had a total population of 502 SMEs. The research utilized questionnaires to gather primary data. Both descriptive and inferential statistics were used to analyze the data.

Methodology

Survey design was adopted for the study. This research focused on FINTECH and customer satisfaction in Calabar, Cross River State. The population of this study included 384 customers using Cochrane formula. This study basically used primary data which consists of first hand data from the staff of First bank, UBA, FCMB, Union bank and Zenith bank in Calabar, Cross River State. The questionnaire consisted of three (3) sections. Section 'A' contain demographic information about the respondent. The section 'B' is designed to measure the independent variables and customer satisfaction. Section 'C' is designed to measure the dependent variable. Also the study employed secondary source which was sourced from text books, journal, internet materials, magazine, newspaper, unpublished works and seminar papers etc. to enrich the literature review. The study employed Likert scale measure which ranges with mode of responses for the respondents from strongly agree (SA), agree (A), undecided (U), disagree (D) to strongly disagree (SD). This was basically structured for the respondents for easy understanding. The qualitative response regression model was employed for estimating the study's model, because the dependent variable rank-ordered or ordinal in nature. In econometrics, three approaches are employed in developing a qualitative response variable (also known as probability model). These are the linear probability model, the logit model and terabit model. The model for a multiple ranked dependent variable on a Likert type scale is best estimated with ordered regression which is similar to binomial probit model.

Results and Discussion

A total of three hundred and eighty four (384) copies of questionnaire was administered to customers of the banks while three hundred and seventy nine (379) copies were correctly filled and returned.

TABLE 1

Heteroscedasticity test			
<i>Breusch-Pagan-Godfrey Test</i>			
F-statistic	1.68	Prob. F (4, 379)	0.1554
Obs*R-squared	6.67	Prob. Chi-Square (4)	0.1543
Scaled explained SS	5.81	Prob. Chi-Square (4)	0.2140
<i>Ramsey's RESET</i>			
		Df	
t-statistic	6.85	379	0.000
F-statistic	46.94	1, 379	0.000
Likelihood ratio	43.84	1	0.000

Source: Researchers' computation, 2026 from E-view 10

The result of the ordered probit and logit regression analysis is reported in Table 2. The Lagrangian ratio (LR) statistic provides useful information for assessing the performance of the estimated model. The probit, logit and extreme value approaches were used for the estimation of the coefficient of the variables and the associated significance levels. The choice of the best model to interpret depends on the size of the LR value for each of the reports. The one with the least LR probability value or higher LR coefficient performs better and is preferred for purposes of interpretation. Table 2 shows that the LR value for the probit model has the highest value at 28.86; therefore, the probit result is adopted for the purpose of interpretation. From the result, the coefficients of Automated Teller machine (ATM), point of sales (POS), mobile banking (MB) and electronic banking (EB) are significant at 5 Per cent level, the probability of the z-values are all less than 0.05). The model with the lowest LR probability value or the higher LR coefficient was considered more reliable and was preferred for interpretation purposes. According to the results presented in Table 2, the probit model exhibited greater robustness compared to the logit model. Specifically, the probit model had an LR value of 85.86, making it the preferred model for interpretation. This decision was further supported by the Akaike Information Criteria (AIC), where the logit model had lowest AIC value of 2.392. The test of hypotheses indicated that the coefficients of ATM ($c = 0.521$, $z = 3.861$), POS ($c = 0.250$, $z = 2.964$), MB ($c = 0.431$, $z = 2.668$) and EB ($c = 0.422$, $z = 1.252$) were significant at the following p-values: 0.000, 0.002, 0.000 and 0.001 respectively. This implies that Automated Teller machine, point of sales, mobile banking and Electronic banking have a significant positive effect on customer satisfaction. Specifically, the result from the estimation of the model shows that all Fintech proxies examined in this study have positive and significant effect on customer satisfaction.

TABLE 2
Ordered Logit and probit results

	Probit			Logit			Extreme value		
Variable	Coef.	z-stat.	Prob.	Coef.	z-stat.	Prob.	Coef.	z-stat.	Prob.
ATM	0.521	3.861	0.000	0.840	2.793	0.0730	0.793	2.335	0.019
POS	0.250	2.964	0.002	0.386	2.724	0.0852	0.240	1.738	0.084
MB	0.431	2.668	0.000	0.776	3.645	0.0003	0.459	3.693	0.002

EB	0.422	1.252	0.001	0.653	2.431	0.0002	0.432	2.346	0.003
Psuedo R ²	0.101			0.095			0.097		
LR statistic	85.86	0.000		87.34	0.000		87.75	0.000	
AIC	2.392			2.417			2.476		

Source: Researchers' computation (2026) from E-view 9.5

Tests of hypotheses

The tests of hypotheses were based on the coefficients of the variables and the significance of the z-values as depicted in Table 2.

Hypothesis 1

Ho1: Automated teller machine does not have any significant effect on customer satisfaction. From the result displayed in Table 2, the coefficient of ATM is positive and significant ($c = 0.521$) with the z-stat and p-value of 1.967 and 0.049 respectively. Thus, the coefficient passed the significance test at the 5 Per cent level; dictating the rejection of the null hypothesis. The implication is that there is significant effect of Automated teller machine on customer satisfaction

Hypothesis 2

Ho2: Point of sales does not have any significant effect on customer satisfaction. The result of the test of this hypothesis shows that coefficient is positive and significant ($c = 0.250$; $z = 1.96$, $p = 0.049$). The coefficient passed the significant test at the 5 Per cent, thus, the rejects the null hypothesis of no significant relationship. Impliedly, Point of sales has a significant effect on customer satisfaction

Hypothesis 3

Ho3: Mobile banking does not have any significant effect on customer satisfaction. The test of this hypothesis was based on the coefficients of mobile banking as depicted in Tables 2. The coefficient passed the significance test ($c = 0.431$, $z = 3.66$, $p = 0.003$). The result shows that mobile banking has a significant effect on customer satisfaction.

Hypothesis 4

Ho4: Electronic banking does not have any significant effect on customer satisfaction. The test of this hypothesis was based on the coefficients of electronic banking as depicted in Table 2. The coefficient passed the significance test ($c = 0.422$, $z = 3.25$, $p = 0.032$). The result shows that EB has a significant effect on customer satisfaction.

Summary of findings

1. There is significant effect of Automated teller machine on customer satisfaction in selected commercial banks in Calabar, Cross River State
2. Point of sales has a significant effect on customer satisfaction in selected commercial banks in Calabar, Cross River State
3. Mobile banking has a significant effect on customer satisfaction in selected commercial banks in Calabar, Cross River State.
4. Electronic banking has a significant effect on customer satisfaction in selected commercial banks in Calabar, Cross River State.

Conclusion

The study x-rays financial technology and customer satisfaction in selected commercial banks in Calabar, Cross River State. The study revealed that ATM, point of sales, mobile banking, and electronic banking have positive significant effect on customer satisfaction in selected commercial banks in Calabar, Cross River State. Financial Technology (FinTech) has emerged as one of the most transformative developments in the global financial services industry, fundamentally reshaping the structure, delivery mechanisms, and consumption patterns of banking services. FinTech has become a critical tool for bridging service gaps and improving financial accessibility for diverse customer segments

Recommendations

The following recommendations were proffered thus:

1. Management of the banks should make provisions for having a steadily network that will enable customers access their money using cellular phone or similar device.
2. Banks should ensure that there are effective online platforms that will connect borrowers and lenders.
3. Central banks should enforce macro-prudential policies and make financial policy decisions on the activities of FinTech on banking sector.
4. Management should also ensure availability of FinTech services so that customers can have seamless and round the-clock access. Adequacy and availability of FinTech services are essential elements of performance.

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