

A study IMO state and customer satisfaction

Jason Waterman

Federal University of Technology Owerri, Nigeria

This examination was completed to analyze the effect of electronic putting money on consumer loyalty in some business banks in Imo State. The point is to decide the connection between electronic banking and consumer loyalty in some business banks in Imo State. The examination utilized essential information, the instrument utilized in social affair the essential information was poll. The factual device of examination is the Pearson Product Moment Correlation Techniques. The outcome uncovered that there is positive connection between electronic banking and consumer loyalty in United Bank for Africa Plc, Access Bank Ltd and Keystone Bank Ltd. It likewise uncovered that there is positive connection between Automated Teller Machine and Mobile Banking and consumer loyalty in United Bank for Africa Plc, Access Bank Ltd and Keystone Bank Ltd. All the more in this way, the examination shows that there is a negative connection between Point of Sale and consumer loyalty in the three (3) banks. This suggests that increment in control imposed on those electronic financial framework will have a comparing decline in consumer loyalty, the other way around. This examination suggests the accompanying; The upkeep of significant degree of electronic banking and consumer loyalty in Nigeria and past. It is exhorted that banks ought to improve constantly in the development of Automated Teller Machine for expedient exchange when being utilized by clients; monetary establishment (banks) and non-monetary organizations should try to make accessible POS machines at an insignificant expense to some independent company outlets to help in the accomplishment of credit only economy. Banks ought to guarantee that there is making of more web security in web and portable banking in order to maintain a strategic distance from loss of money by clients because of false exercises lastly, persistent headway and reengineering of Information Communication Technology should assume an imperative part in the general cooperative energy of monetary establishment tasks (banking). It turns out to be more significant for bank administration to develop interest in ICT items to speed up, easy to understand and consummate administrations. These will make Nigerian banks to stand firm regarding effectiveness, productivity, dependability and seriousness among its worldwide rivals and to withstand difficulties and changes that may happen in ICT controlled globalized economy.