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THE EFFECT OF FINANCIAL DIGITALIZATION ON CUSTOMER SATISFACTION IN COMMERCIAL BANKS IN UGANDA; A CASE OF EQUITY BANK UGANDA LIMITED

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ABSTRACT

Banking has always been a highly information-intensive activity that relies heavily on information technology (IT) to acquire, process and deliver the information to all relevant customers. Finance digitalization is a modern innovation which entails the integration of multiple technologies and strategies that enable the finance function to deliver value in the digital age (Mosteanu, 2020). The study made a critical analysis of financial digitalization as a tool for customer satisfaction in commercial banks in Uganda centered on findings from a sample of 280 Equity Bank Uganda customers. The Specific objectives of the study were; (i) to examine the effect of E -banking on Customer Satisfaction., (ii) to determine the effect of financial technology on the customer satisfaction, (iii) to establish the relationship between data analytics and customer satisfaction.

The study adopted a descriptive survey design with both qualitative and quantitative methods and used a structured self-administered questionnaire and interviews to collect data. The collected quantitative data was analyzed in SPSS for correlations and linear regressions to determine the effect of financial digitalization on customer satisfaction and corroborated with thematically analyzed qualitative data guided by the study objectives. The findings show that

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e-banking has a significant positive effect on customer satisfaction in Ugandan commercial banks (r=.814**, Sig=.000). The results further indicate that Financial technology has a strong positive effect on customer satisfaction (r=.739**, Sig=.000). Finally, the results showed that there exists a significant and a strong positive relationship between data analytics and customer satisfaction (r=.719**, Sig=.000). The study concluded that financial digitalization is a significant effective tool for customer satisfaction improvement in commercial banks in Uganda. Financial digitalization facilitates customers' satisfaction by generally allowing for remote and wider service access, reliability, convenience, better user experience and improved transaction quality and security. Therefore, the researchers recommend that commercial banks should strengthen efforts to establish more e- banking channels and promote uptake of e-banking services. This will increase the scope of banking service accessibility across the country.

Keywords: Banking, financial digitalization -banking, Customer Satisfaction, information technology, commercial banks and service accessibility.

1.0 INTRODUCTION

This chapter presents the background of the study, statement problem, the purpose of the study, objectives of the study, research questions, and scope of the study, significance of the study, operation definitions, and the conceptual framework of the study.

1.1 Background of the study

Banking has always been a highly information intensive activity that relies heavily on information technology (IT) to acquire, process and deliver the information to all relevant customers. Not only is IT critical in the processing information, it provides a way for the banks to differentiate their products and services. Banks find that they have to constantly innovate and update to retain their demanding and discerning customers and to provide convenient, reliable and expedient services (Tan & Teo, 2000).

Finance digitalization is a modern innovation, which entails the integration of multiple technologies and strategies that enable the finance function to deliver value in the digital age (Mosteanu, 2020). With this value the banking industry has hoped to deliver financial services in a more sustainable way with the promise of unmatched customer satisfaction through faster, cheaper, more transparent and user-friendly financial services. The basic argument is that this high service quality is not only a competitive advantage but also ensures satisfied customers decide to stay with the bank for future business (Pakurár, et'al., 2019). Many agree that in the banking sector that financial digitalization, with its competitive advantage through high quality service, is an increasingly important weapon to survive (Harchekar, 2018; Pakurár, et'al., 2019; Kapadia & Madhav, 2020).

Digital technologies are increasingly integrated in the economy and are making a significant impact in the financial industry by introducing new products, services and providers. While this is global phenomenon, affecting individuals and businesses globally, there is an increasingly noticeable trend in the penetration of financial Digitalization into developing countries characterized by the adoption of electronic banking, financial technology (Fintech) services and financial data analytics (Trentini, 2021). Mobile money services were available in

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64% of developing countries by 2016, and their spread had increased hand-in-hand with the growing penetration rate of mobile connections (estimated to have exceeded 100% globally by 2020) (Koomson, Bukari, & Villano, 2021).

Electronic Banking is no longer regarded as a competitive advantage but a competitive necessity; helping banks to build and maintain close relationships with their customers, reducing operating and fixed costs and achieving more efficient and enhanced financial performance. From the customer perspective, electronic services offer panoply of benefits to the customers such as enhanced control, ease of use, and reduced transaction charges (Josia, 2012). FinTech is dedicated as an interaction between financial service providers and customers, which shows the entire process that is intended for the user improving customer loyalty (Amin, 2016) while Data Analytics provides an in-depth analysis of a company's operational data helping organizations to gain insights into their operations and implement indicative action to improve performance (Andriosopoulos, et'al., 2019).

In Uganda financial Digitalization has been fronted as key to increasing rural financial inclusion due to its penetration in rural Uganda. Consequently, most banks have considered it an operational necessity (B.O.U, 2017). Among these, Equity Bank was a pioneer bank in the uptake of financial digitalization. The move saw Equity Group moving away from the brick and mortar fixed-cost business model to a variable-cost third party based infrastructure business model. In the just-released 2021 half-year results, digital channels accounted for 97% of the Group's transactions. 606.9 million Transactions were complete through the Eazzy banking suite, agency banking and merchants compared to 385.2 million recorded the previous year, indicating a 66% growth (Equity Group, 2021).

While the bank claims the move pushed control, freedom and choice to the customer, there are arguments that the growth may have been merely a consequence of the Covid-19 pandemic forcing consumers to shift behaviors and adopt more technology to assist with their day-to-day lives in all aspects, including their finances (Pandey & Pal, 2020). The purpose of this study is therefore to make a case for financial digitalization as a tool for customer satisfaction at the bank

2.0 THEORETICAL FRAME WORK

This study was based on two theories, that is innovation diffusion and Disconfirmation theory

2.1 Innovation Diffusion Theory

This theory postulated by Roger (1983) explains individuals' intention to adopt a technology as a modality to perform a traditional activity. The critical factors that determine the adoption of an innovation at the general level are the following: relative advantage, compatibility, complexity, trial ability and observability. Many banks have found it advantageous to adopt ICT in their operation in order to improve their efficiency. This is achieved through development of websites and mobile applications that suit the customer needs. Customers are therefore able to access their accounts anywhere as long as they are connected to the internet.

This theory is concerned with the manner in which a new technological idea, artefact or technique, or a new use of an old one, migrates from creation to use. According to IDT,

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technological innovation is communicated through particular channels, over time, among the members of a social system. Innovation decisions may be optional (where the person or organization has a real opportunity to adopt or reject the idea), collective (where a decision is reached by consensus among the members of a system), or authority-based (where a decision is imposed by another person or organization which possesses requisite power, status or technical expertise).

Barnes and Corbitt (2013) advises that managers need to understand the capabilities of any particular technology and the benefits that ensue from its use in considering what technology to use with their operations, as well as understand associated costs and limitations of operating that technology. Financial Digitalization heavily relies on the ICT and customers are able to access their accounts remotely without having to physically visit the bank.

2.2 Disconfirmation Theory

Disconfirmation theory argues that 'satisfaction is related to the size and direction of the disconfirmation experience that occurs as a result of comparing service performance against expectations. Szymanski and Henard found in the meta-analysis that the disconfirmation paradigm is the best predictor of customer satisfaction (Gardachew, 2010). Fang, Tian, and Tice (2010) cites Oliver's updated definition on the disconfirmation theory, which states Satisfaction is the guest's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment.

Research also indicates that how the service was delivered is more important than the outcome of the service process, and dissatisfaction towards the service often simply occurs when guest's perceptions do not meet their expectations. Commercial banks must at all times ensure that they have satisfied their customers if they are to expect any positive feedback from them. Customers may also be a major source of new business through referrals. Banks should therefore invest in the current technology; adopt new ways of doing business such as internet banking, mobile banking and electronic fund transfers. Automated teller machines should also be user friendly and be multifunctional such that a customer can withdraw or deposit cash through the same ATM. (Karjaluoto, Mattila and Pento 2012).

2.3 Purpose of the study

The overall objective of the study was to explore the effect of financial Digitalization on customer satisfaction in the commercial banking industry in Uganda centered on findings from operations at Equity Bank Uganda.

2.4 objective of the study

i. To determine the effect of e-banking on customer satisfaction at Equity Bank Uganda.

3.0 LITERATURE REVIEW

A bank is a financial institution that is involved in the business of receiving money deposits from customers, and in return, it pays the client interest on the money deposited. Besides, banks

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charge fees on the services that it offers to clients to raise revenue. Banks play a vital role in the economy by helping people to save their money (Iqbal and Sami, 2017). Also, banks perform a critical role in the economy by financing investments and enabling growth in the process (Iqbal and Sami, 2017).

Traditionally, banks were more of a brick and mortar nature, whereby an individual had to physically visit a bank branch to get the services he required. Nonetheless, with the advancements in technology, and specifically, the introduction of electronic banking (e-banking), one does not have to be present within the walls of a bank to get banking assistance. E-banking is a type of banking whereby money is transferred via electronic signals instead of the traditional exchange of cash or other forms of paper documents (Yaseen and El Qirem, 2018). In this regard, it is imperative to mention the e-banking has resulted in high levels of customer satisfaction.

With a number of studies converging to show a relationship between E-Banking service and customer satisfaction, various dimensions of E-Banking service that affect customer satisfaction have been revealed and these aspects could be grouped under efficiency, reliability, privacy and security, and responsiveness and communication. Efficiency in terms of quick speedy service is also confirmed by Khadem and Mousavi (2013). This kind of service can be shaped into four forms. First, the E-Banking system can control and operate the service properly. Second, the E-Banking channels can guide customers toward proceeding properly in case of any failing operations. Third, it can also cover a rapid solution for any possible error in E-Banking transactions. Finally, it can support the customer's questions with on-the spot response.

E-banking has created a virtual system where a customer can access banking services at any time and from any location. Such a virtual system has overcome the inconvenience associated with brick and mortar banks due to their limited service hours (Sathiyavany and Shivany, 2018). E-banking has improved the convenience of getting banking services. A customer does not have to physically visit a bank to perform some of the most straightforward transactions, like making a funds transfer. Therefore, e-banking has improved customers' satisfaction levels in banking as a whole (Khan, 2017).

Reliability is defined in terms of the quality of the service operation, applies in particular to the technical functions, its availability and its proper functionality (Khatoon et al., 2020). While Ayo & Oni (2016), define reliability as the fulfillment of duties in areas such as accuracy of calculations, proper registration and delivery of service within a satisfactory time frame. The level of effectiveness of which e-banking solutions complete transactions is referred to as efficiency. It is expected that the ability of the e-banking system to complete the transaction effectively would lead to consumers appreciating the system's quality. (Ahmed et al., 2018). In addition, Mei et al. (2016) suggests that the level of customer satisfaction is significantly influenced by the efficiency of e-banking services in terms of reliability.

According to Ahmed et al (2018), customer satisfaction and the standard of e-banking services are closely related. To evaluate this relationship, the study employed the Seroquel measurement. They found that consumer trust is significantly influenced by metrics of reliability, tolerance, and durability. In addition, they revealed that reliability has a significant

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and positive effect on consumer satisfaction, and thus recommended that the banking industry should enhance indicators of customer satisfaction levels. Furthermore, the study highlighted the value of using Internet tools as a key tool for enhancing and developing customer satisfaction capabilities.

Apart from attracting lower operational fees, the reduced costs of e-banking make it possible to pay out more attractive interest rates. Moreover, as compared to the traditional banks, which often do not offer interest rates higher 0.5% of the money in the account, the e-banking system offers slightly higher interest rates (Arya, 2019). Through E-banking, banks can avail saving opportunities and small loans with lower interest rates in addition to maintaining an e-bank account with a zero balance. Therefore, e-banking satisfies clients' banking needs (John et al., 2016).

Ease to use and/or user friendliness is considered an important concept in e-banking as it significantly affects the satisfaction of customers. According to Kundu (2015) ease to use is measured as the degree to which an individual feels it is easy to use a specific service. He suggests that attributes of ease of use and user friendliness are considered to be acceptable and are included in the initiative and difficulty attributes. Pooya (2020) suggested that one of the most significant factors to be considered is the ease of use of internet banking websites and Apps. Furthermore, one of the most important characteristics of a customer's acceptance is the ease of use of an innovative. Moreover, customers choose different service options based on the effort expended to use the service.

Transactional speed is another important determinant of customer satisfaction with e-banking. According to Mei et al (2016), Transactional speed is generally defined as the frequency of interruptions in the network link, the time it takes to access an Internet banking website and conduct any bank activities, the time spent on a page response by a customer, and the level of response of banks to a customer complaint. Empirical evidence indicates that when this transaction time is shortened, individuals choose to serve themselves and saving time is an important concept for those who use e-banking (Ahmed et al., 2018; Toor et al., 2016).

With respect to privacy and security, a number of elements were identified and studied by researchers including maintaining the confidentiality of operations, refraining from sharing personal information, and insuring a good level of security for the customer’s information (Kumar & Gupta, 2020). One of the main reasons why people keep their money in banks is to ensure that their cash is safe. However, there are instances when a person can lose some of his money due to errors or fraudulent transactions occurring without the account owner's knowledge. Nonetheless, e-banking has solved this problem by allowing a person to access his account history and all the transactions from anywhere (Sadekin. Mukta, and Hannan Shaikh, 2019).

E-banking has reduced the endemic fraud within banks and shortened the time taken to detect such fraud. Therefore, e-banking has been instrumental in reassuring customers that their money is safe, and all the transactions in the account are explained. In turn, customers' faith in banks has grown. As such, a bank that offers more advanced and secure online banking services is more attractive and trusted by customers. The rationale for this is that such an institution satisfies their desire to have their money safely kept (John et al., 2016).

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4.0 RESEARCH METHODOLOGY

This study used a descriptive survey design because it provides a framework for studying financial Digitalization as a tool for customer satisfaction in commercial banks in Uganda. Descriptive research was used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables understudy. The study adopted both a quantitative approach and survey methods to collect data

4.1 Study Population

This study focused on active users of equity bank. Since this population is large and spread the researchers decided to focus on 3 select branches to access to bank customers. We visited the main branch for permissions to visit two other branches including Ovino mall branch in Kisenyi and Equity bank Nakulabye to gain access to administrative data on the number of customers and the bank's clients. Although the bank has over 1.5 million customers, the number of customers accessing the above branches vary. According to bank records at least 15% of their customers visit bank branches weekly.

4.2 Validity

To ensure data validity and reliability, the research depended on the supervision and moderation of the supervisor who looked into the questionnaire and presentation of the findings for the credibility of the research data

Table 4.1: Response rate

Response	Frequency	Percent
Returned	280	72.7
Not returned	105	27.3
Total	**385**	**100.0**

Source: SPSS data, 2024

4.3 Research findings

4.3.1 Descriptive findings e -banking and Customer Satisfaction.

The response from staff was computed to 5 point Likert scale options: Strongly Disagree-1, Disagree-2, Not sure-3, Agree-4, Strongly Agree-5. (Note: Frequency-F and Total frequency-TF).

Table 4.3: E -banking and Customer Satisfaction.

Likert scale	1		2		3		4		5		Total	
Statement	*f*	%	*f*	%	*f*	%	*f*	%	*f*	%	*Tf*	T%

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Equity's E-banking services have enabled customers to access banking services at any time and from any location.	9	3.3	14	5	-	-	215	76.7	42	15	280	100
Equity bank's e-banking service channels and processes function effectively and in a timely manner.	-	-	-	-	9	3.3	47	16.7	219	80	280	100
The e-banking services have been more cost effective than over the counter services.	-	-	-	-	-	-	201	71.7	79	28.3	280	100
Equity e-banking offers confidential secure operations that allow for the customer's 24/7 remote access to account history and transactions.	0		0		0		0		0		280	100
Equity bank employs speedy, user friendly and easy to use internet banking websites and Apps.	-	-	-	-	-	-	233	83.3	47	16.7	280	100

Source: SPSS data, 2024

On the statement of "Equity's E-banking services have enabled customers to access banking services at any time and from any location.", 76.7% of the respondents agreed, while 15.0% strongly agreed with the subject matter, 3.3% of the respondents strongly disagreed, and finally 5.0% respondents completely disagreed. The result shows that e-banking services facilitate customers' access to banking services at any time and from any location. This is having implications for high levels of customer satisfaction (Yaseen and El Qirem, 2018).

On the statement of "Equity bank's e-banking service channels and processes function effectively and in a timely manner.", 80.0% of the respondents strongly agreed, while 16.7% merely agreed with the subject, and finally 3.3% respondents were not sure about the stated topic. This implies e- banking improves quality of service by enhancing service and transaction speed. Such efficiency in terms of quick speedy service is confirmed by Khadem and Mousavi (2013) as one of e-banking aspects that affect customer satisfaction in addition to security, responsiveness and communication.

Further still on the statement, "The e-banking services have been more cost effective than over the counter services." 71.7% of the respondents agreed and 28.3% respondents strongly agreed with the subject matter. This implies that e-banking services are cost effective. Such notions are shared with (Arya, 2019) who e-banking attracts lowers operational fees and reduced costs with most e-customers able to maintaining an e-bank account with a zero balance to their satisfaction.

Basing on the statement "Equity e-banking offers confidential secure operations that allow for the customer's 24/7 remote access to account history and transactions." where 83.3% respondents agreed, while 16.7% of the respondents strongly agreed with the statement. This implies that e-banking offers confidential secure operations to customers even away from the

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bank premises. This is in agreement with John et al., (2016) who reported that e-banking has been instrumental in reassuring customers that their money is safe, and all the transactions in the account are explained. He explained that as a result financial institutions satisfy the customers desire to have their money safely kept. Moreover Sathiyavany and Shivany, (2018) noted that e-banking has overcome the inconvenience associated with brick and mortar banks due to their limited service hours and the need to visit for services hence increasing customer satisfaction.

Basing on the statement “Equity bank employs speedy, user friendly and easy to use internet banking websites and Apps.” as observed in the table 3 above, it revealed that 83.3% of the respondents consistently agreed, 11.7% strongly agreed and 5% were not sure. This implies that the banks e-banking platforms are effective as far as speediness, user friendliness and ease of use. Pooya (2020) suggested that one of the most significant customer satisfaction factors to be considered is the ease of use of internet banking websites and Apps. Mei et al. (2016) connected the level of customer satisfaction to transaction speed of e-banking services.

Interview findings on the effect of e -banking on Customer Satisfaction at Equity Bank.

The major themes observed from the interview analysis show that most customers find satisfaction form e-banking capacity to avail them services remotely and with ease over a longer period of time compared to the brick and mortar model of services. The findings also reveal that e- banking reduces customers’ costs of service usage in terms of time and finances. The customers expressed satisfaction with the speed of service characteristic of e-banking services without queues. However, there were concerns about increasing reports of fraud that has led to loss of customers’ money to which some branch managers have not been supportive.

Some of the notions can be reflected in the responses below;

> *“I opened up may account at home using the 247 code and I can access a whole range of services anywhere anytime. So basically the best thing for me is that all these services are conveniently available 24/7 where I am irrespective.”* ***(Resp. 1 Nakulabye Branch, May 22, 2024)***

Another participant had this to say:

> *“Well I don’t know about others but my view is that e-banking can only be valued for its speed. In about 2 minutes you can do anything be it paying bills, money transfer or taxes. I treasure appreciate them for that innovation.”* ***(Resp. 6 Ovino Branch, May 21, 2024)***

And the other;

> *“…. What is unique about Equity bank electronic services, is its focus on providing services at very low costs, be it for individual or business accounts. What bothers me is what is going on social media about people mysteriously losing money from accounts. Otherwise I am satisfied with their services so far….”* ***(Resp. 3 Nakulabye Branch, May 23, 2024)***

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4.3.2 Correlation, Regression and ANOVA analysis based on this Research Objective

This objective was to examine the effect of e -banking on Customer Satisfaction at Equity Bank. After computing correlation analysis, the study came up with a strong positive relationship and significance in the table below.

Table 4.4: Correlation between E -banking and customer satisfaction.

		E -banking	Customer satisfaction
E -banking	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	280	280
Customer satisfaction	Pearson Correlation	.814**	1
	Sig. (2-tailed)	.000	
	N	280	280

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

The results in the table 4.14 above show that there exists a significant strong positive relationship between e-banking and customer satisfaction (r=.814**, Sig=.000). This implies that use of e-banking in commercial banks can enhance customer satisfaction. This is supported by Ahmed et al (2018) who reported customer satisfaction and the standard of e-banking services as related. According to Khan (2017), e-banking has improved the convenience of getting banking services.

4.3.3 Regression analysis

The results below show the regression model for E -banking on customer satisfaction.

Table 4.5: Model Summary for e-banking and customer satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814[a]	.663	.661	.604

a. **Predictors: (Constant), E -banking**
b. **Dependent Variable: Customer satisfaction**

The model shows a great correlation 0.814a between the expected z-scores and observed customer satisfaction data which indicate a slight goodness of fit of the regression model to predict an association between e-banking and customer satisfaction in Equity Bank. The R-square value 0.663 predicted that 66.3% of the total variation in customer satisfaction could be explained by the use of e-banking. Therefore, the model is effective enough to determine the relationship.

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4.3.4 ANOVAa

A simple regression result from ANOVAa for e -banking on customer satisfaction of Equity Bank in the table below.

Table 4.6: ANOVAa for e -banking and customer satisfaction.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	199.395	1	199.395	545.94	. 003[b]
	Residual	101.535	278	0.315		
	Total	300.930	279			

a. Dependent Variable: Customer satisfaction
b. Predictors: (Constant), E -banking

Further analysis by the ANOVA table showed a p-value below the tolerable significance level p = . 003b and an F-ratio yield greater than 1 F value of 545.94. This implies that the model is efficient in predicting outcomes and that there is a possibility of rejecting the null hypothesis in further analysis.

4.3.5 Coefficientsa

A simple regression result from Coefficientsa for e -banking on customer satisfaction of Equity Bank in the table below.

Table 4.7: Coefficientsa for e -banking and customer satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.671	.002		290.980	.003
	E -banking	.792	0.339	0.394	23.365	.000

a. Dependent Variable: Customer satisfaction

The regression coefficient for this model revealed a significant value Sig.003 < 0.05, which implied the null hypothesis was rejected. Basing on the equation Y=βX+C, where Y=customer satisfaction (dependent variable), X= e-banking (independent variable), β=0.792 and C is the Constant, the model reveals that customer satisfaction = 0.792 e-banking + constant respectively. With a 1-unit increase in e-banking, customer satisfaction will increase by 0.792 units. Therefore, the analysis suggests that e-banking positively affects with customer satisfaction in commercial banks.

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Other studies have found similar findings relating customer satisfaction and e-banking services as positively related (Ahmed et al., 2018; Khan, 2017) Khan, (2017) specifically noted that e-banking has improved the convenience of getting banking services. This is because a customer does not have to physically visit a bank to perform some of the most straightforward transactions, like making a funds transfer.

5.0 DISCUSSIONS AND RECOMMENDATIONS

This study focuses on the presentation and discussion of the research findings on financial

Digitalization as a tool for customer satisfaction in commercial banks in Uganda basing on the study objectives. The data was analyzed from both primary and secondary sources of data. The findings have been presented using simple Frequency tables, pie charts, histograms, correlation coefficient, regression and ANOVA for easy understanding.

5.1 Recommendations

In light of the above findings and conclusions, the researchers make the following recommendations;

The study established that e-banking services are cost effective; facilitate customers' access to banking services at any time and from any location and are significantly contributive to customers' satisfaction of banking services. Therefore, the researchers recommend that commercial banks should strengthen efforts to establish more e- banking channels and promote uptake of e-banking services. This will increase the scope of banking service accessibility across the country.

6 .0 CONCULUSIONS

The study made a critical analysis of financial digitalization as a tool for customer satisfaction in commercial banks in Uganda with a focus on Equity Bank Uganda Limited. Financial digitalization was studied and measured by three variables including e-banking, financial technology and data analytics.

The study determined that e-banking has a strong significantly positive effect on customer satisfaction through cost reduction; facilitating customers' remote access to banking services, and enhancing service and transaction speed which have implications for high levels of customer satisfaction.

Since all the variables of financial digitalization measured in this study were found to have a significant effect on customer satisfaction. It can be concluded that financial digitalization is a significant effective tool for customer satisfaction improvement in commercial banks in Uganda. Financial digitalization facilitates customers' satisfaction by generally allowing for remote and wider service access, reliability, convenience, better user experience and improved transaction quality and security.

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