



Impact of mobile banking applications usage on customers' satisfaction for selected commercial banks in the Manmunai North Division of Batticaloa District

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Abstract

Mobile banking applications would be an attractive way of providing banking services and it could contribute to the development of the economy through the promotion of better financial services. The aim of the study is to measure the impact of using mobile banking applications on customers' satisfaction for selected commercial banks in the Manmunai North division of Batticaloa district. This study uses six dimensions as the independent variables such as reliability, security, ease of use, efficiency, responsiveness, and convenience, while customer satisfaction was taken as the dependent variable. For this study, 290 customers have responded out of 300 samples. Further, the researcher used convenience sampling methods to select the sample from selected commercial banks which are the People's Bank, Bank of Ceylon, Commercial Bank of Ceylon, Sampath Bank, and Hatton National Bank. The Pearson's correlation analysis showed that the reliability, security, responsiveness and convenience have a strong positive correlation while ease of use and efficiency has a medium positive correlation with customers' satisfaction. Regression analysis showed that the reliability, security, ease of use, responsiveness and convenience have a significant impact and efficiency has an insignificant impact on customers' satisfaction for this study.

Keywords: *Customers' satisfaction, efficiency, mobile banking applications, reliability, responsiveness.*

1. Introduction

The banking sector is dynamic in the modern economy. It is one of the key financial pillars of the financial sector, which plays an essential role in the functioning of an economy. The technological innovation provides an effective base for the banking industry. Therefore, the banks have to introduce new technologies and modern services to retain their customer with

the greatest satisfaction. Nowadays, banks have shifted from traditional banking to nontraditional banking such as telephone-banking, online banking, mobile banking, and conversational banking (Mistry, 2019). The adoption of the latest technology and value added services have enabled banks to expand their customer base.

Every state and private bank in Sri Lanka is embracing new technologies. As a result of technological advancement, customer expectation levels related to mobile banking services increase as counter-services. It is noticeable in Sri Lanka that the mobile phone and internet usage is growing. The number of Cellular Phones subscribers are 28,199,083 (2017), 32,528,104 (2018), and internet subscribers are 5,904,269 (2017), 7,263,161 (2018) (Central Bank Report 2018). Therefore, it is a good opportunity for the banking industry to extend and improve mobile banking applications as the next evolution in mobile banking. Mobile banking application is considered as the provision of banking services to the customers through the banking software on their mobile phones and other mobile devices.

According to the Central Bank of Sri Lanka (2019), there are 26 Licensed Commercial Banks, both state and non-state banks, operating with 2,877 branches throughout the country and nearly all banks provide mobile banking applications. The introduction of the mobile banking application has entirely changed the history of the banking sector. Through the mobile banking application, customers can open a bank account by downloading the applications (apps) with a one-time visit to a service point of the bank for Know Your Customer (KYC) information verification and for the collection of the debit card also. Mobile banking applications allow the customers to deposit cash without fill-up the deposit slip manually (Commercial Bank of Ceylon 2020).

According to Bai (2019), mobile banking supports a variety of services such as account balance and account statement inquiry, cheque status inquiry, transfer of funds between accounts, cheque book requests, credit/ debit alerts, bill payments, and access transaction history while on the go or waiting for something. Mobile banking applications are convenient, flexible, and easy to use, reduce the time and cost of transactions with secure services. On the other hand, from the bank's point of view, it will cost for the banks to promote their applications among the customers.

For customers, mobile banking has a risk of receiving fake and scams, loss of a mobile device leads to access Personal Identification Number (PIN) and other sensitive information by an unknown person, mobile banking is suited for only some modern devices, difficult to access internet connection in rural areas, security threat and most people still not have enough idea about mobile banking applications (Bai, 2019). Banks usually add new features to mobile banking applications, with the hope of improving the satisfaction of customers, but customers fail to understand or use the added features and this decreases the satisfaction of customers (Gomachab & Maseke, 2018).

In Sri Lanka, there are various opinions about mobile banking applications among customers. Some people are satisfied with their mobile banking applications as others do not, which is determined by several factors. Thus, the research sought to study the impact of mobile banking applications usage on customers' satisfaction for selected commercial bank customers in the Manmunai North division of Batticaloa district.

1.1 Research problem

The shift from cash to less-cash society is disheartening. Approximately 95 percent of all Sri Lankan retail transactions remain cash-based (The Fintech Revolution Begins in Sri Lanka, 2018). Banks in Sri Lanka continue to invest in digital capabilities such as banking apps and internet banking, but banks may not satisfy all customer expectations now. There are still many people who prefer visiting a bank branch. It is difficult for banks to train both digital native staff and digital immigrant staff to satisfy digital native customers as well as digital immigrant customers (Daniel, 2019).

In Sri Lanka, there have been several mobile banking apps introduced by the banks to make the transactions easier for their banking customers. Voting poll result for Technnovation Awards on Most Popular Electronic Payment Product of the Year 2019 shows the votes that the bank has received for their app is very low when compared with the total number of Sri Lankan banking customer accounts.

Mobile apps and web portals will create more vulnerabilities than traditional banking channels. These alternative channels are essential for business as customers seek greater convenience. Mobile apps and web portals are vulnerable to insecure data shortages, insecure authentication, and code tampering (KPMG Sri Lanka, 2019). This is because most of the bank customers are not attached with the mobile banking application activities. Long queues and the huge crowd still exist in the banking premises especially when salaries and pension have been released, even though there is a scope for mobile banking since most of the customers using smartphones and able to access the internet.

Many researchers carried out research to identify and analyses the various factors influencing customers' satisfaction. There is a lack of researches on how mobile banking applications impact on customers' satisfaction. So far, there are very few studies that deal with mobile banking applications and customers' satisfaction. In terms of the Sri Lankan context, there is a lack of studies regarding the impact of mobile banking applications on customers' satisfaction. This shows there is a population gap in the related topic.

Based on the above evidence, there is a need to investigate the impact of mobile banking applications usage on customers' satisfaction and this study addresses the following specific research issue:

“What is the Impact of Mobile Banking Applications on Customers' Satisfaction?”

1.2 Research questions

- a) What are the relationships between features of mobile banking applications (reliability, security, ease of use, efficiency, responsiveness, and convenience) and the customers' satisfaction?
- b) What are the impacts in the features of mobile banking applications (reliability, security, ease of use, efficiency, responsiveness, and convenience) on the customers' satisfaction?

1.3 Research objectives

- a) To identify the relationships between features of mobile banking applications (reliability, security, ease of use, efficiency, responsiveness, and convenience) and the customers' satisfaction.
- b) To examine the impacts in the features of mobile banking applications (reliability, security, ease of use, efficiency, responsiveness, and convenience) on the customers' satisfaction.

2. Literature review

2.1 Features of mobile banking applications and customers' satisfaction

Customer satisfaction is defined as an evaluation that determines how customers are happy with a company's product or services. The customer's satisfaction is commonly defined as the full meeting of one's expectations (Haonga, 2015). There is a positive and significant relationship between the customer satisfaction and the variables of service quality and customer loyalty as well as there is a negative significant relationship between security and customer satisfaction (Murugiah & Akgam, 2015). Mobile banking software application also called mobile apps is a software program designed to run on the mobile device depending on a particular operating system to support installation. They can come preloaded on the mobile device as well as users can download them from mobile app stores (Cheah et al., 2011).

According to Asfour and Haddad (2014), reliability is the functional standard to know whether the product or service meets the expectations of the customers. And the researcher recommends telecommunication companies and banks should work hard to offer high quality service to enhance customer satisfaction in a secure way (Asfour & Haddad, 2014). Customers don't trust the technology and feel insecure if mobile banking applications are susceptible to fraud. It will affect the customers' satisfaction (Aldiabat et.al, 2019). Perceived ease of use of mobile services had a positive effect on customer satisfaction (Tung, 2013). According to Kahandawa and Wijayanayake (2014), when technology links to the product, it is difficult to handle and the ease of use of it has always been very critical in customer satisfaction. Customers can easily access a huge number of mobile banking services efficiently by installing the application on their mobile phones. Mobile banking may help to increase the productivity of the workforce by increasing their efficiency in daily routine. Further, their study indicates there is a positive impact of efficiency on customer E-satisfaction in mobile banking (Asfour & Haddad, 2014). Responsiveness is the customer representative service offered to fulfill their requirements, dealing with their quarries, and solve their complaints. Customer representative services are very attractive and helpful in solving customers' problems. These services include take prompt action to the complaints of the customers, mailing transaction slips immediately without any unnecessary delays, and calling the customer back quickly to solve their issues. Further, their analysis shows that there is a strong positive relationship between responsiveness and customer satisfaction. This positive relationship indicates that the responsiveness goes higher the customer satisfaction also moves into the higher direction (Asfour & Haddad, 2014). The study of Jannat and Ahmed (2015) revealed that the convenience of mobile banking has a positive relationship with customer satisfaction. Convenience refers to the ability to use the service anytime, anywhere, and without any delays. As a dimension of service quality, convenience has a positive influence

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on customer satisfaction (Sagib & Zapan, 2014). According to Yousuf and Wahab (2017), the customer feels difficulties to search for information due to the constraints of small screens and inconvenient input. It will affect the customer satisfaction towards mobile banking.

Table 1
Electronic service quality (e-service quality) dimensions

Research	E-service quality dimensions
Dabholkar et al. (2000)	efficiency, ease of use, performance, perceived control, and convenience
Swaid and Wigand (2009)	personalization, information quality, website usability, responsiveness, reliability, assurance
Bedi (2010)	assurance, empathy, reliability, responsiveness, tangible product availability, product convenience, interaction
Munusamy et al. (2010)	assurance, responsiveness, empathy, tangibles, reliability
Ganguli and Roy (2011)	technology security and information quality, technology convenience, technology usage easiness, and reliability, customer service
Sharma and Malviya (2013)	reliability and responsiveness, assurance and security, convenience of location, efficiency, and easiness to operate

Source: Extracted from Sagib and Zapan (2014).

Based on the above literature, the hypotheses for the study can be formulated as:

H₁: Reliability of mobile banking applications which has a positive impact on customers' satisfaction for selected commercial banks in the Manmunai North division of Batticaloa district.

H₂: Security of mobile banking applications which has a positive impact on customers' satisfaction for selected commercial banks in the Manmunai North division of Batticaloa district.

H₃: Ease of use of mobile banking applications which has a positive impact on customers' satisfaction for selected commercial banks in the Manmunai North division of Batticaloa district.

H₄: Efficiency of mobile banking applications which has a positive impact on customers' satisfaction for selected commercial banks in the Manmunai North division of Batticaloa district.

H₅: Responsiveness of mobile banking applications which has a positive impact on customers' satisfaction for selected commercial banks in the Manmunai North division of Batticaloa district.

H₆: Convenience of mobile banking applications which has a positive impact on customers' satisfaction for selected commercial banks in the Manmunai North division of Batticaloa district.

3. Conceptual framework

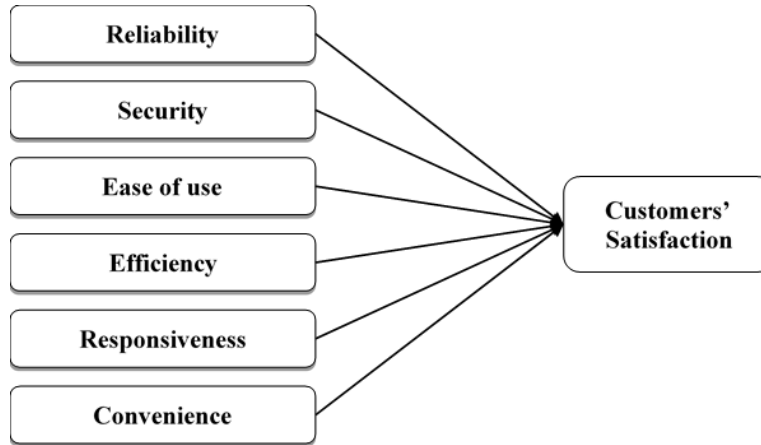


Figure 1 Conceptual model

Source: Developed by researchers (2020).

4. Research methodology

In this research, the total study population was covered the total number of mobile banking application users who have accounts in the full-fledged mobile banking especially with People's Bank, Bank of Ceylon, Commercial Bank of Ceylon, Sampath Bank, and Hatton National Bank branches in Manmunai North division of Batticaloa district. Out of these populations, the sample size was selected through convenience sampling technique. The researcher has taken as a sample size of 300 respondents for study purposes. Questionnaires were distributed over an online survey and a printed questionnaire. The survey instrument was posted online through Google Survey Form. The “Five Point Likert Scale” will be used to measure the dependent variable (customers’ satisfaction) and the independent variable (features of mobile banking applications). This scale consists of five boxes ranging from “Strongly Disagree” to “Strongly Agree” was applied in part II of the questionnaire to identify responses. However, the analysis consists of the response from 290 individuals out of 300 respondents. Pearson’s correlation analysis and regression analysis are used to analyze the collected data.

Table 2
Operationalization

Variable	Dimensions	Source	Measurement
Features of Mobile Banking Applications	Reliability	Sagib and Zapan, 2014; Prameela, 2013; Kumbhar, 2011	Five Point Likert Scale
	Security		
	Ease of use		
	Efficiency		
	Responsiveness		
	Convenience		
Customers’ Satisfaction			

Source: Developed by researchers (2020).

5. Findings

Table 3
Results of Pearson's correlation analysis

Relationships	Correlation Coefficient	Sig. Value	Decision Attributes
Reliability and Customers' Satisfaction	0.715	0.000	Strong Positive
Security and Customers' Satisfaction	0.704	0.000	Strong Positive
Ease of use and Customers' Satisfaction	0.580	0.000	Medium Positive
Efficiency and Customers' Satisfaction	0.694	0.000	Medium Positive
Responsiveness and Customers' Satisfaction	0.726	0.000	Strong Positive
Convenience and Customers' Satisfaction	0.708	0.000	Strong Positive

Source: Survey data (2020).

According to Ratner (2009), decision attributes for the above result of Pearson's correlation analysis are $r = 0.1$ to 0.29 (weak positive), $r = 0.3$ to 0.69 (medium positive), $r = 0.7$ to 1.0 (strong positive), -0.1 to -0.29 (weak negative), -0.3 to -0.69 (medium negative) and -0.7 to -1.0 (strong negative).

Table 3 shows that the dimensions in the features of mobile banking applications such as reliability, security, responsiveness, and convenience have a strong positive relationship with customers' satisfaction while ease of use and efficiency have a medium positive relationship with customers' satisfaction.

Table 4
Coefficients of multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	-2.230	0.169		-1.320	0.188		
Reliability	0.180	0.050	0.175	3.586	0.000	0.399	2.506
Security	0.218	0.036	0.259	6.074	0.000	0.520	1.921
Ease of use	0.113	0.046	0.103	2.450	0.015	0.538	1.858
Efficiency	0.052	0.057	0.048	0.916	0.360	0.343	2.913
Responsiveness	0.246	0.048	0.243	5.178	0.000	0.429	2.330
Convenience	0.253	0.053	0.218	4.747	0.000	0.499	2.227

Source: Survey data (2020).

Coefficient result in Table 4 indicates that, Reliability ($p < 0.05$; $\beta = 0.180$), Security ($p < 0.05$; $\beta = 0.218$), Ease of Use ($p < 0.05$; $\beta = 0.113$), Responsiveness ($p < 0.05$; $\beta = 0.246$) and Convenience ($p < 0.05$; $\beta = 0.253$) had statistically significant and positively impact on Customers' Satisfaction. Efficiency ($p > 0.05$; $\beta = 0.052$) had not statistically significant impact on Customers' Satisfaction.

The VIF values of all six dimensions of the independent variable are indicating below 10 (Hair et al., 1995), it shows that there is no problem of multicollinearity between dimensions, which means that the model used in this study is correct.

6. Discussions on findings

Discussion on personal information includes distribution of most preferable/ frequently used mobile banking applications, the purpose of usage, gender, age, educational qualification, and work status of 290 respondents, who are using mobile banking applications in the Manmunai North division of Batticaloa district. Most of the respondents used COMBANK Digital which is 29.7 percent. The next preferred mobile banking application is People's Wave which is 23.8 percent. The rest of 20 percent, 13.8 percent, and 12.7 percent used Bank of Ceylon Mobile Banking, HNB Mobile Banking, and Sampath Bank Mobile App respectively. The majority of the respondents used the mobile banking application for fund transfer which is 31 percent, 24.1 percent of respondents used for balance-inquiry, 17.2 percent used for mobile recharge, 13.8 percent used to check transaction history, and 12.9 percent used for bill payments. Only 1 percent of respondents used to get a mini bank statement. Majority of the respondents were males 59 percent (171) and the rests of the respondents were females 41 percent (119). Most of the respondents are coming under the age limit of 18-30. It represents 43.8 percent. 40.7 percent, 10.7 percent, 3.4 percent and 1.4 percent of respondents are between the age limit of 31-40, 41-50, 51-60 and above age 60 respectively. Under the age group of 18-30 are using mobile banking applications at the most and fewer amounts of the respondents are fall above age 60. The majority of the respondents, 35.9 percent are with G.C.E Advanced Level and 34.5 percent of respondents are with diploma/ equivalent. 25.2 percent of mobile banking application users have a bachelor degree/ equivalent. 1.7 percent, 1.4 percent and 1 percent of respondents has G.C.E Ordinary Level, below G.C.E Ordinary Level and master degree/ equivalent respectively. Very less number of respondents that is 0.3 percent has other educational qualification. Work status of mobile banking application users who have accessed Selected Commercial Banks (SCB) in the Manmunai North (MN) division of Batticaloa district. It indicates 6.6 percent of users are students, 7.9 percent of users are undergraduates, 3.8 percent of users are entrepreneurs, 3.8 percent of users are self-employed, 30 percent of users are government servants, 35.5 percent of users are private sector employees, 9 percent of users are semi-government employees, 1.7 percent of users are pensioner and 1.7 percent of users are unemployed.

Correlation (r) between reliability and customers' satisfaction is 0.715 and significance at 0.01 levels (2-tailed) is 0.000. It is concluded that there is a strong positive relationship between reliability and customers' satisfaction for SCB in the MN division of Batticaloa district. Previous researchers Rahman et al. (2017) found that there is a significant and positive relationship between the reliability dimension of service quality and customers' satisfaction of mobile banking users. Correlation (r) between security and customers' satisfaction is 0.704 and significance at 0.01 levels (2-tailed) is 0.000. It is concluded that there is a strong positive relationship between security and customers' satisfaction for SCB in the MN division of Batticaloa district. Ahmad and Al-Zu'bi (2011) found that there is a significant and positive relationship between security and customer satisfaction. Correlation (r) between ease of use and customers' satisfaction is 0.580 and significance at 0.01 levels (2-tailed) is 0.000. It is

concluded that there is a medium positive relationship between ease of use and customers' satisfaction for SCB in the MN division of Batticaloa district. Perceived ease of use has a significant and positive relationship with customer satisfaction (Ngwenya & Manjera, 2015). Correlation (r) between efficiency and customers' satisfaction is 0.694 and significance at 0.01 levels (2-tailed) is 0.000. It is concluded that there is a medium positive relationship between efficiency and customers' satisfaction for SCB in the MN division of Batticaloa district. Analysis of the correlation matrix has shown that the value of efficiency and customer satisfaction has a strong positive relationship at the significance level. It means that with the increase in the efficiency of the service quality provided it will increase the level of satisfaction among the customers (Khan et al., 2014). Correlation (r) between responsiveness and customers' satisfaction is 0.726 and significance at 0.01 levels (2-tailed) is 0.000. It is concluded that there is a strong positive relationship between responsiveness and customers' satisfaction for SCB in the Manmunai North division of Batticaloa district. The value of Pearson correlation indicates that there is a very strong positive relationship between responsiveness and customer satisfaction meaning that customers are very much satisfied with the customer representative services provided online, response of emails very fast and customer representatives get back to the customer quickly on his call (Khan et al., 2014). Correlation (r) between responsiveness and customers' satisfaction is 0.726 and significance at 0.01 levels (2-tailed) is 0.000. It is concluded that there is a strong positive relationship between responsiveness and customers' satisfaction for SCB in the Manmunai North division of Batticaloa district. Ahmad and Al-Zu'bi (2011) found that there is a significant and positive relationship between convenience and customer satisfaction.

Regression analysis shows that reliability positively contributes to the creation of customers' satisfaction for SCB in the MN division of Batticaloa district ($\beta = 0.180$, $t = 3.586$, $p < 0.05$). Hammoud et al. (2018) found that reliability is the strongest dimension of service quality affecting customers' satisfaction. Further, the researcher found that the standardized beta was high and positive, indicating a significantly high influence of reliability on customers' satisfaction. Security positively contributes to the creation of customers' satisfaction for SCB in the MN division of Batticaloa district ($\beta = 0.218$, $t = 6.074$, $p < 0.05$). According to Asfour and Haddad (2014), security has a positive impact on customer E-satisfaction at the level of significance. Regression analysis shows that ease of use positively contributes to the creation of customers' satisfaction for SCB in the MN division of Batticaloa district ($\beta = 0.113$, $t = 2.450$, $p < 0.05$). Al-Hawary and Al-Smeran (2016) hypothesized that there is a statistically significant effect of ease of use on customer satisfaction. Ease of use has a significant and positive impact on customer satisfaction of mobile banking (Jannat & Ahmed, 2015). Efficiency is not contributing to the creation of customers' satisfaction for SCB in the MN division of Batticaloa district ($\beta = 0.052$, $t = 0.916$, $p > 0.05$). Al-Hawary and Al-Smeran (2016) found that efficiency has an insignificant effect on customer satisfaction. Their study shows that efficient websites of banks affect customer satisfaction through electronic service speed and ease of use by a customer with a few clicks and less time as possible reflecting the effectiveness of the website where the service was quick and easy. Responsiveness positively contributes to the creation of customers' satisfaction for SCB in the MN division of Batticaloa district ($\beta = 0.246$, $t = 5.178$, $p < 0.05$). Al-Hawary and Al-Smeran (2016) found that responsiveness has a significant and positive effect on customer satisfaction. Convenience

positively contributes to the creation of customers' satisfaction for SCB in the MN division of Batticaloa district ($\beta = 0.253$, $t = 5.178$, $p < 0.05$). According to Kumbhar (2011), convenience has a significant and positive impact on customer satisfaction of e-banking. Convenience was found significant and was a good predictor of overall satisfaction in e-banking.

7. Conclusions

To find out the relationships among mobile banking application users, the Pearson correlation technique was applied. It indicated that there is a strong positive relationship between features of mobile banking applications such as reliability, security, responsiveness, convenience and customers' satisfaction while there is a medium positive relationship between ease of use and efficiency with the customers' satisfaction.

The result of multiple regression analysis indicated that there is a significant positive impact of reliability, security, ease of use, responsiveness, and convenience on customers' satisfaction. Efficiency has an insignificant impact on customers' satisfaction among mobile banking application users for selected commercial banks in the Manmunai North division of Batticaloa district. The reason for the insignificant impact of efficiency is that the indicators of using mobile banking application doesn't require a lot of effort, the mobile banking application registration process is simple, mobile banking application creates positive experience for users, and effective speed of service are not considered much more important among mobile banking application users in the Manmunai North division of Batticaloa district.

7.1 Limitations of the study

The study consists of several limitations. The first limitation is that the survey was limited to one geographic division of a single country that is selected mobile banking application users in the Manmunai North division of Batticaloa district. Only five Licensed Commercial Banks' Mobile banking applications are selected to conduct the research.

This study surveyed only 300 respondents based on the convenience sampling technique. Only some people choose to take part in the survey and some do not. Selected sample respondents have been relatively small if any study consists of more than this sample size finding would be further confirmed. From the overall collected samples, 290 respondents are insufficient to represent the overall Sri Lankan mobile banking application users. The sample representation did not fairly represent the overall Sri Lankan demographics.

The scale used to measure the research questions were a five-point Likert scale instead of a seven-point scale was used, measurement is more accurate would have been taken for each variable. Due to the analysis complexity, it was avoided.

7.2 Direction for future studies

This study may not have pointed out all the factors that influence customers' satisfaction and therefore it is recommended that further research be done to unveil other factors of mobile banking applications that influence customers' satisfaction.

As the current status quo stands, we are moving into a digital world which tends to be paperless and banks aim to move into that direction, so further research is recommended on how mobile banking applications can be interlinked with internet banking; how mobile banking applications contribute to the economy's GDP; and the relationship between mobile banking applications and branch banking.

Mobile banking applications have a higher potential and opportunity in rural areas. However, this research focused on customers' from urban areas only and therefore, future research could be carried out with a population of balanced representation from both rural and urban communities.

8. Recommendations

The correlation analysis confirmed a significant positive relationship between the features of mobile banking applications and customers' satisfaction for Selected Commercial Banks in the division of Manmunai North, Batticaloa district. Therefore, banks can improve the features of mobile banking applications to improve their customers' satisfaction.

Illiterate people cannot understand mobile banking applications' instructions. So, there is a need to simplify it and instructions should be given in regional language. Banks have to conduct some programs and give proper training toward the operation of mobile banking applications among the customers.

Banks need to simplify fewer procedures for the accessibility of mobile banking applications. Banks should make the procedure for transaction simple and easy. When designing a mobile banking application, the bank should customize its application according to its customers' requirements. Banks have to create trust in the mind of customers about the security of their accounts.

People's needs and behavior is changing over time. The people are being influenced by the advantages of technology in their life. So they will be happy in making life easier using technology such as mobile banking applications. Therefore, banks need to continue upgrading the mobile banking application system as technology changes.

Sri Lankan banks think that are two groups of customers, the 1st is willing to have and use mobile banking applications and will be happy in that upon their knowledge of the advantages of mobile banking applications. The 2nd group is still using traditional banking services and visiting the physical branches. Therefore the bank needs to focus on the needs and wants of both groups from one hand and investing increase the awareness and willingness of the 2nd group to move the mobile banking applications shorter.

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