CUSTOMER ADAPTATION TO INTERNET BANKING CHANNELS: A STUDY OF NIGERIAN BANKS

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ABSTRACT

The aim of this research was to examine customer adaptation factors of internet banking channels in Nigeria. Drawing from its theoretical baseline, the study was anchored on Technology Acceptance Model (TAM). Descriptive survey design was used in accessing the study's subjects. While the population of the study comprise of customers of deposit banks in Nigeria; however, it accessible population was limited to customers of banks operating in Rivers State. A total of 400 respondents were conveniently administered copies of questionnaire. Data obtained through this process were analyzed and a total of 3 hypotheses were tested using Regression Analysis and Partial Correlation Coefficient. Results retrieved from these tests revealed a positive and significant relationship between customer adaptation factors such as perceived trust and security & privacy and banking mobile apps. Based on the findings, study concludes that the issues of perceived trust, security and privacy are important determinants in the adaptation of internet banking channels. Specifically, perceived trust was found to be a significant factor in using bank mobile apps in carrying out transactions. In view of the above conclusions, this research recommended that bank managers wanting their customer service experience and patronage should pay more attention to new channels of presenting innovative online services like making banking mobile apps to be more user-friendly and interactive. They should ensure that the issue of security and customer privacy is taking seriously, because this is one of the strategic ways of building customer trust in online transactions.
KEYWORDS: *Internet Banking Channels, Customer Adaptation, Mobile App.*

1. INTRODUCTION

Increasing globalization and financial competitive environment, have put enormous pressure banks to continuously innovate and find new strategic channels through which they can differentiate their products and services and thus achieve competitive advantage (Jenkins, 2017). Banks in this digital age have now realized the strategic importance of the internet as a useful channel to improve customer service experience and service satisfaction. According to Khanifar, Niya, Jandaghi, Molavi and Emami (2012), since the mid-1990s, there has been a fundamental shift in banking delivery channels toward using self-service channels such as electronic banking, mainly the use of automated teller machines (ATMs) and online banking. In essence, clients has shifted from using traditional banking to internet banking system.

The internet has provided a more convenient avenue for customers to carry out banking transactions on one hand, and a at the same time, has allowed banks to practice new generations of banking services without being compelled to invest in physical branches (Furst, Lang & Nolle, 2002; Gilmore, Gallagher & Henry, 2007; Jenkins, 2017). The emergence of internet banking channels have had a positive impact on operational efficiency of financial institutions; as they have reduces the operational costs of banks, facilitate personalized service provision to customers, reduced lead time, and generally improves banking services,

which have led to not only satisfying customers, but also, served as a retention strategy that makes customers continue using the products and services of a banking institution. (Couto, Tiago, & Tiago, 2013). Injection of Information Technology (IT) facilities like online banking has led to improved service quality and superior service delivery within the banking sector. Interestingly, the reason for this paradigm shift has been argued by numerous scholars to be perceived usefulness, perceived ease of use, security and privacy provided by online banking (Khanifar, et al., 2012; Jenkins, 2017; Couto et al., 2013).

Conceptually, online banking constitutes a fusion of conventional banking and web technology, being increasingly patronized by banking sectors worldwide. Chong et al., (2010) internet banking channels refers to the system that allows customers to transact business with the bank on different digital channels. Additionally, internet banking channels offers convenience to its users through performing activities at any time of the day (24 hours) and from anywhere in the world (Abu-Assi et al., 2014). Internet banking channels as banking service that allows customers to access and perform financial transactions on their bank accounts from their web-enabled computers. According to Agwu (2018), innovative channels of delivering e-banking services include Point-of-Sale (POS), ATMs, mobile banking, telephone banking, and internet banking. Among the aforementioned, one of the most prevalent channels of providing new banking services is the POS terminal,

which is an electronic device used for credit and/or debit cards transactions at retail locations, such as shops, restaurants, and hotels. It enables customers to perform banking transactions using their credit or debit cards, 24 h a day (Kajuju 2016. The other channel of e-banking is the ATM. An ATM is defined as an automated telecommunication device that enables consumers to access banking services without any need for a bank operator (Sarlak 2010). Mobile banking is a service provided by financial companies, and it allows customers to benefit by using their mobile phone devices to perform banking transactions such as transferring funds, saving money, and paying bills**.** Also, internet banking is another popular channels used by financial institutions. As such, internet banking is defined as the acquisition of banking services via the internet. It provides a vast range of potential advantages because of the attainable and user-friendly application of technology (Yiu et al. 2007). It handles banking transactions on the internet via websites (Sarlak 2010). Additionally, is telephone banking; whose services enable clients to accomplish some banking transactions like applying for account balance information or transferring money through the telephone (Hosseini and Mohammadi 2012).

Despite the fact that the internet has an ever-growing importance in the banking sector because of the advantages it brings to both the entities and their customers, not all the financial entities that have adopted e-banking have been successful (Ortega et al., 2007). The issue of trust, privacy, internet bullying, among others have had an overbearing effect on the adaptation of online banking especially in developing countries. According to Wungwanitchakorn (2002), in most developing countries, internet banking is still in its early stages. Only a few banks are developing such services while others merely use the web to provide information about products and services. Thus, it can be concluded in this regard that bank customers are still not accustomed to using electronic channels to manage their financial affairs. This low adaptation rate is an indication of the hazards of introducing new products and services into the marketplace; the vast majority of product and service innovations fail, at considerable cost to the financial institutions introducing them. Moreover, those services perceived as necessary by such adapters must also be identified. The identification of personal characteristics related to the adoption of internet banking is critical for market targeting and the identification of innovative features can help banks in product design and in formulating campaigns that will encourage the adoption of the service (Tan and Teo, 2000).

It is believed that human behavior, in general, takes time to adjust and accept radical changes within its macro environment. Banking through online medium is not alien in this regard. Banking customers accustomed to branch confined banking exhibit diverse apprehensions toward instant adaptation of online banking facility. According to Sohail and Shanmugham (2003), customer adaptation describes beliefs about having necessary resources and opportunities for an individual's intention to perform. These are facilitating conditions, which refer to the

availability of resources, i.e. the technological resources and infrastructure needed to engage in the adaptation. Lee and Allaway (2002) suggested that the adaptation of electronic banking depends on the service firm's resource management by lowering delivery costs and by releasing service personnel to provide better and more varied service.

In addition, consumer adaptation of a good or a service refers to the acceptance and continued use of a product, service or idea. According to Baraghani (2007), consumers go through "a process of knowledge, persuasion, decision, implementation and confirmation" before they are ready to adapt to changes in product or service. Thus, consumer adaptation is the process that describes the steps consumers follow in deciding whether or not to use a new product, service or innovation. These stages in the adoption process are awareness, interest, evaluation, trial and adoption. Awareness is to communicate the availability of the new product or service. Interest is to communicate benefits of new product or service to gain consumer interest. Evaluation emphasizes the advantages of new product over alternatives currently on the market. Usage refers to how the customer is able to use the internet banking services in any transaction (Bearden et al., 2001). Theories such as diffusion of innovation, Technology Acceptance Model (TAM), reasoned action, etc; are among the prominent theories that can back the adaptation process of new system or innovation.

Based on these theories, certain factors are responsible for the adaptation of online banking channels. This makes it imperative for banks to identify the factors which are decisive for their customers to embrace online banking and avail cost effective service delivery. It is important to mention that this research aimed to validate factors such as perceive trust and security & privacy which influence online banking adaptation among banking customers and test their individual causal significance toward the used of mobile app. Also this research introduced customer satisfaction as a moderating variable in order to test its effect on customer adaptation of the use of internet banking channels.

2. LITERATURE REVIEW
2.1 Theoretical Review
2.1.1 Technology Acceptance Model
Technology Acceptance Model (TAM) is another baseline theory this research used. TAM was introduced by Davis (1986) to describe the usage behavior of new technologies. According to Rauniar, H., Rupak., G., Greg, R., Rawski., A., Jei, A., Yang., T., Ben, J., & Benhnson, E. (2014), two theoretical constructs were found useful in conceptualizing the TAM. They include Perceived Usefulness (PU) and Perceived Ease-Of-Use (PEOU). These constructs were examined with respect of new innovation, which explains the intention to use a new technology. PU is defined as the extent to which a user trusts that by using a particular system, it would improve his or her job performance. More so, PEOU was defined as the extent to which a user trusts

that by using a particular technology, it would be free from effort (Cheung, C.M. & Thadani, 2012).

More so, TAM assumes that the individual behavior is volitional. However, the theory does not include behavioral control construct, which means that behavior is directly at the discretion of oneself. In other words, this model does not explain cases where consumers are not able to perform transactions due to insufficient money, even though there is an intention to do so (Loh, 2011). It is important to state that customer satisfaction is likely to have a stronger impact on customer adaptation and intention to use internet banking.

2.2 Conceptual Review
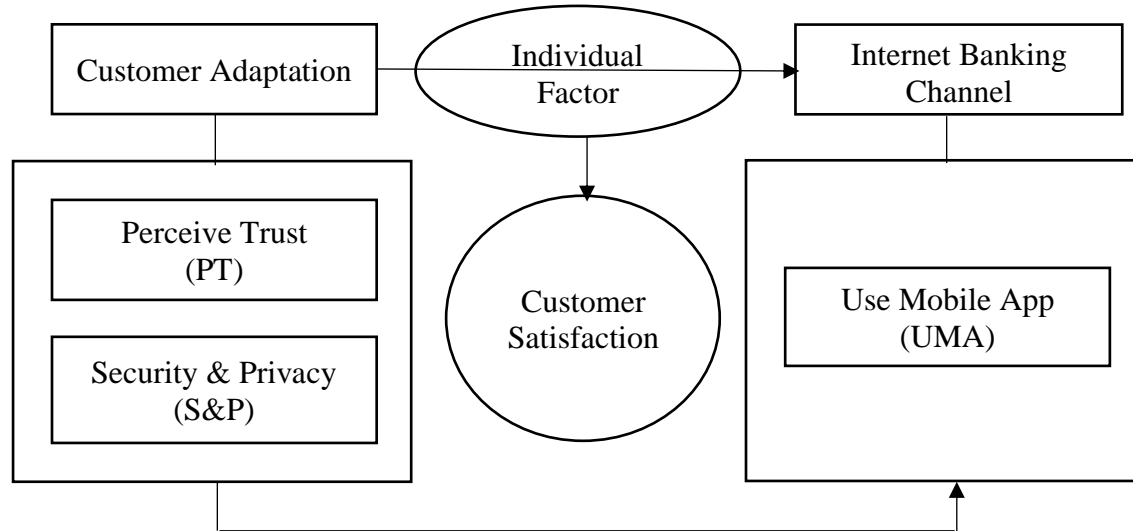
2.2.1 Internet Banking Channel
According to Chong et al., (2010) internet banking channels refers to the system that allows customers to transact business with the bank on different digital channels. Additionally, internet banking channels offers convenience to its users through performing activities at any time of the day (24 hours) and from anywhere in the world (Abu-Assi et al., 2014). Internet banking channels as banking service that allows customers to access and perform financial transactions on their bank accounts from their web-enabled computers

According to Agwu (2018), innovative channels of delivering e-banking services include Point-of-Sale (POS), ATMs, mobile banking, telephone banking, and internet banking. Among the aforementioned, one of the most prevalent channels of providing new banking services is the POS terminal, which is an electronic device used for credit and/or debit cards transactions at retail locations, such as shops, restaurants, and hotels. It enables customers to perform banking transactions using their credit or debit cards, 24 h a day (Kajuju 2016. The other channel of e-banking is the ATM. An ATM is defined as an automated telecommunication device that enables consumers to access banking services without any need for a bank operator (Sarlak 2010). Mobile banking is a service provided by financial companies, and it allows customers to benefit by using their mobile phone devices to perform banking transactions such as transferring funds, saving money, and paying bills**.** Also, internet banking is another popular channels used by financial institutions. As such, internet banking is defined as the acquisition of banking services via the internet. It provides a vast range of potential advantages because of the attainable and user-friendly application of technology (Yiu et al. 2007). It handles banking transactions on the internet via websites (Sarlak 2010). Lastly is telephone banking; whose services enable clients to accomplish some banking transactions like applying for account balance information or transferring money through the telephone (Hosseini and Mohammadi 2012).

2.2.2 Customer Adaptation
It is believed that human behavior, in general, takes time to adjust and accept radical changes within its macro environment. Banking through online medium is not alien in this regard. The identification of personal characteristics related to the adaptation of internet banking is critical for market targeting and the identification of innovative features can help banks in product design and in formulating campaigns that will encourage the adoption of the service (Tan and Teo, 2000). TAM model suggests that customer adaptation behavior is determined by the intention to use a particular system, which in turn is determined by the perceived usefulness and perceived ease of use of the system (Davis, 1989). Liao and Cheung (2002) utilized an alternative research approach which assumes that customer adaptation is determined by intention to perform the behavior. However, factors affecting the adaptation of a new information technology are likely to vary with the technology, target users, and context (Moon and Kim, 2001).
Banking customers accustomed to branch confined banking exhibit diverse apprehensions toward instant adoption of online

banking facility. Customer adaptation of a good or a service refers to the acceptance and continued use of a product, service or idea. According to Baraghani (2007), consumers go through "a process of knowledge, persuasion, decision, implementation and confirmation" before they are ready to adopt a product or service. Thus, customer adoption is the process that describes the steps consumers follow in deciding whether or not to use a new product, service or innovation. These stages in the adoption process are awareness, interest, evaluation, trial and adoption. Awareness is to communicate the availability of the new product or service. Interest is to communicate benefits of new product or service to gain consumer interest. Evaluation emphasizes the advantages of new product over alternatives currently on the market. Usage refers to how the customer is able to use the internet banking services in any transaction (Bearden et al., 2001). Therefore, adaptation of electronic banking is important not only in terms of reducing costs and improving competitiveness but also in terms of a bank's ability to retain the existing customer base and to attract new customers (Guriting and Ndubisi, 2006). Recently, Hernandez and Mazzon (2007) found that system adaptation is determined by perceived usefulness and perceived ease of use, which are related to attitude and thereby to actual use.

2.3 Internet banking Channels and Customer Adaptation

Gao and Owolabi (2008) contend that the currently relevant factors determining the adaptation of internet banking in Nigeria include the level of awareness or attention, the accessibility to computers and the Internet, convenience, privacy, costs, and the availability of knowledge and support concerning internet banking. The introduction of internet banking services is facilitated by

the bank's reputation in terms of size, awareness and trust awareness of Service and its benefits in form of the amount of information a customer has about Internet banking and its benefit may have a critical impact on the adoption of Internet banking (Jaruwachirathanakul and Fink, 2005; Al-Somali et al., 2008). On the other hand, Al- Somali et al. (2008) noted that low awareness of internet banking is a critical factor in causing customers not to adapt internet banking and Katri (2003) conquers that most important factors discouraging the use of internet banking are lack of Internet access and not having a chance to try out Internet banking in a safe environment, thus not being in a position to access account. According to Gan et al. (2006), the previous studies have identified that user input factors are a function of control, enjoyment and intention to use. Control could be described as the amount of effort and involvement required by consumers in electronic banking. Enjoyment is the perceived playfulness and intrinsic value that consumers experience from the utilization of electronic banking and this would also influence the level of satisfaction; as Gan et al. (2006) indicate that when consumers are aware of the availability of electronic banking, they will use adopt, though some may not. Based on the above postulate we state the following hypotheses:

Ho₁: There is no significant relationship between mobile application and perceive trust of banks in Rivers State.

Ho₂: There is no significant relationship between mobile application and security & privacy of banks in Rivers State.

Ho₃: Customer satisfaction does not significant moderate the relationship between internet banking channels and customer adoption of banks in Rivers State.

2.4 Empirical Review

Andrew and Malinga (2011) examined the factors that influence consumer adoption of **i**nternet banking service as well as examine the relationship between Internet banking service, customer adoption and customer satisfaction. The major instrument for the data collection was a questionnaire that was designed on a 5-point Likert scale to be able to collect good quantitative data. The study established that there was a significantly positive relationship between internet banking and customer satisfaction which is consistent with the findings of Al-hawari and Ward (2005). The study recommended that more emphasis and efforts be laid on targeting individual clients. In addition, Internet banking service providers ought to look out for indicators of innovative ways of creating awareness about the service through participation in trade organizations, exhibitions as well as adoption of new technologies of Internet banking.

Pallab, Amresh and Munish (2015) in their study considers a five-factor model toward online banking adoption in the context of banking customers in India and validates the proposed model. In addition, the authors consider the impact of validated factors on overall satisfaction of customers. A five-factor online banking adoption model has been tested for reliability and validity by confirmatory factor analysis. For determining contribution of factors toward overall satisfaction level of banking customers structural equation modeling has been adopted. Four explanatory variables have been used to assess the overall satisfaction level of online banking users. A structured questionnaire incorporating variables identified from literature has been used as survey instrument for the study. Final respondent sample was 280 banking customers. Findings revealed that trust, usage constraint, ease of use, accessibility and intention to use as reliable and valid factors determining internet banking adoption among customers in India. Accessibility, usage constraints, intention to use portrayed strong and significant relationship with overall customer satisfaction. Trust and ease of use are relatively weaker and insignificant contributors toward overall customer satisfaction.

Hiba and Faisal (2018) examine how the adoption decision of the internet banking in North Cyprus would be affected based on the following dimensions; the technology features, the personal characteristics, the social environment and the expected risk. A self-administered survey was conducted with 291 participants responded to it. The partial least square approach of the structural equation modeling (PLS-SEM) is employed to investigate the direct effects of the proposed factors on the adoption decision. Additionally, the mediation test is used to examine indirect effects. Findings showed that even though the participants

appreciated the benefits of the online banking as the perceived usefulness factor exerts the greatest direct effect, they would rather use clear and easy-to-use websites, adding to that their assessments of the usefulness of these services are significantly influenced by the surrounding people's views and prior experience. This is demonstrated by the total effects of the perceived ease of use and the subjective norm factors, which are greater than the direct effect of the perceived usefulness factor since both of these factors have significant direct and indirect effects mediated by the perceived usefulness factor. The negative impact of the perceived risk factor is weak compared to the previous factors. While the personal innovativeness factor showed the weakest effect among the proposed factors.

Popoola (2013) investigated the effect of trust in adoption of internet banking: a case study of Nigeria. The author studied 18 deposit money banks in Nigeria. More so he found that that bank customers who are non-users of internet banking lack trust in internet banking and the users of internet banking have partial trust in it. The reason for this lack of trust is because of lack of security, bad reputation of banks, poor technology and lack of assuring policy or guarantee. The finding indicates that customers both users and non-users of internet banking do not have trust in the security system.

Shidrokh, Seyed and Nastaran (2013) examined the effect of trust in adoption of internet banking: a case study of According to the literature, a set of factors can have an effect on trust. All of the important factors have an effect on decreasing or increasing the level of trust in Internet banking adoption. In this paper, the factors of trust were identified based on the previous works with a particular focus on trust and Internet banking adoption. The findings summarized in this paper will be useful not only for the people involved in the implementation, design and management of infrastructure for online services, to but also for practitioners and researchers engaged in the study of trust.

George and Julia (2015) examined the effect of trust in adoption of internet banking: a case study of Zenith Bank Ghana Ltd." The zenith bank of Ghana adopted internet banking because the management wanted customers to have easy access to banking services. This means that internet banking is very vital to enable customers to easily banking services. A Part from those other reasons includes, for profits and to make more effective and efficient in all their transactions. The main problem that customers encountered in relation to internet banking services is up to data information on their accounts as far as banking is concerned. Other problems include inadequate information from the banking institution and high bank charges on the services. The customers of zenith bank of Ghana really want ATM than the other forms of accessing banking services like internet banking. This is because most of the people who transact businesses with the bank are not connected to the internet, and that they have to pay for extra services.

3. METHODOLOGY

This study adopted the descriptive research design. Kothari, (2011) noted that the descriptive research design is recommended for studies that understand the characteristics of particular groups or individuals. Descriptive survey research design is the systematic collection of data in standardized form from an identifiable population or representative (Ogbuji, 2013). The research design is effective when seeking to explain the relationship between variables in a study. Basically, the population of this study consists of customers of deposit money banks in Nigeria. However, due to time and resource constraints, its accessible population was limited to customers of these banks in Rivers State. Given the inability of the researcher to ascertain the total number of customer of these banks (of which is expected to run in to millions) this study therefore used an estimate of 400 if Taro Yamen was to use in determining a population size in millions. Hence, this research administered copies of the questionnaire to 400 respondents.

More so, this research mainly used two sources of data (primary and secondary). While the secondary data were sourced by reviewing related and relevant literature from journal articles, internet publications, industry/institutional reports, etc; the primary source was obtained by using structured copies of questionnaire. The instrument for primary data collection were made up of sections A to C. Section A elicited responses on the demographics of respondents; section B focused on responses on the independent variable while section C was centered on the dependent variable. Also, a 5-point Likert measurement scale ranging from Strongly Agree (SA, 5-points), Agree (A, 4-points), Not Sure (NS, 3-points), Disagree (D, 2-poits), and Strongly Disagree (SD 1-point)t were used in weighting responses obtained from respondents.

The authenticity of a research depends on how valid and reliable the measures are in determining what they intend to measure (Asiegbu, 2012). On this note, our main consideration on face and content validity of which the instrument for data collection was subjected to review by experts in the field of marketing. On the other hand, Cronbach Alpha test was used to determine the reliability of the instruments. Literature in this respect have demonstrated an agreed alpha of 70% (0.7) or above as reliable (Okeafor, 2012).

Lastly, this research used both descriptive and inferential methods of data analysis. Considering the former; chats, tables, percentages, etc, were deployed especially in analyzing various demographic profiles of respondents. The latter saw the adoption of Regression Analysis in testing the proposed hypotheses as formulated earlier in the research. While partial Correlation Coefficient was used to test the moderating variable. It is crucial to mention that all data analyses were assisted by Statistical Package for Social Sciences (SPSS) version 23.0.

4. RESULTS AND DISCUSSION

4.1 Data Presentation

Table 4.1 Questionnaire Distribution Results

Questionnaire	Frequency	Percentage %
Distributed	400	100
Retrieved	365	91
Not retrieved	35	9
Retrieved usable	341	93
Retrieved not usable	24	6.6

Source: *Survey data, 2023.*

Table 4.1 illustrated questionnaire distribution and retrieval process. As a result of certain observed blank or omitted entries as well as incomplete copies of questionnaire, some copies were deemed not useable and so were not included in the study. Out of a total of 400 copies distributed, only 365 representing a response rate of 91% were retrieved and 35 which represent 9% were not retrieved. Out of the 365 retrieved only 341 which represent 93.4% were usable, and 24 which represent 6.6% were not usable.

Table 4.2: Reliability Results

Variables Entered	Cronbach Alpha Scores
Use of Mobile Application	0.803
Perceived Trust	0.865
Security & Privacy	0.811
Customer Satisfaction	0.846

Source: *Researcher's Field Survey, 2023.*

Table 4.2 showed output of reliability test statistics obtained. As can be noticed above, all Cronbach's Alpha score meet the 70% standard for acceptance. Therefore, the research instrument was reliable.

4.2 Testing of hypotheses

As specified earlier, hypotheses were tested using the Regression Analysis.

Test of Hypothesis One & Two

Ho1: There is no significant relationship between mobile application and perceive trust of banks in Rivers State.

Ho2: There is no significant relationship between mobile application and security & privacy of banks in Rivers State.

Table 4.3: Regression Analysis showing the relationship between mobile app, perceived trust, and security & privacy.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968[a]	.936	.933	18.53901
2	.984[a]	.968	.966	13.12365

a. Predictors: (Constant): mobile app.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1.	(Constant)	-4.020	6.076		-.662	.517	-16.786	8.745
	Perceive Trust	1.059	.065	.968	16.257	.000	.922	1.196
2	(Constant)	-5.049	4.301		-1.174	.256	-14.085	3.988
	Security & Privacy	1.074	.046	.984	23.292	.000	.977	1.171

a. Dependent Variable: Mobile App

$$CC = -4.020 + 1.059(PT)$$
$$CC = -5.049 + 1.074(S\&P)$$

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90830.692	1	90830.692	264.277	.000[b]
	Residual	6186.508	340	343.695		
	Total	97017.200	341			
2	Regression	93435.056	1	93435.056	542.501	.000[b]
	Residual	3100.144	340	172.230		
	Total	96535.200	341			
a. Dependent Variable: Use of Mobile App						
b. Predictors: (Constant): Perceived trust, Security & Privacy						

Regression line
Y= a + bX
CS = -4.020 + 1.059(PT)
CC = -5.049 + 1.074(S&P)
Where:
R1, R2 = 0.968, 0.984
R²1, R²2 = 0.936, 0.968.
F1, 340=264.277
F2, 340=542.501
p- value = 0.000

Decision
The result of the simple regression of the above variables indicated R = 0.968 and R2 = 0,984; with R²1 = 0.936 and R²2 = 0.968; which is equal to 93.6% and 96.8% respectively; and these are the explanatory power of the model used for the study. It means that 93.6% and 96.8% variation can be explained by factors within the model used for the study and the remaining 6.4% and 3.2% can only be explained by other external quantitative and qualitative factors of the model used for the study. The f-ratio (F1: 340=264.277 and F2: 340=542.501) showed significant effects in existence and this revealed the appropriateness of the model used for the study. The t-ratio showed significant of perceive trust and security & privacy to the present status of the use of mobile app.

The beta value is the strength or the extent of contributions to the present position of mobile app, ATM, and privacy & Security respectively, made a beta contribution of 1.059 and 1.074 values. This result has revealed that mobile app, ATM made significant contribution to internet banking channels. Also, the p-value<0.05, we therefore reject the null hypothesis (H_{01}, H_{02},) that there is no significant relationship between customer adaptation and internet banking channels.

Test of hypothesis Three
Ho_3: Customer satisfaction does not significant moderate the relationship between internet banking channels and customer adaptation of banks in Rivers State.

Table 4.20: Correlation Analysis of Customer Satisfaction on Customer Adaptation and Internet Banking Channels

Correlations			Customer Adaptation	Internet Banking Channels
Spearman's rho Customer Satisfaction	Customer Adaptation	Correlation Coefficient	1.000	.755[**]
		Sig. (2-tailed)	.	.000
		N	341	341
	Internet Banking Channels	Correlation Coefficient	.755[**]	1.000
		Sig. (2-tailed)	.000	.
		N	342	341
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Field Survey Data, 2023, SPSS Output

Decision: Since P value (0.000) is less than the alpha value (0.01%) which is level of significance, the null hypothesis is rejected while the alternative hypothesis is accepted.

Coefficient of Determination

r^2 = $(0.755)^2$
r^2 = 0.570025 x 100
r^2 = 57.0%

The coefficient of determination (r^2) is 75.9%, meaning that, customer satisfaction significantly influence the relationship between internet banking channels and customer adaptation of banks in Rivers State.

5. CONCLUSIONS AND MANAGERIAL IMPLICATIONS

It is no longer news as to the strategic importance and advancement of ICT in today's online-driven world. Internet banking channels is on the forefront of this advancement, upon which strategic windows are there for innovative banks to key into this trend. Based on the findings, the issues of perceived trust, security and privacy are important determinants in the adaptation of internet banking channels. Specifically, perceived trust was found to be a significant factor in using bank mobile apps in carrying out transactions. Also, the challenges of security and privacy in the internet space have had a huge on the use of mobile apps for various banking transactions. Again, will not hesitate to the use banking apps if they are satisfied with online banking services. This means that their personal information is highly secured and transaction carried out online have not been disappointing.

Based on the above several valuable implications for bank managers and authorities have emerged. In general, it suggests that bank managers wanting their customer service experience and patronage should pay more attention to new channels of presenting innovative online services like making banking mobile apps to be more user-friendly and interactive. The findings of this study show that if bank managers keep their internet banking services up-to-date and continue to develop them, they can better and more easily attract and retain customers and increase their patronage. They should ensure that the issue of security and customer privacy is taking seriously, because this is one of the strategic ways of building customer trust in online transactions.

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