

An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking Track: Financial Management

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Abstract: Researcher needs to drive the effect of factors like ease of use, mobile atmosphere, perceived responsive, image of bank, perceived security, perceived risk, performance benefits, social influence, and hedonic motivation towards mobile banking. Here researcher measure direct and indirect effects of factors influences. In this research, *trust* and performance expectancy are consider as mediating variable whereas *innovative* is *control* moderating variable. The data was gathered from 251 users of mobile banking through structure questionnaire with seven point scale. Descriptive Analysis Research Methodology was performed to test the research hypotheses where as multiple regression and path analysis performed with Advance. research sepeurpes an efficient model to evaluate intra-relationships amongst the factors affecting customer satisfaction on adopting of mobile banking. The results of research confirmed significant direct effects of factors like ease of use, mobile atmosphere, perceived responsive, image of bank, perceived security, perceived risk, performance benefits, social influence, and hedonic motivation towards mobile banking. Research also ensures the significant mediating effect of *trust* and performance expectancy as well as *control* moderating effect of *innovative*. This is unique effort of researcher for developing structural model for mobile .*gtf* This study will help in understanding the concept of interrelation between different factors directly and indirectly correlated to mobile banking. These results provide insights for banks and mobile application providers to develop strategies that will enhance perceived value, customer experience and customer satisfaction. The main limitation of this paper is that sample population has been restricted to the users of mobile banking in major cities of Gujarat region only.

Keywords: Digital banking, Mobile banking, Customer Satisfaction, *Trust*, Performance Expectancy, Security

1. Introduction

The current advancement have significant effects and perpetual resounding in the utilization of mobile banking in the financial sector in the era of digital technologies (for example Alalwan, Dwivedi, and Rana 2017, Gupta 2013, Rana, Dwivedi, Lal, Williams, and Clement 2017, Shaikh and Karjaluo 2015, Zhang, Weng, and Zhu 2018, Zhou 2012, Hodjat Hamidi 2019, Mehrdad Safreeyad 2019). Mobile Banking is a utilization of mobile business conveyed by financial institutions or banks that allows its clients to perform transactions by adopting mobile tools like mobile phones, Personal Digital Assistants (PDA) or smart phone (Al-Jabri and Sohail 2012). This service system is implemented to make various type of payment for example, checking banking accounts, money transfer and financial transaction (Alkhalidi 2016, Arcand, PromTep, Brun, and Rajaobelina 2017, Slade, Dwivedi, Piercy, and Williams 2015, Slade, Williams, Dwivedi, and Piercy 2015, Aiswarya Sivarajan, Juby Rachel Philip, Abymon A 2018). Mobile banking is remarkable as it has distinctive yet progressed levels of system quality and service quality when contrasted and past e-banking administrations, for example, computers, kiosks, and laptops (Tam and Oliveira 2017). For example, having a mobile would empower clients to do financial transaction without the requirement for actual fixed machines without visit bank or financial institution. Along these, MBanking empowers clients to associate with the digital world at any second and exchange all the while, and this thus has changed the methods of utilizing banking services (Aboelimged and Gebba 2013).

The significance of mobile applications to banking is a central inspiration for this article. The use of applications for banking keeps on developing, strengthening a new expectation from Bill Gates that mobile banking applications will have in excess of two billion supporters by 2030. Each one of those clients will get to cash in their records and make exchanges through mobile channels. As per research led by the Financial Brand, six out of ten patterns set up for the market in 2015 are straight forwardly connected to digital environments (Expedited Deployment of Digital Delivery, Mobile-First Design, Increasing Digital and Social Selling, Mass Market Acceptance of Mobile Payments, Focus on Security and Authentication and Increased Impact of Digital Disruptors). In the literature, expanded consideration has driven the comprehension of mobile application related customer behaviour to evolve. For instance, ongoing examinations have inspected loyalty (Thakur 2013), the effects of information (Laukkanen and Kiviniemi 2010), and influences on mobile adoption (Puschel, Mazzon and

An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking Track: Financial Management

Hernandez 2010), among others (Riquelme and Rios, 2010, Cruz Neto 2010, Sc Vetrivel, J. Rajini, V. Krishnamoorthy 2020).

In any case, this examination varies from the previously mentioned concentrates as it extends the scope of factors that may affect the use of M-Banking inside the setting of India. The embrace of this reasonable model would add to the current literature review as there is no exceptional investigation in model to look at the factors that impact the use of M-Banking. Moreover, the gap in the mobile banking literature review would be span by proposing a general applied model, which carefully explains the use of mobile banking from the point of view of Indian clients. Besides, this study would regard as the reception of numeric information to inferentially analyze them by SEM. This thus would help with summing up the discoveries to the whole Indian population.

2. Review of literature and hypotheses developmnt

In India, mobile banking is characterized as banking transactions using mobile devices, for example, Personal Digital Assistants mobile phones, smart phones and other devices. . It tends to be viewed as a kind of Internet banking since it requires Internet access. This examination subsequently sees mobile banking as something of an information system. System quality depends on the efficiency model, which assesses the degree of information system resource and investment use. Service quality is significant in the Internet and mobile environments. Besides, information quality means the nature of data yield by the system, as opposed to the nature of the system itself. Additionally, what is introduced (data quality), yet additionally how the information is organized on the restricted interface, is significant in a mobile environment.

H.1 Perceived Usefulness positively leads to Customer Satisfaction on adoption of mobile banking application

As per Davis (1989), PUS can be perceived as the abstract likelihood that another innovation will improve the way that a client gets an even-handed (Silva Bidarra 2013) or as how much individuals accept that the use of a specific system will build their effectiveness at work (Kazi and Mannan 2013, K. Raja (2019)). As per Venkatesh and Davis (2000), saw PUS is the principle antecedent that decides the conduct objective for use of Personal Computer system (Kazi and Mannan 2013). PUS is recognized as having a solid, beneficial outcome on the use of an innovation (Chitungo and Munongo 2013, Hodjat Hamidi 2019, Mehrdad Safreeyad 2019). Clients are eager to use mobile banking when they see that it is valuable and invaluable for their effectiveness at work. Clients likewise see mobile banking as helpful when they see their associates, companions or relatives use it and give a positive suggestion. Then again, if individuals see that a system doesn't assist them with performing individual exercises, it is impossible that it will be gotten well (Hiral Vora, Viral Bhatt and Dhawal Jadav 2020, Anjar Gumelar, Muhammad Irfan Nasution, Ida Farida Oesman, Frida Ramadini, Mohamad Irfan, and Nurliana 2019).

H.2 Perceived Ease of use positively leads to Perceived Usefulness on adoption of mobile banking application

PEOU is characterized as how much a client accepts that the use of a specific help will be easy, simple to learn, and simple to use (Davis, 1989, referred to by Ramdhony and Munien 2013, Al-khalaf & Choe 2020). It is related with the level of trouble that the client sees in the utilization of the innovation and mobile help in regular daily existence (Chitungo and Munongo 2013, Hiteshi Ajmera and Viral Bhatt 2020). As indicated by Aboelmaged and Gebba (2013), PEOU influences an individual's demeanour toward the utilization of innovation. Existing investigations have proposed that PEOU is a significant characteristic in electronic business applications, for example, Internet exchange, web based banking, and mobile business (Lin and Wang 2006). PEOU in the ID of data and the exchanges completed should prompt a good and persuading singular experience (Aboelmaged and Gebba 2013).

H.3 Mobile atmosphere positively leads to Perceived Usefulness on adoption of mobile banking application

MA is "how much a person accepts that an authoritative and specialized foundation exists to help the make use of the system" (Venkatesh 2003). A number of studies have demonstrated the positive impact of MA fair and square of usage among clients (for example Dwivedi, Rana, Janssen 2017, Dwivedi, Rana, Jeyaraj 2017, Rana, Dwivedi, Williams, and Weerakkody 2016, Shaikh and Karjaluo 2015, Yu, 2012, Animeh Banker, Viral Bhatt and Dhawal Jadav 2020,). The ability to sign in to individual records, the capacity to move cash starting with one record then onto the next, and an elevated level of similarity uphold the utilization of M-Banking (Shaikh and Karjaluo, 2015). Individuals' insights are impacted by innovative foundation and hierarchical turn of events, which can propel them to keep utilizing a given help (Dwivedi, Rana, Janssen 2017, Lee and Chung 2009). As indicated by input from 343 members, Jordanian clients are more roused to utilize M-Banking offices when they get total help and good conditions (Alalwan 2017). The capacity of individuals to peruse the Internet and gain

admittance to web based financial offices has impacted their aims to utilize the innovation. The degree of similarity that clients feel during the utilization of innovation will in general build their penchant to utilize the innovation. Because of the advancement of innovation in India, it very well may be said that the tremendous help and comfort of utilizing the Internet can impact clients to pick web based financial system.

H.4 Perceived Reliability & Responsive positively leads to Perceived Usefulness on adoption of mobile banking application PRR has been positioned as the main help quality measurement by the Bank clients in Kosovo. PRR identifies with compelling treatment of inquiries and issues at whatever point clients need the bank's assistance. The discoveries of this exploration are in accordance with the prior study. In an investigation led by White and Nteli (2004), S.Gomathinayagam, V. Bharrathi, C.Azhakappan (2019), Alkhowaiter (2020) PRR was discovered to be the main help quality measurement among the financial clients in UK and practically all the European nations banking frameworks(Bhoomi Parekh and Viral Bhatt 2020).

H.5 Perceived Trust positively leads to Customer Satisfaction on adoption of mobile banking application

In internet business setting, PT is characterized as a conviction that merchants are eager to carry on dependent on a person's assumption (Grazioli and Jarvenpaa 2000, Luhmann 1979, Sc Vetrivel, J. Rajini,) and to keep away from an artful conduct (Gefen 2003, Hosmer 1995, Williamson 1985). PT diminishes extortion and potential danger brought about by deft conduct (Pavlou, 2003, Aiswarya Sivarajan, Jubey Rachel Philip, Abymon A2018) and gives clients a definitive advantages, for example, getting more dependable financial administrations from legit banks (Gefen 2003, Uwalaka, Samuel C. & Dr. Peace Eze 2020). At the point when clients trust banks, they will see mobile banking to be helpful and they are eager to utilize it.

H.6 Image of Bank positively leads to Perceived Trust on adoption of mobile banking Application

IB is characterized as the outside conditions of assisting clients with beating obstructions and obstacles to utilize another IT (Bergeron, Rivard, and De Serre 1990, Venkatesh and Davis 1996). Clients will see mobile banking support of be anything but difficult to utilize when they perceive that there are natural conditions to assist them with figuring out how to utilize mobile banking help, in spite of the fact that they can't utilize it handily. Also, commonality builds the comprehension of how to utilize mobile banking services because of past experience (Gefen 2003).

H.7 Perceived Security positively leads to Perceived Trust on adoption of mobile banking application

Digital banking services are basically offered through data innovation and web administrations. The entire information and data of banks is by and by on the web and it is possible that developers may hack that data Sadia Khatoon, Xu Zhengliang, Hamid Hussain (2020). Dad factor checks the degree of prosperity of customers' information, data and cash. PSE factor is evaluated primes. In a study carried out by Aluoch (2012) on the reception of mobile banking in Kenya, it was uncovered that clients are rapidly embracing mobile banking innovation in the midst of security concerns.

H.8 Perceived Risk positively leads to Perceived Trust on adoption of mobile banking application

PRI is viewed as a component that gives trust its fundamental nature, which is the reason client trust is depicted by the apparent danger included (Kesharwani and Bisht 2012). This view bodes well with regards to the utilization of mobile banking, where there is an actual division between the bank and the client, conditions are hard to foresee, and connections are hard to control. The age of trust has been viewed as a vital factor for completing on the web bank exchanges. Since there is an absence of a commonsense assurance, the buyer can't be certain that the bank won't fall back on unwanted crafty practices (Liebana-Cabanillas 2015). A few examinations show that trust and risk should be conversely related, with the end goal that as the view of risk increases, the trust in the channel or vender diminishes (Liebana-Cabanillas 2015 Sc Vetrivel, J. Rajini 2020).

H.9 Performance Expectancy positively leads to Customer Satisfaction on adoption of mobile banking application

PE is characterized as "how much an individual accepts that applying the innovation will help the person in question to accomplish gains in occupation execution" (Venkatesh 2003). Concerning M-Banking, users accept that utilizing this services will bring about changing the idea of banking, route designs, number of site visits, and number of exchanges executed (Dwivedi, Rana, Jeyaraj, Clement, and Williams 2017,Bhatiasevi, 2016,Dwivedi, Rana, Janssen 2017,Martins, Oliveira, and Popovic 2014,Zhou 2010). Besides, in light of UTAUT, both Bhatiasevi (2016) and Zhou et al. (2010) reasoned that PE altogether impacts the consistent utilization of M-Banking. The impact of the job of PE and its counterparts, (for example, seen relative advantage and perceived usefulness) fair and square of genuine utilization of M-Banking services has been referenced in various investigations (for example

An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking Track: Financial Management

Earthy colored, Cajee, Davies, and Stroebel 2003, Sripalawat 2011, Zhang 2018, Himansu Raval And Viral Bhatt 2020).

H.10 Performance Benefits positively leads to Performance Expectancy on adoption of mobile banking application

PB can be characterized as "the degree of straightforwardness associated with the utilization of a system" (Venkatesh 2003, p.450). Users feel associated with advances that are advantageous and easy to utilize (Alalwan 2017, Ozturk, Belgians, Nusair, and Okumus 2016, Shareef, Dwivedi, Kumar, and Kumar 2017). Concerning M-Banking and in the wake of utilizing UTAUT, Oliveira, Faria, Thomas, and Popovic (2014), Yu (2012) and Zhou et al. (2010) affirmed the significant job of PB fair and square of use among users. The simple availability of an innovation will in general inspire users, making them exceptionally slanted to receive the innovation (2017b, Dwivedi, Rana, Janssen 2017, and Oliveira 2014). Subsequently, when refreshing a given mechanical help naturally, users ought not to experience trouble or intricacy in utilizing the innovation, in any case, their use will fall fundamentally

(Yu, 2012, Liébaná-Cabanillas, Marinković, and Kalinić 2017, Yiu, Grant, and Edgar 2007). As assessed by Shaikh and Karjaluo

(2015), the degree of use is essentially influenced when M-Banking innovation refreshes lead to changes in the degree of straightforwardness in utilizing the services.

H.11 Social Influence positively leads to Performance Expectancy on adoption of mobile banking application

SI is "the degree to which a person sees that important others accept the person in question ought to make use of the new system" (Venkatesh 2003). The inclinations and estimations of society, including relatives, companions, family members, neighbours and different users of the innovation, will in general change the discernments and perspectives of clients significantly (Alsheikh and Bojei 2014, Rana, Dwivedi, and Williams 2015). This especially happens when the current clients of a given innovation are affected by the move of their companions and families from utilizing one mechanical support of another (Baptista and Oliveira 2015, Dwivedi, Rana, Janssen 2017). During a time where online media and verbal exchange overwhelm the digital world (Dwivedi 2018, Kapoor 2018, Roy, Singh, Baabdullah, Kizgin, and Rana 2018) the impacts of social connections can either keep up or increment the utilization of a given innovative assistance or redirect users towards a socially worthy new innovation (Al-Somali, Gholami, and Clegg 2009, Williams, Rana, and Dwivedi 2015). Without a doubt, users may switch their use of non-socially worthy innovation to socially satisfactory innovation to get more significant levels of social collaboration and combination (Jahya, 2004).

H.12 Hedonic Motivation positively leads to Performance Expectancy on adoption of mobile banking application

HM is "the fun or delight got from utilizing an innovation, and it has been appeared to assume a significant job in deciding innovation acknowledgment and use" (Venkatesh 2012). At the point when clients find that the innovation they are utilizing gives them bliss, fun, diversion, comfort, delight, fulfilment, and joy, they will tend not to change their utilization of the innovation to another contending innovation (Alalwan, Rana, Dwivedi, Lal, and Williams 2015, Baabdullah, 2018a, Koenig-Lewis 2010). The impact of HM on the utilization of M-Banking has been referenced in various investigations (for example Alalwan 2017, Dwivedi, Rana, Janssen 2017, Dwivedi, Rana, Jeyaraj 2017, Zhou 2010, Yu 2012).

Table 1
Summary of Measurement Scales

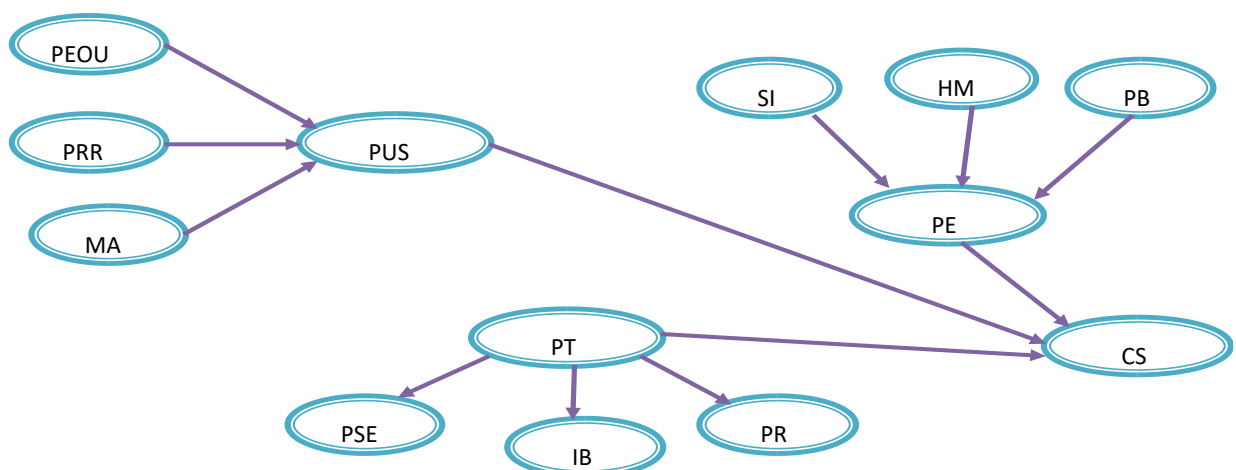
Construct	Variable	Cronbach's alpha
Perceived Trust	Mobile banking usually fulfils the commitments it assumes I think that the design and commercial offer of mobile banking take into account the desires and needs of its users The concept of m-banking is concerned with the present and future interests of its users I feel that mobile banking knows its users well enough to offer them products and services adapted to their needs I believe secure in providing sensitive information during mobile banking transactions	0.915

Perceived Ease of use	<p>Language is very simple</p> <p>Information and instruction on mobile banking are easy to understand</p> <p>It provides Physical security i.e. no need to go out with cash</p> <p>Mobile banking has a user friendly interface</p> <p>Routine banking services offer by bank are available on mobile application</p> <p>Mobile application is 24 hrs *7 accessible at any place at any time</p>	0.934
Perceived Reliability & Responsive	<p>The layout of the application is stylishly appealing The m-banking appears to use up-to-date technology.</p> <p>The mobile banking registration process is simple</p> <p>It is Cost and time saving like Lower rates, transaction fees, no need to go to bank or ATM</p> <p>App has features that are personalized for me.</p>	0.920
Mobile Atmosphere	<p>When you have a problem, bank shows sincere interest in solving it through chat on application</p> <p>Customer Care number appear on application of the online banking never too busy to respond to your request</p> <p>The system of the website rapidly retrieved the information I requested</p> <p>All my mobile banking relevant transaction confirmation details are sent by SMS or e-mail within 24 hours.</p> <p>I can speak to a customer service representative if there is a problem related to mobile banking transaction</p>	0.929
Perceived Usefulness	<p>Banking transaction is complete quickly and easily</p> <p>Use of mobile banking would make it easier to get information in dept, e.g., bank statements, standing orders</p> <p>Mobile banking enhances my effectiveness in utilizing banking service</p> <p>It understand basic requirement and needs of customers</p> <p>Application is updated data on real time</p>	0.911
Perceived Security	<p>Mobile banking provides prompt responses if my transaction is not processed</p> <p>It is secured with multilevel authorization to access account which prevents unauthorized access (Pin / OTP / Security questions etc.)</p> <p>Customers' personal information are used only for authorized purposes In case of connectivity loss or account remaining idle for some time account automatically gets logged off</p> <p>If there is a mistake, application makes it right quickly and effectively.(like IFSC code, Pin number ,city etc)</p>	0.933
Image of Bank	<p>I know m-banking through magazines, newspaper or TV</p> <p>I am familiar with mobile banking through visiting its website and getting information about it</p> <p>I prefer using the mobile banking because it is launched by many branded banks</p> <p>Mobile banking application has most innovative interface in globally competitive</p> <p>Bank representative deals respectfully with customer complaints about electronic service</p>	0.915
Perceived Risk	<p>While using mobile banking application, there may be a risk of information leak.</p> <p>There may be a risk of fraud transaction or lost money in utilization of application</p>	0.936
	<p>There may be an unauthorized access to personal data by hackers</p> <p>We always have to use the most up-to-date system version of mobile device, and regularly run updates</p>	

An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking Track: Financial Management

Social Influence	Family and relatives influence me that I should use mobile banking Using mobile application may reflect my personality to others. People whose opinion is valuable to me prefer that I use Mobile banking services. I have to use m-banking if It's widely used by people in society Media is full of reports, articles and news that suggest using mobile banking services	0.921
Hedonic Motivation	Banking transaction through application is fun for me. It is entertaining Using mobile banking is enjoyable. It's just simple as other application I run Application is required little effort.	0.927
Performance Benefits	Learning how to use Mobile banking is simple for me. Interaction with Mobile banking is clear and understandable. I am able to save considerable time and effort using mobile banking It is easy for me to become skilful at using Mobile banking Ability to conduct any financial transaction(railway ticket, bill payment etc)	0.937
Performance Expectancy	Mobile banking is useful in daily life. Using mobile banking increases chances of achieving tasks that are important to me. It increases my productivity Mobile application is flexible to meet a verity of my need s on time Mobile banking would give me a greater control	0.914
Customer Satisfaction	I think that I made the correct decision to use mobile banking The experieance that I have had in using mobile banking has been satisfactory In general terms, I am satisfied with the way mobile banking carries out transactions A mobile banking transaction is relevant to my work and helps me in attaining personal satisfaction I place a great value on improved quality of life and other personal gains that can be achieved from using mobile banking services Overall E-Banking services is better than my expectations	0.925

2.1 Conceptual Structural Model



2.2 Research Gap

Mobile banking are a sort of self-benefit where in customer profit benefits without anyone else utilizing the immediate banking channels keep running with the assistance of innovation and technology. A few examinations

have been directed on versatility of mobile banking services. They have recognized the elements influencing customer's choice of getting or not getting the mobile banking services. In any case, these examinations don't give any critical scale or model which can assess service quality nature of mobile banking services.

2.4 Research Objective

- To evaluate the factors, those are affecting customer satisfaction on adoption of mobile banking.
- To measure the direct and mediating impact of factors affecting customer satisfaction on adoption of Mobile Banking

3. Research process

To achieve the objectives an empirical study was directed to test the relationship among the construct. Here researcher create structure questionnaire based on previous related studies. A group of three experts reviewed the research methodology and estimation scales to ensure content, face validity and appropriateness of structure of questionnaire. Here Researcher considers appropriate seven point likert scale for the different variables i.e. strongly disagree to strongly agree in Perceived Usefulness, Perceived Ease of use, Mobile Atmosphere and Perceived Reliability & Responsive, most important to least important in Perceived Trust, Image of Ban, Perceived

Security, Performance Expectancy and Perceived Risk, most influence to lest influence in Performance Benefits, Social Influence and Hedonic Motivation to reduce the method biases. And researcher applies seven-point likert scale moving from highly satisfaction to least satisfaction in Customer Satisfaction.

The researcher had thirteen constructs with 65 statements namely Customer Satisfaction (6), Perceived Usefulness(5), Perceived Ease of use (6), Mobile Atmosphere (5), Perceived Reliability & Responsive (5), Perceived Trust (5), Image of Bank (4), Perceived Security (5), Perceived Risk(4), Performance Expectancy (5), Performance Benefits (5), Social Influence(5) and Hedonic Motivation (5). Moreover, the questionnaires content with some demographic factors like gender, age, income, education, marital status, and time, type of use and purpose and basic questions related to frequency of purchase, source of awareness and popular payment methods. The pilot testing was carried out with 40 users with individual interactions to check the suitability, articulation of questionnaire.

The structured questionnaire was distributed and subsequent non probability purposive sampling design. The structured questionnaires distributed in the major cities of Gujarat such as Ahmedabad, Vadodara, Surat, and Rajkot. The entire data was collected through survey with non-probability purposive sampling method. Researcher collected 289 questionnaires during October 2020 to December 2020, out of this 251 complete questionnaires was considered for the study. The sample is considered sufficient to evaluate research model ($32*10=320$) hair, since the ratio of the sample size to number of parameters to be estimated exceed the minimum threshold for normal distribution (bentler and chou ,1987).

D demographic statistics of Respondents			
		Frequency	Percent
Age	16-25	94	37.5
	25-40	83	33.1
	Above 40	74	29.5
	Total	251	100
Gender	Male	129	51.4
	Female	122	48.6
	Total	251	100
Marital Status	Married	67	26.7
	Unmarried	184	73.3
	Total	251	100
Monthly Income	0-25000	82	32.7

**An empirical study to evaluate factors affecting customer satisfaction on the adoption of
Mobile Banking Track: Financial Management**

(Rs.)	25001-50000	65	25.9
	50001-100000	57	22.7
	Above 100000	47	18.7
	total	251	100
Education	Under Graduate	26	10.4
	Graduate	64	25.5
	Post Graduate	134	53.4
	Professional	25	10.0
	Others	2	0.80
	Total	251	100
Occupation	Blank	2	0.80
	Job	143	57.0
	Business	21	8.4
	Home maker	10	4.0
	Professional	12	4.8
	Students	63	25.1
	Total	251	100
Time	Less than 1 yrs	67	26.7
	1 to 2 yrs	77	30.7
	More than 2 yrs	107	42.6
	Total	251	100
Purpose	Deposit	6	2.4
	Withdrawal	17	6.8
	Money Transfer	228	90.8
	Total	251	100
Type of bank	Nationalized bank	117	46.6
	Private Bank	137	53.4
	Total	251	100

3.1 Tools and Techniques for data analysis procedure

The data collected through the questionnaire was implied in to SPSS 25 and MS excel program for descriptive statistical analysis in which the value of mean, standard deviation, percentage, frequency have been calculated before running available on PLS- SEM analysis. The hypothesis have been derived with the use of SMART PLS-3.0. The path analysis is applied in structural model and significance of direct and mediating relationships evaluated through the bootstrap (5000 size) techniques.

3.2 Measurement Model: reliability and validity

3.2.1 Reliability

In order to check the reliability, first step is to evaluate the internal consistency of structured questionnaire by checking whether respondents understand the meaning of the statements and they are consistent while responding to the various statements.

Reliability of the scales was checked with Cronbach's alpha, a measure of reliability which found to be satisfactory. All the variables' coefficient of alpha was above 0.7 specifying a satisfactory internal consistency.

Reliability statistics				
	Loadings Max- Min	Jöreskog's rho_A	Dijkstra-Henseler's rho	Average Variance Extracted (AVE)
Perceived Trust	0.914-0.923	0.925	0.935	0.847
Perceived Ease of use	0.920-0.952	0.925	0.925	0.885
Perceived Reliability & Responsive	0.923-0.937	0.923	0.913	0.864
Mobile Atmosphere	0.891-0.933	0.920	0.930	0.832
Perceived Usefulness	0.898-0.931	0.918	0.921	0.837
Perceived Security	0.877-0.937	0.925	0.925	0.843
Image of Bank	0.919-0.933	0.922	0.912	0.858
Perceived Risk	0.906-0.925	0.938	0.918	0.840
Social Influence	0.888-0.914	0.912	0.932	0.810
Hedonic Motivation	0.892-0.931	0.929	0.939	0.825
Performance Benefits	0.901-0.882	0.938	0.928	0.799
Performance Expectancy	0.877-0.924	0.914	0.914	0.818
Customer Satisfaction	0.924-0.961	0.915	0.935	0.890

Here, measurement model and factor loading has been checked. The major purpose of evaluating factor loading is to check convergent validity. i.e. Factor loading always more than 0.3 is acceptable, more than 0.5 is better and more than 0.7 is desirable. More than 0.7 is considered as excellent loading, table 2 represent each factor has more than the standard range i.e. desirable. All factors have more than 0.7 factors loading which depicts that all the indicators are convergent to the said latent variables.

AVE (Average Variance Extracted) was also evaluated for the convergent validity. It is essential to find out internal consistency of the measurement prior to further analysis. Value of AVE is more than 0.7 which indicate as excellent convergent validity. Table 2 indicates that all the latent variable has higher than 0.5 value which also confirm that model possesses excellent convergent validity.

Cronbach's alpha coefficient of reliability was used to find out the reliability of the scale. Cronbach's alpha coefficient of reliability was used to find out the reliability of the scale. Here, all Cronbach's alpha values are more than 0.7 which indicated excellent internal consistency, and good construct reliability for constructed scale.

Further, convergent reliability (CR) was measured and the threshold value for convergent reliability is more than 0.5 that indicates reliability of the data collected.

3.2.2 Discriminant Validity

Square root of AVE must be greater than construct inter co-relation with other factors. It means individual construct showing the greater strength and co-related with another construct moderately. Here in each case, Square root of AVE is greater than construct correlation; consequently researcher did not violate the assumption of discriminant validity. Following table depicts the square root values of AVE, which have been calculated and placed diagonally.

Discriminant validity indicates how one variable is discriminated from the other variable. Fornell-Larcker criterion shows inter latent variable correlation and acceptable cut of point of the highest correlation between variables shown in the table 3. Diagonal values must be greater than the corresponding row and column correlation value (Fornell & Larcker, 1981). Table 3 indicates that all the correlation values are less than respective diagonal values. Hence Fornell- Larcker criterion concludes for excellent level of the discriminant validity for the model.

**An empirical study to evaluate factors affecting customer satisfaction on the adoption of
Mobile Banking Track: Financial Management**

Table 3
Discriminate Validity (Fornell-Larcker)

	Perceived Trust	Perceived Ease of use	Perceived Reliability & Responsive	Mobile Atmosphere	Perceived Usefulness	Perceived Security	Image of Bank	Perceived Risk	Social Influence	Hedonic Motivation	Performance Benefits	Performance Expectancy	Customer Satisfaction
Perceived Trust	0.847												
Perceived Ease of use	0.163	0.885											
Perceived Reliability & Responsive	0.109	0.261	0.864										
Mobile Atmosphere	0.416	0.095	0.140	0.832									
Perceived Usefulness	0.510	0.182	0.257	0.499	0.837								
Perceived Security	0.365	0.027	0.001	0.114	0.125	0.843							
Image of Bank	0.515	0.085	0.019	0.195	0.264	0.393	0.858						
Perceived Risk	0.531	0.143	0.069	0.239	0.325	0.228	0.327	0.840					
Social Influence	0.261	0.056	0.045	0.172	0.252	0.049	0.220	0.138	0.810				
Hedonic Motivation	0.062	0.001	0.001	0.036	0.063	0.067	0.056	0.048	0.259	0.825			
Performance Benefits	0.259	0.057	0.133	0.456	0.341	0.023	0.073	0.140	0.128	0.028	0.799		
Performance Expectancy	0.396	0.107	0.186	0.432	0.524	0.052	0.179	0.246	0.450	0.236	0.435	0.818	
Customer Satisfaction	0.579	0.269	0.248	0.576	0.770	0.148	0.306	0.356	0.278	0.072	0.402	0.593	0.890

Heterotrait-Monotrait (HTMT) ratio is considered the ration between unexplained variances. The value of Heterotrait-Monotrait ration must be less than 1 is acceptable & less than 0.85 is desirable. So far as our researcher concerns 0.910. It means that AVE variance construct indicates the highest rate of individual variances.

Table 5
Discriminate Validity (Heterotrait-Monotrait)

	Perceived Trust	Perceived Ease of use	Perceived Reliability & Responsive	Mobile Atmosphere	Perceived Usefulness	Perceived Security	Image of Bank	Perceived Risk	Social Influence	Hedonic Motivation	Performance Benefit	Performance Expectancy
Perceived Trust	0.847											
Perceived Ease of use	0.163	0.885										
Perceived Reliability & Responsive	0.109	0.261	0.864									
Mobile Atmosphere	0.416	0.095	0.140	0.832								
Perceived Usefulness	0.510	0.182	0.257	0.499	0.837							
Perceived Security	0.365	0.027	0.001	0.114	0.125	0.843						
Image of Bank	0.515	0.085	0.019	0.195	0.264	0.393	0.858					
Perceived Risk	0.531	0.143	0.069	0.239	0.325	0.228	0.327	0.840				
Social Influence	0.261	0.056	0.045	0.172	0.252	0.049	0.220	0.138	0.810			
Hedonic Motivation	0.062	0.001	0.001	0.036	0.063	0.067	0.056	0.048	0.259	0.825		
Performance Benefit	0.259	0.057	0.133	0.456	0.341	0.023	0.073	0.140	0.128	0.028	0.799	
Performance Expectancy	0.396	0.107	0.186	0.432	0.524	0.052	0.179	0.246	0.450	0.236	0.435	0.818

Perceived Ease of use	0.418											
Perceived Reliability & Responsive	0.344	0.528										
Mobile Atmosphere	0.677	0.320	0.391									
Perceived Usefulness	0.749	0.442	0.521	0.743								
Perceived Security	0.633	0.171	0.005	0.356	0.372							
Image of Bank	0.749	0.301	0.141	0.462	0.536	0.659						
Perceived Risk	0.769	0.394	0.276	0.518	0.604	0.504	0.599					
Social Influence	0.537	0.248	0.222	0.438	0.529	0.230	0.495	0.395				
Hedonic Motivation	0.262	0.036	0.026	0.199	0.263	0.262	0.248	0.234	0.539			
Performance Benefits	0.537	0.250	0.383	0.715	0.618	0.150	0.282	0.399	0.379	0.178		
Performance Expectancy	0.662	0.341	0.451	0.694	0.763	0.251	0.444	0.528	0.711	0.512	0.700	
Customer Satisfaction	0.579	0.269	0.248	0.576	0.770	0.148	0.306	0.356	0.278	0.072	0.402	0.593

4. Data analysis

4.1 Structural Model/ Path Analysis (On screen results)

Researchers have used PLS- SEM to analyse the hypotheses framework. Measurement model and structural model has been carried out and multiple regression and path analysis has been established. Earlier researches suggest that PLS- SEM has an edge over other analysis techniques because it does not require multivariate normal distribution of data, large sample size and interval scales (shin, et al., 2013).

PLS only requires a sample size of 10 times the most complex relationship within the research model that is the larger value between, the construct with the largest number of formative informative indicators if there are formative constructs in the research model (LME) and the dependent latent variable (LV) with the largest number of independent LVs influencing it (LSE). Data analysis was conducted using two step approaches. First researcher has authenticated validity and internal consistency (reliability) of the data and then hypothesis were estimated, using structural model.

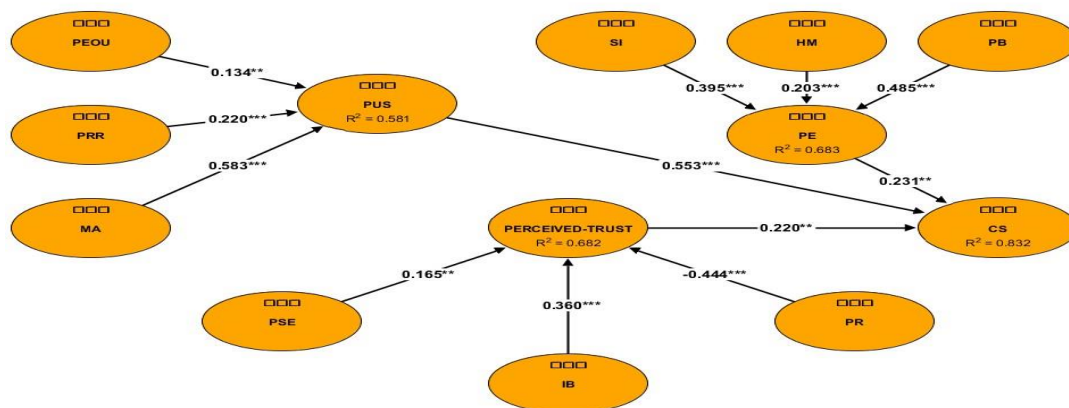


Figure 1- Structural Model

4.2 Hypothesis

Simple Hypothesis & Testing Research Hypothesis

Table 6					
Testing Research Hypothesis					
Mean, S.T. Dev, t-Value, P-Values					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Ease of use ->Perceived Usefulness	0.134	0.134	0.049	2.737	0.006
Perceived Reliability & Responsive - >Perceived Usefulness	0.220	0.221	0.055	3.985	0.000
Mobile Atmosphere - >Perceived Usefulness	0.583	0.582	0.057	10.157	0.000
Perceived Usefulness - >Customer Satisfaction	0.553	0.555	0.097	5.687	0.000
Perceived Security -> Perceived Trust	0.164	0.164	0.061	2.678	0.007
Image of Bank -> Perceived Trust	0.359	0.360	0.072	4.984	0.000
Perceived Risk -> Perceived Trust	-0.444	-0.444	0.068	-6.507	0.000
Perceived Trust - >Customer Satisfaction	0.220	0.219	0.081	2.711	0.006
Social Influence - >Performance Expectancy	0.394	0.392	0.063	6.202	0.000
Hedonic Motivation - >Performance Expectancy	0.202	0.202	0.051	3.949	0.000
Performance Benefits - >Performance Expectancy	0.484	0.486	0.057	8.492	0.000
Performance Expectancy - >Customer Satisfaction	0.231	0.229	0.084	2.725	0.006

Customers are anxious to use mobile banking when they see that it is important and significant for their viability at work the positive effect of usefulness would increment when there is fruitful frameworks quality, data quality, and administration quality; moreover, the positive effect of usefulness over fulfilment is directed by trust (Chung and Kwon, 2009). Thinking about the fore mentioned studies, this examination focusing that:

Here the H1 is positively impacting in increasing Customer Satisfaction on adoption of mobile banking application. While evaluating the relationship it shows positive impact of 0.553. So it depicts that for every 10% increase in Usefulness i.e. 55.3% increase in Customer Satisfaction. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.555, which is marginally higher than the original impact between the two variable and average variations 0.097 with t- statistics 5.687 and having significant value 0.000. Here the H2 is positively impacting in increasing Perceived Usefulness on adoption of mobile banking application. While evaluating the relationship it shows positive impact of 0.134. So it depicts that for every 10% increase in Perceived Ease of use i.e. 13.4% increase in Perceived Usefulness. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.134, which is marginally higher than the original impact between the two variable and average variations 0.049 with t- statistics 2.737 and having significant value 0.006.

Here the H3 is positively impacting in increasing Perceived Usefulness on adoption of mobile banks application. While evaluating the relationship it shows positive impact of 0.583. So it depicts that for every 10% increase in Mobile atmosphere i.e. 58.3% increase in Perceived Usefulness. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.582, which is marginally higher than the original impact between the two variable and average variations 0.057 with t- statistics 10.157 and having significant value 0.000. Here the H4 is positively impacting in increasing Perceived Usefulness on adoption of mobile banking application. While evaluating the relationship it shows positive impact of 0.220. So it depicts that for every 10% increase in Perceived Reliability & Responsive i.e. 22% increase in Perceived Usefulness. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.221, which is marginally higher than the original impact between the two variable and average variations 0.055 with t- statistics 3.985 and having significant value 0.000.

Here the H5 is positively impacting Customer Satisfaction on adoption of mobile banking application. While evaluating the relationship it shows positive impact of 0.220. So it depicts that for every 10% increase in Perceived Trust i.e. 22% increase in customer satisfaction. Researcher stimulates the boot strapping process with sample of 251, which indicates average of impact 0.219, which is marginally higher than the original impact between the two variable and average variations 0.0813 with t- statistics 2.711 and having significant value 0.006. Here the H6 is positively impacting in increasing Perceived Trust on adoption of mobile banking application. While evaluating the relationship it shows positive impact of 0.359. So it depicts that for every 10% increase in Image of Bank i.e. 35.9% increase in Perceived Trust. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.360, which is marginally higher than the original impact between the two variable and average variations 0.072 with t- statistics 4.984 and having significant value 0.000.

Here the H7 is positively impacting in increasing Perceived Trust on adoption of mobile banking application. While evaluating the relationship it shows positive impact of 0.164. So it depicts that for every 10% increase in Perceived Security i.e. 16.4% increase in Perceived Trust. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.164, which is marginally higher than the original impact between the two variable and average variations 0.061 with t- statistics 2.678 and having significant value 0.007. Here the H8 is negatively impacting in increasing Perceived Trust on adoption of mobile banking application. While evaluating the relationship it shows negative impact of -0.444. So it depicts that for every 10% increase in Perceived Risk i.e. 44.4% increase in Perceived Trust. Researcher stimulates the boot strapping process with the sample, which indicates average of impact -0.444, which is marginally higher than the original impact between the two variable and average variations 0.068 with t- statistics -6.507 and having significant value 0.000.

Here the H10 is positively impacting in increasing Performance Expectancy on adoption of mobile banks application. While evaluating the relationship it shows positive impact of 0.484. So it depicts that for every 10% increase in Performance Benefits i.e. 48.4% increase in Performance Expectancy. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.486, which is marginally higher than the original impact between the two variable and average variations 0.0571 with t- statistics 8.492 and having significant value 0.000. Here the H9 is positively impacting in increasing Customer Satisfaction on adoption of mobile banks application. While evaluating the relationship it shows positive impact of 0.231. So it depicts that for every 10% increase in Performance Expectancy i.e. 23.1% increase in Customer Satisfaction. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.229, which is marginally higher than the original impact between the two variable and average variations 0.084 with t- statistics 2.725 and having significant value 0.006.

An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking Track: Financial Management

Here the H11 is positively impacting in increasing Performance Expectancy on adoption of mobile banking application. While evaluating the relationship it shows positive impact of 0.394. So it depicts that for every 10% increase in Social Influence i.e. 39.4% increase in Performance Expectancy. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.392, which is marginally higher than the original impact between the two variable and average variations 0.063 with t- statistics 6.202 and having significant value 0.000. Here the H12 is positively impacting in increasing Performance Expectancy on adoption of mobile banks application. While evaluating the relationship it shows positive impact of 0.202. So it depicts that for every 10% increase in Hedonic Motivation i.e. 20.2% increase in Performance Expectancy. Researcher stimulates the boot strapping process with the sample, which indicates average of impact 0.202, which is marginally higher than the original impact between the two variable and average variations 0.051 with t- statistics 3.949 and having significant value 0.000.

Here in all the above mentioned cases, researcher has considered 5% level of significance, all t statistics are greater than 1.96 and significance value is less than 0.05, which indicates significant mediating effect.

4.3 R square and Adjusted R square

R square is coefficient of determination that indicates variance explained by independent variable on dependent variable. Researcher has come across the data as mentioned in table- 7 which is explained below.

Table- 7		
	R square and A	djusted R square of all variables
	R Square	R Square Adjusted
Perceived Trust	0.681	0.677
Perceived Usefulness	0.581	0.576
Performance Expectancy	0.683	0.679
Customer Satisfaction	0.831	0.829

Customer Satisfaction shows 83.15% increase due to usefulness and all other factors, whereas Perceived Usefulness has a vital impact on Mobile atmosphere which is 58.13%. Other than these two factors, Perceived Trust has contributed 68.18% cause of increase in Image of Bank of mobile application users. Similarly; Performance Expectancy has an impact of 68.32% on Performance Benefits. Hence, all the variables are having significant positive effect on dependent variable. Moreover, adjusted R square of all the constructs are marginally less than R square, which shows that all the independent variables are contributing significantly.

4.4 Specific Indirect effect

Table- 8					
Specific Indirect effect of mediating factors					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Perceived Ease of use ->Customer Satisfaction	0.074	0.076	0.035	2.102	0.035
Perceived Reliability & Responsive ->Customer Satisfaction	0.121	0.121	0.032	3.765	0.000

Mobile Atmosphere - >Customer Satisfaction	0.322	0.324	0.070	4.566	0.000
Perceived Security ->Customer Satisfaction	0.036	0.036	0.019	1.868	0.061
Image of Bank - >Customer Satisfaction	0.079	0.079	0.0347	2.286	0.022
Perceived Risk - >Customer Satisfaction	-0.097	-0.097	0.038	-2.533	0.011
Social Influence - >Customer Satisfaction	0.091	0.090	0.036	2.474	0.013
Hedonic Motivation - >Customer Satisfaction	0.046	0.045	0.01	2.511	0.012
Performance Benefits ->Customer Satisfaction	0.112	0.112	0.045	2.443	0.014

Table-6 depicts the mediating impacts of the variables on the dependent variable. From the above table it is clearly identifiable that coupons have significant mediating effect between Perceived Ease of use and Customer Satisfaction. Here, researcher has considered 251 size bootstrapping and the original sample value (o) for the same path is 0.074 for perceived usefulness, the sample mean is 0.076, which is quite close to the original value. These values depict that collected data is appropriate. Similarly, Perceived Reliability

& Responsive have significant mediating effect of 0.219, Mobile Atmosphere have significant mediating effect of 0.322, Perceived Security have significant mediating effect of 0.036, Image of Bank have significant mediating effect of 0.079, Social Influence have significant mediating effect of 0.322, Hedonic Motivation have significant mediating effect of 0.322 and Performance Benefits have significant mediating effect of 0.322 on Customer satisfaction. However Perceived Risk has insignificant mediating effect of -0.097 on Customer satisfaction of mobile banking users. Moreover, all the mediating variables have t values which are more than 1.96, which suggests that collected data is appropriate and there is a considerable impact between two variables.

5. Discussion of results, theoretical and practical contribution

5.1 Discussion of result

The main purpose of this study was to categorize the factors; those are affecting customer satisfaction on adoption of mobile banking. This is an important issue because it is easy for customers to obtain this type of service, which has improved enhanced competition in financial market and therefore increased the need to make customer trust. Previous studies mostly contribute regarding the direct effect of mobile banking and customer satisfaction, however, the current study aims on direct relationship as well as the mediating effect of constructs such as usefulness, trust and performance expectancy. From the proposed research model, the analysis and review of the results shows that the variables that have the greatest influence on mobile banking user's satisfaction, are trust usefulness, and performance expectancy. Perceived trust and risk also influences customer satisfaction indirectly.

According to this outcome, various factors have a direct and positive impact on Customer satisfaction. This impact has also been shown by other studies, where researchers found a positive correlation between usefulness and customer satisfaction. In addition, usefulness acts as a mediator between ease of use, mobile atmosphere and reliability & responsiveness. This study found that usefulness has direct significant relationship on customer satisfaction of mobile banking application users. The ease of use affects the usefulness as well as motivates the online users to think regarding advantage received from mobile banking application. While discussing regarding other direct significant impact mobile atmosphere as well as reliability & responsiveness motivate users to adopt

An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking Track: Financial Management

mobile banking application. Further it has been confirmed that perceived usefulness and mobile atmosphere have direct positive significant influence 0.583.

This research found that trust has direct significant relationship on customer satisfaction of mobile banking application users. The security affects the trust as well as motivates the online users to think regarding advantage received from mobile banking application. While discussing regarding other direct significant impact of image of bank motivate users to adopt mobile banking application while perceived risk has a direct and negative influence usage of mobile banking and on trust. As for its effect, customers will use the mobile banking application less when they associate it with a high risk because of the uncertainty that the application entails for the user and/or the possible negative consequences of carrying out online transactions. More, it has been confirmed that perceived trust and customer satisfaction have direct positive significant influence 0.220. The research found that has direct significant relationship on customer satisfaction of mobile banking application users. The social influence affects the performance expectancy as well as motivates the online users to think regarding advantage received from mobile banking application. While discussing regarding other direct significant impact mobile hedonic motivation as well as performance benefits motivate users to adopt mobile banking application. Further it has been confirmed that perceived performance expectancy and customer satisfaction have direct positive significant influence 0.231.

5.2 Theoretical Contribution

This is a single attempt of researchers to develop research model for customer satisfaction on adopting of mobile banking application in Gujarat state. This study will assist in understanding the concept of interrelation among perceived trust, perceived usefulness, performance expectancy and other factors which directly or indirectly leads to the improved customer satisfaction on adopting of mobile banking application in Gujarat state. Here, the study is near the beginning contributor to separate the construct – perceived trust, perceived usefulness and performance expectancy of mobile banking application. The improved usage of mobile banking service-posts pandemic 2019, enhance the significance of studying these factors and study the relationship among them with respect to mobile banking applications.

To start with, the factors that clarify the utilization of mobile banking and their consequences for on the customer satisfaction of mobile banking users were examined. The research contributes by confirming the causal relationships between service offered by bank and satisfaction, satisfaction and mediating variable i.e. Perceived trust, perceived usefulness, performance expectancy as well as the relationship that motivated this study, namely among other factors like Perceived Ease of use, Mobile Atmosphere, Perceived Reliability & Responsive, Image of Bank, Perceived Security, Perceived Risk, Performance Benefits, Social Influence and Hedonic Motivation. Thus, for this new market of information and communication technology (ICT), which incorporates mobile banking applications, the examination's confirmation of a significant relationship among various factors. Perceived trust, perceived usefulness, performance expectancy is an attractive finding in the financial literatures since it is new and valuable for making a novel research point of view.

Second, a model was proposed for the analysis, where the relationships among factors that explain mobile banking users' trust with satisfaction were integrated. To build up the model, probably the most generally perceived models in the literature were reviewed. It is important that this model describes a new relationship between perceived trust, perceived usefulness and performance expectancy of mobile banking, while other examinations have just examined the intention to utilize.

Third, according to research of the factors that impact the utilization of mobile banking, some constructs are not significant. These develops constructs include perceived usefulness, perceived trust and performance expectancy, essentially in light of the fact that the focus of this study was on mobile banking, unlike other research that have principally centered around deciding the elements that impact the aim to utilize mobile banking (Kazi & Mannan, 2013, Ramdhony & Munien, 2013, Mahmudur Rahman, Jannatul Ferdous Mim, Sharna Sarker, Sabbir Ahmed Seam, MD. Salatizzoha Ifty, Fariha Nawshin Zaman 2020). Accordingly, it merits referencing that while analyzing the foundation of the utilization of a new technology such as mobile banking, these previously mentioned factors need not be considered on the grounds that the outcomes will possibly be the same, as clarified in the end part of this paper.

Fourth, the measurement instrument was planned utilizing existing literature, with trial of its reliability and validity. It will be accessible for use in future research. At long last, it is important to feature the utilization of new data collection methods in current research. For this paper, an overview was executed through social networks since this medium is accessible to the population and users occasionally interface by means of mobile phones, which empowers admittance to their responses.

5.3 Practical Contribution

This research model is useful for all banks such as private, public and foreign that provides mobile banking service and its priceless and important input for their future plan. The outcome of this research can be embraced by Indian decision makers in order to increase the level of satisfaction of mobile banking usage among Indian users. This is done by manipulating the elective factors from the research model which were proved to have significant impact on perceived usefulness, perceived trust and performance expectancy among Indian mobile banking users. Thus, financial institutions and decision makers should consider the roles of perceived ease of use, mobile atmosphere, Perceived Reliability & Responsiveness, Image of Bank, Perceived Security, Perceived Risk, Performance Benefits, Social Influence and Hedonic Motivation from the research model in increasing the level of satisfaction on adopting when using mobile banking.

It would also assist the strategy makers to frame the strategies to enhance the effectiveness of perceived ease of use, mobile atmosphere and Perceived Reliability & Responsiveness with the respect of perceived usefulness, while on the other hand it can be built on perceived trust of customers with respect to Image of Bank, Perceived Security and Perceived Risk effectively which ultimately enhance satisfaction among customers with regard to mobile banking applications. Moreover, this study is also useful to financial institutions, banks and decision makers to build strategies to enhance performance expectancy with respect to Performance Benefits, Social Influence and Hedonic Motivation which increase the level of satisfaction among customers on adoption of mobile banking applications. Furthermore, this study is valuable for further future researches, which are devoted to identify to what extent the customer satisfaction with perceived usefulness, perceived trust and performance expectancy through mobile banking applications.

With regards to controlling and changing system quality and service quality factors from the research model, banks and financial institutions should focus on increasing the level of quality of their systems such as perceived ease of use, mobile atmosphere, Perceived Reliability & Responsiveness, Image of Bank, Perceived Security, Perceived Risk, Performance Benefits, Social Influence and Hedonic Motivation for maximizing the level of mobile banking usage among users. Furthermore, banks should enhance the level of service quality through continuous awareness on maximizing their overall support for mobile banking users at any time, at any point and under any situation. For an example in case of security and risk, after using mobile banking application for a number of payments in one day, the bank can send an intimation SMS that requests the user to send confirmation to the bank that he/she is the person who did the banking transactions. In addition, mobile banking users can request banks to deactivate the service of their mobile banking accounts in case users do believe that their mobiles got lost/hijacked. The mobile banking application developer also should focus on developing easy to use and logical technical aspects in applications so that a layman can also use it without any barrier.

6. Conclusion, limitation & future research

6.1 Conclusion

As discussed at the beginning, this study was conducted with intention to categorise what the main factors that could affect the usage of mobile banking application in India. This is in addition to see how using such mobile banking financial system could contribute to the banks in terms of customer satisfaction. Subsequently, this research early understands the need of building a strong and far-reaching model covering the fundamental perspectives identified with mobile banking adoption. So as to examine the research model, an empirical study was conducted over the period between October to December 2020 using self-administrative questionnaire which was allocated to a convenience sample of Indian banking users in the four largest cities in Gujarat (Ahmadabad, Vadodara, Surat, and Rajkot).

Further, perceived usefulness, perceived trust and performance expectancy, the rest factors mobile atmosphere, perceived reliability & responsiveness, perceived ease of use, perceived risk, perceived security, image of bank, performance benefits, hedonic motivation and social influence are supported to have a significant impact on adoption of mobile banking application. A strong relationship was also supported between actual usage behaviour of customer towards mobile banking application and customer satisfaction. Finally, customer trust was noticed to be strongly predicted by the role of both usage of mobile banking and customer satisfaction. The study done by Kuyur Kumar, M. Nayak, Viral Bhatt and Jigar Nagvadia (2021), Perceived benefits and perceived trust play a mediating role on consumer behaviour. The absence of interpersonal get in touch with and the alternative of human-to-human interaction with human-to-machine interaction have serious implications for what dimensions to consider when evaluating mobile banking service quality for purposes of customer satisfaction.

The research contributes to the information on an understanding of mobile banking service quality, its estimation/budget inside ebanking conditions and its relationship among perceived trust, perceived usefulness and performance expectancy with customer satisfaction in a developing country. While the findings of this study are comparable with existing literature regarding the subject, literature works propose that level of customer satisfaction derived from quality service impact on perceived trust, perceived usefulness and performance expectancy intentions of customers. Achieving customers' satisfactions that associate themselves with mobile banking is of specific importance for banks to develop possible business sectors and succeed in violent and serious e-banking conditions. Study done by Jigar Nagvadia and Viral Bhatt (2020), Perceived Enjoyment i.e. hedonic motivation also play an important role in repurchase intention marketers towards online shopping sites. Further providing high level of service quality of mobile banking application, issues of security and data privacy of customer would be assured and uncompromised. This would lead to higher level of customer satisfaction and usage of mobile banking users.

6.2 Limitation of Research/Future Scope

The significant limitation of this paper is that the research is led with respect to customer satisfaction on adoption of mobile applications in major cities of Gujarat region only. Here, researcher embraced the cross-sectional information collection methods, which doesn't permit analysis of evaluation of online users. Gujarat is a different state and each segment of the state speak to recognized qualities like Saurashtra Gujarat, south Gujarat, north and focal Gujarat. Researcher likewise recommends remembering new factors for proposed future exploration and primary model can be reinforced. The future proposal of this research is to likewise demographic, geographic and psychological factors as categorical moderators.

In addition, in future research, negative elements which are having unfavorable impact on customer satisfaction ought to be remembered for concentrate to comprehend what to dodge while planning. Finding from such sort of study would give knowledge on online user's conduct aims and the elements which decidedly or contrarily influencing it, which will give critical commitment around there of study. Moreover, Limitation of this research only shows the factors positively effects on customer satisfaction but research should be possible on unfavorable variables or factors which affect the customer satisfaction and help into the boost of mobile banking in financial market in future. Moreover, research should be conduct and build new model which help the banks and financial institution regarding in technology and try to make easy way of financial transactions for customers.

Future research should be possible on the effect customer satisfaction on selection of mobile applications. Further, more research can be directed on stimulating the apparent advantages to the buyers with the assistance of commercial and how it can help in enhancing selection of mobile applications.

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An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking Track: Financial Management

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