Effectiveness of E-Banking to Customer Life Service

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Abstract

This research analyzed the effectiveness of e-banking to customer life service, while at the same time determined the experiences and difficulties met by the respondents in terms of online payment transaction, online fund transfer, and online shopping. Utilizing descriptive-evaluative research design, a validated self-made survey questionnaire composed of sixty-seven (67) indicators were distributed to purposively selected forty-five (45) consistent users of e-banking services across different demography. Results showed that there is no significant difference in the experiences and difficulties encountered by the respondents in e-banking when grouped according to demographic profile. However, significant difference is present on the difficulties encountered in online shopping when grouped according to gross monthly income. Although it can be implied from the results of the data that the respondents still have reservations on the use of e-banking in daily and consistent transactions, it has been found effective in providing good customer life service as respondents would opine that online payment can save time, money and effort. Furthermore, online fund transfer can be trusted, and online shopping is seen to be quick and hassle-free. From a commerce perspective, this study emphasizes that there remain strong points of development towards the integration of e-banking to daily life transactions of customers and other prospects.

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1. Introduction

Life matters as much as financial transactions. The COVID-19 pandemic disrupted the lives unexpectedly overnight. For many people, the ability to complete most in-person tasks was virtually brought to a halt, including banking. As stated by Jackson (2020), online banking has democratized the consumer's ability to be in total control of their money regardless of where they happen to be found. It has also become a valuable time-saver and serves as a much-needed lifeline for those customers who wish to prioritize their health and wellness until they again feel uncomfortable with in-person banking. Regardless of this potentially deadly virus, we can access any of our financial transactions anytime and anywhere through online banking. While most retail banks will be closed on weekends or holidays, electronic banking allows you to access your account 24/7 and have customer service representatives available around the clock.

Moreover, banks are taking every measure possible to ensure the overall continuity of their commercial operations and are now aiding customers in learning how to effectively use and leverage their technological services so that they may handle their financial affairs in a safe, distant, and remote fashion. However, safety and security of money will always be everyone's concern. So, when it comes to withdrawing or transferring funds anywhere around the world, security is great as well as it is fast and efficient. Funds get transferred from one account to the other extremely fast, without carrying a chunk of money in public. You can also manage several accounts easily through internet banking (Agarwal & Chua, 2020).

In the middle of the 1990s, companies began to use e-banking with the primary aim of offering quicker services at a low cost to customers. Chanda (2020) highlighted that e-banking since then have made customer interactions and business far more accessible and cost-effective. This is supported by the study of Amin (2016) concluding that the largest advantage of internet banking is the lower costs levied compared to traditional banking.

Before electronic banking existed, the customers withdraw and check-in balance with the use of an Automated Teller Machine (ATM) (Worku, Tilahun & Ma, 2016). The wide acceptability of e-banking to consumers can be attributed to that element of customer satisfaction. As stated by Ling et al. (2016), customer satisfaction is a crucial factor to help banks to sustain competitive advantages. It is also for these reasons that banks use e-banking as a

product offering. Banks are seeking methods to supply high quality service that exactly fulfils the requirements or preferences of their customers, developing differentiated service quality strategies to effectively keep their competitiveness or even obtain competitive advantage (Wijetunge, 2016).

On the part of the customers, e-banking provides ease in doing transactions because it cuts the need for over-the-counter transactions. According to Hyde (2015), e-banking primarily offers: online payment, online fund transfer and online shopping. Through the online platforms, customers can settle bills and other obligations at the comfort of their homes. They can transfer funds without the need to physically be present at the bank counter. Moreover, with online shopping platforms, clients can have the convenience of shopping at the tip of their fingers.

Furthermore, security concerns are highly important for the customers while dealing in financial transactions because of involvement of money in the transactions. The security in internet banking also affects the level of trust of customers have on the internet banking system. Thus, by looking into the experience and difficulties encountered by customers on online banking services, it can provide a fresh perspective on how to create an impact on modern customer life. Moreover, it can also build the confidence of clients to put their trust in this inevitable product.

The main purpose of this study was to investigate the experience and difficulties encountered by customers on online banking services. By doing so, its effectiveness to customer life service can also be assessed. This study tested the following hypotheses:

H01: There is no significant difference in the e-banking customer experience of the respondents when grouped according to demographic profile.

H02: There is no significant difference in the difficulties encountered by the respondents in e-banking when grouped according to demographic profile.

2. Theoretical Framework

E-banking is becoming more popular because of recent technology advancements in banking. The Technology Acceptance Model (TAM) was used to investigate the impact of e-service quality on actual use of e-banking services. Having the concepts of customer life service

and e-banking in mind, the researchers subscribed to the Technology Acceptance Model developed by Davis (1986, as cited in Leong et al., 2018). These concepts are present in his article, entitled: "User Acceptance of Computer Technology: A Comparison of Two Theoretical Models." Fred D. Davis is a professor of Information Systems at the University of Arkansas – Fayetteville (North Carolina, United States).

The TAM is an information technology paradigm for analyzing how consumers adopt and use developing technologies, especially in the workplace. According to the theory, a person's intention to use (acceptance of technology) and usage behavior (actual use) of a technology are determined by their views of the technology's usefulness (benefit from utilizing the technology) and ease of use. Simply put, users are more likely to adopt a new technology that has a well-designed user interface (i.e., usable, useful, desirable, and credible). External variables such as individual differences, system characteristics, social influences, and facilitating situations, according to the TAM, are mediated by judgments of utility and ease of use.

According to Davis, perceived ease of use also influences in a significant way the attitude of an individual through two main mechanisms: self-efficacy and instrumentality. To confirm his model, he proved that the link between the intention to use an information system and perceived usefulness is stronger than perceived ease of use. According to this model, we can therefore expect that the factor which influences the most a user is the perceived usefulness of a tool.

From this, Khrais (2017), further stated that internet banking is an effective tool that enhances everyone's ability to access information, rather than a tool of exclusion, given the right opportunity and familiarity. Thus, by providing a user-centered experience in aspects like payment, fund transfer, and shopping, it will help promote a more inclusive digital world where resources can be shared and used by every individual. The benefits of such technologies are argued to stem from the fact that customers can access services when and where they want without some of the complications of interpersonal exchanges.

3. Methodology

Research Design

The study used a descriptive-evaluative and purposive sampling research design since the result of the study assessed the users of e-banking involvement in effectiveness of selected banks in customer life services, the different opinion among the respondents, especially through survey

questionnaires. As defined by McCombes (2019), a descriptive research design may analyze one or more variables using a range of research methods. When the aim of the study was to evaluate the e-banking customer experience and difficulties encountered by the respondents, this is the best option. When there is not a lot of information about a subject or an issue, it is helpful. To ensure that the findings are accurate and consistent, the study design should be carefully designed. Evaluative research method used for assessing a specific problem to ensure usability and ground it in wants, needs, and desires of real people (Gravetter & Forzano, 2018). Evaluation research promotes and leads in practical implementation expertise and decision-making.

Sample and Sampling Technique

A total of forty-five (45) users of e-banking in Lucena City, Philippines, were intentionally selected using purposive sampling method. Borg and Gall (1979) and Cohen et al. (2000) as cited by Ghavifek and Pillai (2016) mentioned that survey researchers only practically need between 20 to 50 samples if the nature of the survey addresses a sub-group. Meanwhile, According to Manna & Mete (2021), purposive sampling is a way in which the individuals are being chosen in accordance to researchers' knowledge and judgment, wherein they are from the population who are representative of that demographic.

Nerme et al. (2013) argued that, when an issue about technology integration is raised, one of the best ways to segment respondents is age. The age ranges used by the Pew Research Center to designate the generations known as the Silent Generation, Baby Boomers, Generation X, and Millennials are updated on a regular basis. For the first time in 2019, the organization covered the birth years of Generation Z. Out of the forty-five (45) respondents, 15 will be conveniently selected from Generation Z (7-22 age group). Another 15 will be conveniently selected from Millennials (23-38 age group), while another 15 will be from Generation X (39-54 age group).

Instrument

The study used a researcher-made survey-questionnaire via Google Forms for data gathering. The questionnaire is divided into four (4) parts. The first part determines the demographic profile of the respondents in terms of age, gross monthly income, banks (with online platform) used and frequency in using e-banking. The second part is the e-banking customer experience of the respondents in terms of online payment transaction, online fund transfers and online shopping. Meanwhile, the third part ascertains the difficulties encountered by the respondents in e-banking in terms of online payment transactions, online fund transfers

and online shopping. The last part evaluates the effectiveness of e-banking to customer life service.

The questionnaire was prepared in English to facilitate ease of gathering data. A four-point Likert Scale used to determine the opinions of the respondents. Moreover, the content of the survey questionnaire was validated by three (3) experts in the field prior to administration.

Data Gathering Procedure

To test the reliability and internal consistency of the survey instrument, pilot testing was conducted to thirty (30) employees of X College who have identified themselves as users of e-banking. The survey, in Google Forms, was distributed to prospective respondents via social media platforms, like: Facebook and Messenger.

Questions and clarifications were entertained by the researchers using the same social media platform. The distribution and collection process run for approximately two (2) weeks. After gathered data are tallied, tabulated, presented, and interpreted, responses of the respondents were destroyed and disposed of properly to maintain confidentiality and anonymity.

Statistical Analysis

In order to identify the demographic profile of the respondents in terms of age, gross monthly income, banks (with online platform) used and frequency. Frequency and Percentage Distribution was used.

In order to determine the e-banking customer experience of the respondents, as well as the difficulties encountered by the respondents in e-banking, in terms of: online payment transaction, online fund transfer and online shopping, Weighted Arithmetic Mean was used.

In order to evaluate the significant difference in the e-banking customer experience of the respondents, as well as the difficulties encountered by the respondents in e-banking, when grouped according to demographic profile, Kruskal Wallis H-Test was used.

In order to ascertain the effectiveness of e-banking to customer life service, in terms of: online payment transaction, online fund transfer and online shopping, Weighted Arithmetic Mean was used.

4. Findings and Discussion

Table 1

E-banking Customer Experience of the Respondents in Terms of Online Payment Transactions

INDICATORS	4 A	3 O	2 S	1 N	WAM	QUALITATIVE INDEX
A. Online Payment Transaction						
Experience a hassle-free payment.	30	8	4	3	3.44	**Always (A)**
Feel safe while sharing card details.	13	21	9	2	3.00	**Often (O)**
Can save time, money, and effort.	36	8	0	1	3.76	**Always (A)**
Experience to pay bills like electric, telephone, internet, etc., using online channel.	29	6	6	4	3.33	**Always (A)**
Experience technical error while doing payment transactions like poor internet connection.	8	9	23	5	2.44	**Sometimes (S)**
Experience any hidden fees after successful payment transactions.	7	7	12	19	2.04	**Sometimes (S)**
Experience human error like paying to the wrong account or number	3	5	10	27	1.64	**Never (N)**
GENERAL WAM					**2.81**	**Often (O)**

Table 1 shows the e-banking customer experience of the respondents in terms on online payment. Based on the data given, that online payment can save time, money and effort has a highest weighted average mean of 3.76 or interpreted as "Always". While, might experiencing human error like paying to the wrong account or number, has a lowest weighted average mean of 1.64 or interpreted as Never. The total weighted average mean of Online Payment Transaction is 2.81 with a qualitative index of "Often."

Online payment transactions would help users in saving time and effort especially when the bank branches are far away. With the use of mobile phones, less charges and fares are the advantages of mobile payment. As stated by KWABENA et al. (2021), users may lower the expense of commuting to banks, save time, and offer more time to businesses by using the Mobile Payment System (MPS). Additionally, e-banking customers never experience human error like paying to the wrong account or number. Either they encounter a similar situation where

someone sent money to an incorrect account or number. As a result, money is difficult to back because the recipients are unknown. Money transferred to the wrong number was difficult to retrieve unless the sender recognized it right away and notified the provider. The most typical scenario, however, is that the sender finds the error much later, and by then it is too late since the incorrect recipient has already cashed the money (Ngugi et al., 2010, as cited in Mwangi & Brown, 2015).

Table 2

E-banking Customer Experience of the Respondents in Terms of Online Fund Transfer

INDICATORS	4 A	3 O	2 S	1 N	WAM	QUALITATIVE INDEX
B. Online Fund Transfer						
Online fund transfers are easier than traditional banking.	36	7	0	2	3.71	**Always (A)**
Experience in providing incorrect information while doing the transactions.	2	8	9	26	1.69	**Never (N)**
Experience losing money due to digital fraud.	3	4	9	29	1.58	**Never (N)**
Trust online banking to transfer funds.	22	19	3	1	3.38	**Always (A)**
Experience entering intricate details like phone numbers, clear labeling of optional fields, straightforward navigation, and the amount of money before processing the transactions.	18	17	7	3	3.11	**Often (O)**
Transferring fund without any charges.	7	25	7	6	2.73	**Often (O)**
Transactions are successful but did not receive any confirmation.	4	9	13	19	1.96	**Sometimes (S)**
GENERAL WAM					**2.59**	**Often (O)**

Based on the data given in Table 2, online fund transfers are easier than traditional banking and have a highest weighted average mean of 3.71 or interpreted as "Always". Meanwhile, experience losing money due to digital fraud has a lowest weighted average mean of 1.58 or interpreted as "Never". The total weighted average mean of Online Fund Transfer is 2.59 with a qualitative index of Often.

Today, e-banking is becoming more popular than traditional banking due to various advantages such as the convenience of operation, online financial activities, and the concept that users do not need to visit bank offices to execute banking activities. According to AL AMIN et

al. (2021), transactions using mobile banking are now easier than traditional banking since users no longer need to visit physical bank branches to conduct banking transactions. In addition, the users of e-banking did not experience losing their money due to digital fraud. Users of e-banking should not believe some emails and information that ask to send a small amount of money or ask for their bank account information for some reasons. Users should not reply at once to any gifts or requests for the loss of an existing bank account since this may expose the data. In addition, bank customers must verify the source of information in incoming emails to determine whether it is a phishing attack.

Table 3

E-banking Customer Experience of the Respondents in Terms of Online Shopping

INDICATORS	4 A	3 O	2 S	1 N	WAM	QUALITATIVE INDEX
C. Online Shopping						
Online shopping is quick and convenient.	31	12	2	0	3.64	**Always (A)**
Online shopping is just as safe as in-store buying.	13	22	9	1	3.04	**Often (O)**
Experience delayed check outs due to poor connection	7	17	17	4	2.60	**Often (O)**
Experience a multiple payment of orders.	7	9	10	19	2.09	**Sometimes (S)**
Experience a discount charges when using online banking.	12	17	9	7	2.76	**Often (O)**
Experience a good customer service option like live chat or chatbots.	18	15	9	3	3.07	**Often (O)**
Experience submitting the credit card number without hesitation when purchasing online.	13	11	12	9	2.62	**Often (O)**
GENERAL WAM					2.83	**Often (O)**

Table 3 presents the E-banking customer experience of the respondents in terms of online shopping. Based on the data given, online shopping is quick and convenient and has a highest weighted average mean of 3.64 or interpreted as "Always." Meanwhile, experience a multiple payment of orders has a lowest weighted average mean of 2.09 or interpreted as "Sometimes." The total weighted average mean of Online Shopping is 2.83 with a qualitative index of "Often".

Shaw and Sergueeva (2017) argued that there is no need to drive to several stores to determine who has the most affordable price. Internet sites are open 24/7, so the products may be bought at any time. Shopping may be done at home, at work, or while watching a game. As a result, mobile shopping is convenient since it allows consumers to buy anything and at any time. Furthermore, the users did not experience multiple payments of orders. When it comes to purchasing online, the buyers always check the items ordered. Before sending a payment to the seller, it is assured that payments are correct to the total payable of the buyer. Since the payment method of today's time is using a credit card, you sometimes need to input some personal information before processing the payment. As mentioned by Katawetawaraks and Wang (2011), Customers occasionally pay attention to the seller's information in place to protect themselves, as credit cards are the most used payment option in online shopping. Customers prefer to buy goods and services from a seller they know and trust, or from a brand they appreciate.

Table 4

E-banking Customer Difficulties of the Respondents in Terms of Online Payment Transactions

INDICATORS	4 A	3 O	2 S	1 N	WAM	QUALITATIVE INDEX
A. Online Payment Transaction						
Traffic in bills payment.	5	7	22	11	2.13	**Sometimes (S)**
Limitation in types of merchant billers.	4	17	17	7	2.40	**Sometimes (S)**
Delayed payment posting.	2	11	22	10	2.11	**Sometimes (S)**
Too much service charge.	1	11	19	14	1.98	**Sometimes (S)**
Might experience payment card skimming.	3	6	11	25	1.71	**Never (N)**
Inconvenience for offline payments.	6	6	23	10	2.18	**Sometimes (S)**
Experience technical problems.	4	7	28	6	2.20	**Sometimes (S)**
GENERAL WAM					**2.10**	**Sometimes (S)**

Table above presents the Difficulties Encountered in e-banking Transaction in Terms on Online Payment. Based on the data given, limitation in types of merchant billers has a highest weighted average mean of 2.40, interpreted as "Sometimes." Meanwhile, the indicator "might experience payment card skimming," has a lowest weighted average mean of 1.71, interpreted as "Never." The total weighted average mean of Online Payment Transaction is 2.10 with a qualitative index of "Sometimes."

One of the disadvantages of e-banking is having limited merchant billers that can be a burden to the respondents because they will need to find other ways on how they will settle their bills. Gardachew (2010, as cited in Bultum, 2014) explains that one of the major challenges of using e-banking systems for e-payment is the absence of financial networks that link different banks. He & Mykytyn (2007, as cited in Junadi[a] , 2015) conducted a study that found that the most prevalent customers' cancellations are due to payment problems, either because the merchant did not accept the preferred payment method or because the payment process was not working properly. In addition, the respondents' encountered challenges while using e-banking because there was traffic in the system, delayed posting of payments, having too much service charge, inconvenience for offline payments and other technical problems. The same observation is prevalent in the study conducted by Li et al. (2021), hypothesizing that the determining factors for critical success of electronic banking are the ease of use, security, cost, and accessibility.

Table 5

E-banking Customer Difficulties of the Respondents in Terms of Online Fund Transfer

INDICATORS	4 A	3 O	2 S	1 N	WAM	QUALITATIVE INDEX
B. Online Fund Transfer						
Imposition of service charge.	2	20	18	5	2.42	**Sometimes (S)**
Debited to source account but not credited to the other account.	2	12	9	22	1.87	**Sometimes (S)**
Incorrect input of account number.	1	6	11	27	1.58	**Never (N)**
Slow transfer systems.	2	12	16	15	2.02	**Sometimes (S)**
Difficulty to log in or access.	1	10	24	10	2.04	**Sometimes (S)**
Difficulty to receive One Time Password (OTP).	1	10	23	11	2.02	**Sometimes (S)**
Restriction in type of receipt banks.	2	9	20	14	1.98	**Sometimes (S)**
GENERAL WAM					**1.99**	**Sometimes (S)**

Table above the difficulties encountered in e-banking transactions in terms of online fund transfer. Based on the data given, imposition of service charge has a highest weighted average mean of 2.42, interpreted as "Sometimes." While, incorrect input of account number has a lowest weighted average mean of 1.58, interpreted as "Never." The total weighted average mean of Online Fund Transfer is 1.99 with a qualitative index of "Sometimes."

In doing online fund transfer, there is a service charge included in the transaction. That can be a disadvantage to users because it will add to the expenses and we all know that in this trying time every penny counts. Cleary (2015) contended that, a bank, like any other business, requires capital to operate. Banks must cover employees and other costs, and physical branches (which must cover rent, energy, and security) can be particularly costly. As a result, the banks charged service fees at an ATM or through a mobile banking app. In addition, the user did not experience the put wrong number. People always make a careful action especially if it is about money, they double check if their account number is accurate. Aside from writing down your account number, use a password to lock your phone and employ facial recognition or fingerprint locking. Finally, make sure your operating systems are up to date. You can reduce the chances of your online banking information falling into the wrong hands by being proactive in controlling security threats (Pennathur, 2001, as cited in Frame & White, 2014).

Table 6

Test of Significance Difference E-banking Customer Difficulties of the Respondents in Terms of Online Shopping

INDICATORS	4 A	3 O	2 S	1 N	WAM	QUALITATIVE INDEX
C. Online Shopping						
Exposed to fraudulent transactions.	2	8	13	22	1.78	**Sometimes (S)**
Vulnerable to account skimming.	3	8	15	19	1.89	**Sometimes (S)**
Might deal with a bogus seller.	2	9	21	13	2.00	**Sometimes (S)**
Difficulty in having cash refunds.	6	7	18	14	2.11	**Sometimes (S)**
Might exposed to identity theft.	3	9	19	14	2.02	**Sometimes (S)**
Potential to overspend.	10	12	17	6	2.58	**Sometimes (S)**
Limitations to the kinds of shops you can access.	4	11	19	11	2.18	**Sometimes (S)**
GENERAL WAM					**2.08**	**Sometimes (S)**

Table 4.2 the difficulties encountered in e-banking transactions in terms of online shopping. Based on the data given, potential to overspending has a highest weighted average mean of 2.58, interpreted as "Sometimes." Meanwhile, the indicator "exposed to fraudulent transactions" has a lowest weighted average mean of 1.78, interpreted as "Sometimes." The total weighted average mean of Online Shopping is 2.08 with a qualitative index of "Sometimes."

Due to quarantine wherein people are not allowed to go outside, online shopping becomes a resort and a refuge. Philippine online shopping platforms, like "Shopee" and

"Lazada" have become popular because of their convenience. However, the respondents tend to overspend because in just seconds you can place your order already and you do not need to settle the payment because they offer cash on delivery. Also, it seems like all the products online are all durable and have an excellent quality. That is why the respondents tend to buy the products even though they do not need them. Furthermore, Hays et al. (2005, as cited in Nguyen et al., 2018) argued that for stores to stay afloat in challenging times, discounts are being offered to lure customers into buying their products. Since the products can only be seen through a screen, the respondents cannot examine thoroughly the products that can lead to fraudulent transactions. When making an online purchase, buyers "cannot check out things before making purchases, which considerably increases their level of doubt about product quality and consequently inhibits their purchasing decisions" (Zhang et al., 2018; Bringula et al., 2018).

Table 7
Result of the Kruskal-Wallis H Test Concerning Significant Difference/s of the Difficulties Encountered by the Respondents in E-banking when Grouped according to Gross Monthly Income

Variables being compared		df	Mean	H-value	*p-value*	Decision	Impression at 0.05 level of significance
Online Payment	x_1= P25,000 and below x_2= P25,001 - P34,000 x_3= P34,001 - P44,999 x_4= P45,000 and above	2	x_1= 23.48 x_2= 25.25 x_3= 23.20 x_4= 8.00	2.849	0.416	Failed to Reject H_{02}	Not Significant
Online Fund Transfer	x_1= P25,000 and below x_2= P25,001 - P34,000 x_3= P34,001 - P44,999 x_4= P45,000 and above	2	x_1= 24.56 x_2= 21.00 x_3= 20.8 x_4= 9.50	2.871	0.412	Failed to Reject H_{02}	Not Significant
Online Shopping	x_1= P25,000 and below x_2= P25,001 - P34,000 x_3= P34,001 - P44,999 x_4= P45,000 and above	2	x_1= 25.25 x_2= 27.17 x_3= 9.30 x_4= 8.75	9.509	0.023	Reject H_{02}	Significant

Kruskal-Wallis H-Test revealed that there is no significant difference in the difficulties encountered by the respondents in e-banking when identified to gross monthly income in terms

of Online Payment and Online Fund Transfer. However, there is a significant difference in the difficulties encountered by the respondents in e-banking when identifying to gross monthly income in terms of Online Shopping.

Results showed that Online Payment (M = 2.10, SD = 0.69) is not significant to P25,000 and below M = 23.48, H(2) = 2.849, p = 0.416, P25,001 - P34,000 M = 21.00, H(2) = 2.849, p = 0.416, P34,001 - P44,999 M = 20.08, H(2) = 2.849, p = 0.416, and P45,000 and above M= 9.50, H(2) = 2.849, p = 0.416.

Furthermore, results showed that Online Fund Transfer (M = 1.99, SD = 0.63) is not significant to P25,000 and below M =24.56, H(2) = 2.871, p = 0.412, P25,001 - P34,000 M = 25.25, H(2) = 2.871, p = 0.412, P34,001 - P44,999 M = 23.20, H(2) = 2.871, p = 0.412and P45,000 and above M= 8.00, H(2) = 2.871, p = 0.412.

Lastly, results showed that Online Shopping (M = 2.08, SD = 0.71) is not significant to P25,000 and below M = 25.25, H(2) = 9.509, p = 0.023, P25,001 - P34,000 M = 27.17, H(2) = 9.509, p = 0.023,P34,001 - P44,999 M = 9.30, H(2) = 9.509, p = 0.023 and P45,000 and above M = 8.75, H(2) = 9.509, p = 0.023.

The result can be attributed to the fact that the gross monthly income of the respondents is not a significant difference to the difficulties they encountered in e-banking in terms of online payment and online fund transfer. Regardless of the respondent's monthly income they have an obligation to pay their bill and make a fund transaction to their love ones. On the other hand, the gross monthly income of the respondents has a significant difference to their difficulties in using e-banking in terms of online shopping. This is because if the respondent is a low-income earner, his online shopping spending is limited.

This only shows that, in effect, difficulties encountered by the respondents in e-banking are not significant to age. This finding is in line with a study conducted by Choudhury & Bhattacharjee (2015) which indicated that high-income clients are more likely to use e-banking than low-income clients.

5. Conclusion

Based on the findings, there is no significant difference in both the experiences and difficulties encountered by the respondents with respect to e-banking when grouped according to demographic profile. It can be specifically highlighted, however, that significant difference is

present on the difficulties encountered in online shopping when grouped according to gross monthly income.

Although it can be implied from the results of the data that the respondents still have reservations on the use of e-banking in daily and consistent transactions, it has been found effective in providing good customer life service as respondents would opine that online payment can save time, money and effort. Furthermore, online fund transfer can be trusted, and online shopping is seen to be quick and hassle-free. From a commerce perspective, this study emphasizes that there remain strong points of development towards the integration of e-banking to daily life transactions of customers and other prospects.

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