

**Use of Mobile Banking Application, Corporate Innovation and Customer Satisfaction of
Selected Banks in Osun State, Nigeria**

Omofoyeke Omolabake, ADEYERA
LCU/PG/001316

**Being Thesis Submitted to the Department of Information Management, Faculty of
Communication and Information Sciences, Lead City University, Ibadan, Oyo State,
Nigeria.**

**In Partial Fulfillment of the Requirements for the Award of Masters of Sciences Degree
(M.Sc.) in Office and Information Management**

Certification

This is to certify that, **Omofoyeke Omolabake, ADEYERA** with matriculation number **LCU/PG/001316** carried out this research work titled **“Use of Mobile Banking Application, Corporate Innovation and Customer Satisfaction of Selected Banks in Osun State, Nigeria”** in the Department of Information Management, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, For the award of Master of Science (M.Sc.) Degree in Office and Information Management and that this has not been previously submitted.

Dr. Lydia A Awobenu
(Supervisor)

Date

Dr. Sophia V Adeyeye
(Head of Department)

Date

Dedication

I wish to dedicate this study to the Almighty God for the grace to accomplish this thesis

DO NOT COPY. LEAD CITY UNIVERSITY, NIGERIA

Acknowledgement

This Thesis has been made possible by the assistance of Lead City University, Ibadan, that no amount of appreciation can be made to quantify their immense efforts. I appreciate the support gotten from customers of selected banks during the course of this study.

I also acknowledge the mentorship of my supervisor Dr. Lydia A. Awobenu, a senior lecturer in the Department who never felt tired during the course of the study. The services provided by my HOD in person of Dr. Sophia V. Adeyeye, Prof. Adekemi Oredein, the Provost, Postgraduate College, all staff of Postgraduate College, Dean of the Faculty of Communication and Information Science in person of Professor Lambert Ihebuzor, the PG Coordinator in respect of Dr. S.O Tunmibi are so unquantifiable. I am grateful to all lecturers of Information Management Department Professor E.A Erwat, Dr. L.A. Awobenu, Dr. Tolulope E. Adenekan, Dr. Toyosi D. Samuel, Dr. O.D. Bakare, Dr, S.O. Tunmibi, Dr. K O Lateef, Dr. F B Oguntoye, Mrs K.O. Popoola, Mrs O.A. Ologbosere, Mrs. O.R. Oboh, Mrs. I A Adeniran, Mrs. O E Ibironke, Mrs. V O Ahamze and our Departmental Administrator, Mrs. O D. Balogun.

This acknowledgement is not complete if I fail to appreciate my Godsent daddy Mr. Akinyemi Michael Ayoole and my child Olatunde Praise for their tireless supports all through the period of completing this thesis. I am grateful to my colleagues at work, course mates in the department and friends at home for their support and encouragement throughout. May Almighty God continue to bless you all.

“Even though the above mentioned and persons have assisted in the process of this research work, I alone stand responsible for the error (s) if any, found in this wok”.

Abstract

Customer satisfaction is a major factor that every organization tends to always accomplish so as to increase their customer base. When customers are not satisfied with a company's product, goods or services, such organization will begin to encounter a steady decline in its customer base and the likelihood of the organization losing profits is certain. In order for this not to be a reality among organizations in Nigeria, financial institutions and banks inclusive as well, this study deemed it fit to investigate the influence of Use of Mobile Banking Application (UMB) and Corporate Innovation (CI) on Customer Satisfaction (CS) of Selected Banks in Osun State, Nigeria. Descriptive research design was adopted. Population consists of 19130 bank customers in Osun state. 377 bank customers served as the sample size after Krejcie and Morgan was applied to determine the sample size. Stratified random sampling technique was used as well as a validated questionnaire was also used to collect data. The reliability coefficient for each of the variable ranged from 0.75 to 0.85. Data collected was analyzed using descriptive and inferential statistics. Findings revealed that UMB had significant influence on CS (Adj. $R^2 = 0.048$; $p = 0.000$), CI was found not to significantly influence CS (Adj. $R^2 = -0.003$; $p = 0.811$). Jointly, UMB was found to statistically significantly influence CS (Adj. = .044, $F_{(2,289)} = 7.736$, $p < 0.05$), while CI was found not to statistically significantly influence CS ($\beta = .060$; $t = -.101$; $p > 0.05$). The study concluded that only UMB independently influenced CS. The study recommended that interface features of banking applications should be improved upon. When this is done, corporate innovation has taken place, thereby customer satisfaction will greatly be achieved, also, charges on the use of banking applications should be made affordable.

Key Words: Corporate Innovation, Customers, Customer Satisfaction, Osun State, Use of Mobile Application

Word Count: 300

Table of Contents

Preliminary	Page
Title Page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Abstract	v
Table of Contents	vi
List of Tables	ix
List of Figures	x
List of Acronyms	xi
Chapter One: Introduction	
1.1 Background to the Study	1
1.2 Statement of the Problem	10
1.3 Aim and Objectives of the Study	12
1.4 Research Questions	12
1.5 Hypotheses	13
1.6 Significance of the Study	13
1.7 Scope of the Study	14
1.8 Limitation to the Study	14
1.9 Operational Definition of Terms	14
Endnotes	17

Chapter Two: Review of Related Literature

2.1	Conceptual Review	19
2.1.1	Concept of Customer Satisfaction	20
2.1.2	Concept of Mobile Banking Application	36
2.1.3	Concept of Corporate Innovation	46
2.2	Theoretical Review and Framework	60
2.2.1	SERVQUAL Theory	60
2.2.2	Technology Acceptance Model	62
2.2.3	Diffusion of Innovation Theory	65
2.3	Review of Empirical Studies	66
2.3.1	Mobile Banking Applications and Customer Satisfaction	66
2.3.2	Corporate Innovation and Customer Satisfaction	71
2.4	Conceptual Framework	73
2.5	Summary of Literature Reviewed	74
	Endnotes	77

Chapter Three: Methodology

3.1	Research Design	90
3.2	Population of the Study	90
3.3	Sample size and Sampling Techniques	91
3.4	Description of the Research Instrument	93
3.5	Validity of Research Instrument	95
3.6	Reliability of the Research Instrument	95
3.7	Administration of Data Collection	96
3.8	Method of Data Analysis	96

Endnotes	98
Chapter Four: Results and Discussion of Findings	
4.1 Data Presentation and Analysis	99
4.2 Answers to Research Questions	102
4.3 Test of Hypotheses	110
4.4 Discussion of Findings	115
Endnotes	118
Chapter Five: Conclusion	
5.1 Summary of Findings	119
5.2 Conclusion	119
5.3 Recommendations	120
5.4 Contribution to knowledge	121
5.5 Suggestion for Further Studies	121
Bibliography	122
Appendix I Research Instrument (Questionnaire)	134
Appendix II Figures	138
Appendix III Computer Print-out of Analysis	
Biodata	139
University Compliance Certification	142

List of Tables

Table	Title	Page
3.1	Determining sample size of a known population	96
32	Results of Pilot Study	99
4.1	Response Rate	102
4.2	Demographic Characteristics of Respondents	103
4.3	Descriptive Analysis of Responses on Job Performance Of Secretaries	105
4.4	Descriptive Analysis of Responses on Work Environment	108
4.5	Descriptive Analysis of Responses on Training Experience	112
4.6	Summary of Regression Analysis for the Influence of Work Environment	116
4.7	Summary of Regression Analysis for the Influence of Training Experience on Job Performance	119
4.8	Summary of Multiple Regression Analysis for the Effect of Innovation Capability on Internal Business Perspective of DMBs	121

List of Figures

Figures	Title	Page
2.1	Conceptual Model	82

DO NOT COPY. LEAD CITY UNIVERSITY, NIGERIA

List of Acronyms

Abbreviation		Meaning
WE	-	Work Environment
JP	-	Job Performance
TE	-	Training Experience
ATM	-	Automated Teller Machine

DO NOT COPY. LEAD CITY UNIVERSITY, NIGERIA