




Impacts of Online Banking on Customer Satisfaction in Commercial Banks in the 2nd District of Albay

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ABSTRACT

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Online banking has gradually acquired acceptance in today's digital environment. It has become vital to modern financial systems, offering enhanced accessibility, efficiency, and user autonomy. It provides various advantages to people, especially those living far from banks. Digital financial platforms offer convenience, cost savings, eco-friendly, and faster bank transactions. Through this, clients can open accounts, transfer funds, and monitor their savings accounts, current accounts, time deposits, credit cards, and loans. It decreases the need for paper statements and in-person services, supporting sustainability. It saves time, reduces the need to visit bank branches,

and is available 24/7. Many platforms offer budgeting tools, spending analysis, and automated savings features. As online banking develops in the Philippines, it also comes with potential challenges many Filipinos might face. This research aimed to determine the challenges encountered in online banking. It also aimed



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to formulate recommendations and an action plan for online banking services to enhance customer satisfaction. The study used a quantitative research design to analyze and hence boost data validity. The data revealed customer satisfaction levels with online banking services and identified challenges in customer support, security and privacy, accessibility, and transaction speed. By addressing these key areas, commercial banks can improve customer satisfaction and enhance service performance to boost customer loyalty, retention, and competitive positioning in the market. Strengthening the key factors also attracts potential new clients. The researcher also formulated an action plan to maximize the services offered by online banking by the Commercial Banks in the 2nd District of Albay.

INTRODUCTION

In both private and government-owned banks, online banking mainly fulfills two key purposes. The objective is to make customers' lives easier by fulfilling their needs, such as providing online access to account information, statements, bill payments, and money transfers (Muhammad & Rana, 2020). The ability to create new accounts and authorize e-clearances for payments such as rent and loan settlements. The second goal is to cut down on operational expenses (Usman et al., 2020). Online banking provides advantages to both banks and their clients by improving the ease, speed, and cost-efficiency of providing products and services. It allows users to carry out financial transactions from any corner of the world. Offering greater convenience and accessibility for everyone involved (Gupta et al., 2021).

According to Ivey (2023), Wireless banking has become a fundamental aspect of the E-banking sphere. USAA Federal Savings Bank was the first to offer mobile banking through its mobile platforms in 2007. Nowadays, nearly all leading banks provide mobile financial applications that allow clients to execute various transactions, including monitoring accounts and checking deposits. Despite the convenience, one of the biggest security concerns associated with online banking involves malware or phishing scams designed to steal personal and financial data. While online banking is generally secure, hackers continuously find new ways to bypass security protocols. As stated by Barr (2023), a report from the Federal Bureau of Investigation (FBI), published in March 2023, revealed that Americans lost \$10.3 billion to different online scams in 2022, marking the highest losses in five years. The FBI's annual report showed that the Internet Crime Complaint Center (IC3) received more than 2,000 complaints each day. Phishing attacks were the most reported crimes, with 300,497 victims reporting losses totalling over \$52 million.

Phishing is defined as the use of unsolicited emails, texts, and phone calls, falsely claiming to be from legitimate companies and requesting personal, financial, or login credentials. These scams are often effective because phishing emails can appear to come from familiar contacts, encouraging victims to tap on malicious links. Sensitive data compromise and fraudulent payment schemes were the next most prevalent internet crimes in 2022, affecting 58,859 and 51,679 victims, respectively. Many scams are hard to identify. Avalon Ingram leads financial crime compliance and data for the Asia-Pacific region at Swift. Explains that much of the fraudulent actions within the area involve push payment transactions, where users sign in and initiate transactions, as opposed to being breached. Long (2024) added that banks may find it challenging to recognize whether the transaction is legitimate or if the user has been scammed. Banks play a vital role in monitoring these transactions.

ASEAN financial services cyber lead at EY, Darren Philips, notes that real-time payments offer an additional layer of control compared to older payment methods, allowing banks to better segment parts of the network and track transaction data more efficiently. As Long (2024) wrote, Payments across Asia are increasingly shifting to real-time, with many also extending to foreign transactions. The implementation of real-time systems like Indonesia's Bank Indonesia Fast Payment and the Philippines' Instant Payment Service has significantly accelerated money transfers.

According to the World Economic Forum, the total value of digital payments in the six largest economies of ASEAN amounted to \$806 billion in 2022, marking a 14 percent increase compared to the previous year. This number projected to rise to \$1.2 trillion by 2025. Online banking and financial technology have become some of the fastest-growing industries in Asia, experiencing notable success in countries like South Korea, China, and Japan. In Southeast Asia, Singapore leads the digital banking sector, while the Philippines has only recently followed suit as the demand for digital transactions increased during the COVID-19 pandemic in 2020.

Greater connectivity between countries, such as the agreement between Thailand's PromptPay and Singapore's PayNow in 2021, is increasing the number of real-time, cross-border payments in the region. Under this agreement, consumers are able to send up to S\$1000 (\$746) or Bt25,000 (\$694) in real time each day between Thailand and Singapore, with just the mobile phone number of the recipient added by Long (2024).

A 2019 report from Bangko Sentral ng Pilipinas (BSP) revealed 70% of Filipinos were still unbanked. The BSP also noted a decline in check and ATM transactions, along with a rise in digital transactions, in 2020 (Devanesan, 2024).

According to Gumban (2024) from Business World, Fair Isaac Corporation (FICO), a global analytic software company, referred to a 2023 study on trends of authorized push payment (APP) fraud and real-time payments in the Philippines. The survey found that 82% of Filipinos had received spam messages—including texts, electronic correspondents, or phone communication—that they believed were schemes. Additionally, 61% of those surveyed reported relations and peers have also been affected. Despite this, 26% of individuals declared actual and suspected losses to banks.

FICO also noted that 25% made real-time payments for investments, products, or services that were never delivered. Among the victims of real-time payment scams, Seventy-four percent lost up to P25,000, whereas 1% suffered losses of up to P300,000. Philippine National Police (PNP) Bicol discussed the increasing police reports on cybercrime cases. The most common police reports were from Gcash and online investment scams. They also remind the citizens to be cautious in sharing personal information (Brigada, 2023). The Bangko Sentral ng Pilipinas (BSP) is calling on all consumers, whether through online banking or online payments, to remain vigilant when it comes to online transactions. According to Marianne Santos, Director of the Economic and Financial Learning Office, aside from the BSP's responsibility to issue regulations that payment service providers must comply with to ensure the security of products and services, consumers must also be aware and cautious against scammers or hackers, especially when it comes to links or messages they receive, in order to avoid any fraud or deceit (Brigada, 2024).

As online banking offers flexibility and accessibility, it is also vulnerable to cybersecurity threats that may compromise the confidentiality and sensitivity of customers' financial information. Hackers use a range of tactics to access accounts illegally. This study will help analyze customer satisfaction levels with online banking services offered to clients. The study investigates how online financial services provided by commercial banks influence customer service in the 2nd district of Albay. To discuss, analyze, and point out the edge and leading challenges of online banking from the Commercial Banks located in the 2nd district of Albay. This study will serve as an instrument for bank employees and managers as they promote professionalism, reliability, and security for bank clients for online banking. The results of the study will help the researcher formulate an action plan to help commercial banks improve and enhance online banking services. The study will also benefit bank clients, students, educators, and future researchers about the impacts of online banking.

OBJECTIVE OF THE STUDY

This study aims to assess the impact of online banking on customer satisfaction across the 15 commercial banks operating in the 2nd District of Albay. Specifically, it seeks to evaluate customer satisfaction levels in relation to five key aspects of online banking services: security and privacy, account management, customer support, accessibility, and transaction speed. Additionally, the research intended to identify the primary challenges experienced by users within these areas, determine the degree of agreement among respondents regarding their satisfaction rankings, and develop targeted recommendations to improve online banking services and enhance customer satisfaction. Finally, recommendations will be formulated based on the findings, particularly those derived from the respondents' consensus on satisfaction levels.

FRAMEWORK

Government and private banks can offer customers support by utilizing the features of online financial services. It is in line with the main objectives of the bank, which are to provide excellent service quality to build customer loyalty. Internet banking offers a convenient way for customers to manage their banking needs from the safety and convenience of their homes. Clients can view their account balances and access other account details. Online financial services have revolutionized transactional business and have a significant impact on commerce across various sectors. The benefits, features, and ease of access to Internet banking offered by a bank play a fundamental role in boosting customer satisfaction and strengthening loyalty. (Sasono et al., 2021).

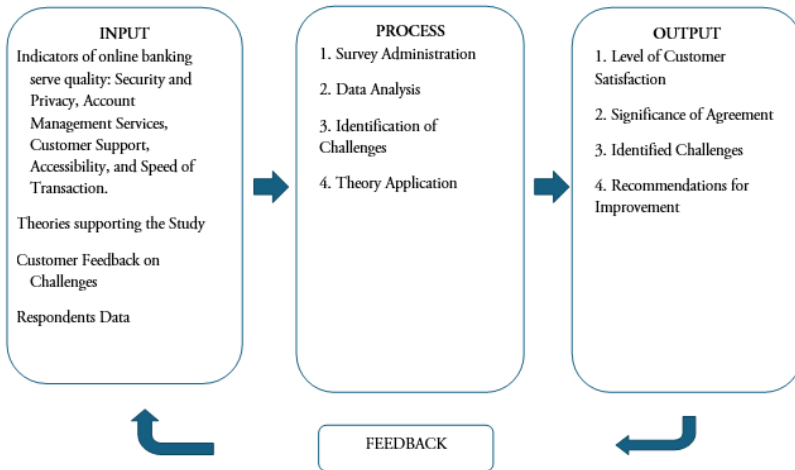
Theories are key factors in relating the research to previous practices. In this study, the SERVQUAL Model (Service Quality Model) by Parasuraman et al. (1988) is practiced as a theory for defining the level of customer satisfaction variables such as a, security and privacy, b, account management services, c, customer support, d, accessibility and e, speed of transaction. The Service Quality Model (SERVQUAL Model) model operates on the premise that service quality can be assessed by comparing customer expectations with their perceptions of the actual service provided. It plays an important role in helping organizations measure, understand, and improve service quality.

For the challenges encountered, the theory of the Consumer Decision-Making Process by Engel, Kollat, and Blackwell (1968). It explores factors influencing consumer decisions and the challenges they face in using a service.

From these theories, the researcher's theory is the Customer Satisfaction

Alignment Theory (CSAT, 2025). This theory posits that the overall customer experience with digital banking services is directly guided by the interplay of quality of services dimensions (security and privacy, account management services, customer support, accessibility, and speed of transaction) and customer perceptions of ease of use and usefulness.

Figure 1. *Paradigm of the Study*



The study's conceptual paradigm highlights significant opportunities for commercial banks to enhance their services through a customer-centric approach. By systematically analysing customer satisfaction levels based on critical service indicators like security, privacy, and transaction speed, banks can identify key areas requiring improvement. The paradigm underscores the importance of integrating customer feedback into decision-making processes, ensuring that enhancements address real-world challenges experienced by users. This approach positions commercial banks as responsive and proactive institutions, ultimately fostering customer loyalty and trust in online banking services.

Moreover, the paradigm's use of established theories provides a robust theoretical foundation for understanding customer satisfaction dynamics. By incorporating these theories/models, the study bridges the discrepancy between theory and practice and provides insights into how perceived simplicity and utility affect satisfaction. Additionally, Kendall's Coefficient of Concordance facilitates the evaluation of agreement among customer groups, providing a nuanced understanding of varying customer experiences and perceptions across demographics.

Lastly, the paradigm serves as a guide for formulating actionable recommendations to address specific challenges encountered by customers. It encourages commercial banks to adopt a data-driven approach to service improvement, emphasizing the resolution of issues like accessibility and customer assistance. Assessments from this research can also offer assistance to the broader field of service quality research, offering a replicable framework for assessing customer satisfaction in other sectors. By addressing these implications, commercial banks can achieve sustained growth while enhancing the overall customer experience in online banking.

METHODOLOGY

Research Design

The study structure in this study used quantitative research, which includes gathering information through methods of interviews, a set of questionnaires, observations, and a review of documents. The goal of this study is to develop knowledge that will help understand the impact of online banking on customer satisfaction in the 15 commercial banks of the 2nd District of Albay.

Research Site

The study was conducted on 15 Commercial Banks. Its effects on customer satisfaction, common online banking challenges, and root causes of online banking challenges in the 2nd district of Albay. The study site was selected due to the presence of all commercial banks in the 2nd district of Albay. In the current monetary system, banks are essential for ensuring the smooth flow of money, carrying out monetary policy, and supporting economic development. Commercial banks offer banking products to both individuals and business entities, while national bank maintain the stability of the monetary system and utilize different methods to manage the money supply. However, banks are confronted with substantial challenges, including technological disruptions and regulatory shifts that demand innovation and adaptation to the evolving environment. The future of banking will be increasingly centered on digital transformation, effective risk management, and a stronger focus on meeting customer needs.

Participants

Data were gathered from 150 respondents. It consists of bank clients who use online banking from commercial banks who volunteered and anonymously answered the survey. The selection of the study survey takers directly benefits the

people involved in bank transactions. All respondents are based in Legazpi City, Albay. The commercial banks include the Land Bank of the Philippines and the Development Bank of the Philippines, both of which are government-owned. The other banks are private commercial institutions. This study focused on the challenges encountered in online banking by the 15 Commercial Banks based on the objectives outlined above.

The study is limited to commercial banks, and it's experienced only in the Second District of Albay. Respondents gave limited answers due to the Data Privacy Act of 2012. Additionally, due to resource constraints, the research didn't comprehensively explore all aspects of computerized accounting and financial reporting systems beyond the identified objectives to due bank policies. The study was delimited from 2024 to 2025.

Instrumentation

The guided response type under survey research is the instrument that is used in this quantitative research to establish credible and unbiased data. A set of questionnaires with multiple sets of answers to be chosen was given to the respondents to acquire unbiased data from 15 Commercial Banks. This guided the researcher on how to encompass the implications of online banking on clients' fulfilment to Commercial Banks in the 2nd District of Albay.

This research instrument also served as a pilot in determining the most common challenges encountered by the respondents in online banking from different commercial banks. Such meticulous criteria ensured that only pertinent and reliable documents were incorporated, mitigating potential biases and bolstering the credibility of the findings. The research instrument used was assessed and validated to evaluate survey results accurately. The researcher collected, measured, and examined the data to determine the difficulties respondents encountered in using online banking. Across 15 commercial banks in the 2nd District of Albay. Frequency counts, percentage, Likert scale and coefficient of concordance were used in the statistical analysis of the data.

Data Gathering Procedures

The researcher submitted a formal letter to the bank managers and assistant bank managers of the 15 commercial banks to seek approval to conduct a survey without disclosing the personal information of the bank managers, bank employees, and bank clients. It emphasized the confidentiality and anonymity of the data and assured compliance with the Data Privacy Act of 2012. The researcher outlined objectives, methods, potential risks, benefits, and ethical considerations. Ensured adherence to ethical guidelines and protocols throughout

the data collection process.

The survey questionnaires were administered to the respondents after receiving authorization from the bank managers and assistant managers. Respondents were informed about the importance of data privacy before completing the questionnaire. They were informed that their participation was entirely voluntary and were assured that all responses would be treated with strict confidentiality.

Upon retrieving of survey questionnaires from the respondents, the data were then processed, including adding and tabulating them, before being made suitable for analysis.

RESULTS AND DISCUSSION

Client Satisfaction is utilized to measure the bank's performance through online platform from its security to bank services, customer support, accessibility and speed of transaction. It is a metric that reflects the bank's products, services and overall service performance aligned to the customer expectations.

1. Level of Customer Satisfaction

Security and Privacy

The respondents considered all indicators to be very satisfactory. However, Data Protection Measures and Authentication Processes are the highest among other variables under Security and Privacy. The lowest is the Incident Response and Support, which incorporates the responsiveness of Commercial Banks to the potential bank threats reported by the customers.

The impacts of online banking on commercial banks explicitly on Security and Privacy were established by determining the highest and lowest factors in Security and Privacy. This will help commercial banks extensively improve the protection features of web banking.

According to Garg and Garg (2024), authentication methods have evolved significantly to meet the demands of secure digital interactions. From traditional knowledge-based techniques to advanced multi-factor and quantum-safe approaches, these methods address critical challenges in identity verification, user privacy, and data security.

Account Management Services

The highest was the Ease of Access to Account Information, and the lowest was the Customization and Alerts. Online banking apps' customization and alert settings vary across commercial banks. In some apps, alerts are typically located in the settings, where clients need to manually enable notifications for features

like login alerts, transaction alerts, and reminder notifications. However, due to a lack of technical knowledge, many clients are unaware of the steps required to customize these alerts.

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Banks that excel in Account Management Services could differentiate themselves from competitors by offering even more personalized and advanced features in financial management tools. These services could be marketed as a key benefit to attract customers seeking better control over their finances.

In consonance with Jain et al. (2021), the global economy is transforming, with all businesses shifting to information-driven transactions through online technologies. The fast rate of technological advancement is causing significant shifts in the economic landscape, influencing every industry. The Internet has broadened the reach of companies, offering an enormous amount of business data that can be accessed through the Internet, facilitating information exchange between organizations, clients, and various business departments. The importance of information-based virtual value chains is undeniable, both operationally and strategically, for any organization

Customer Support

The level of customer satisfaction was unveiled, particularly in Customer Support. The highest was the Knowledge and Expertise of the Representative, while the lowest was the Response Time and Resolution Effectiveness. Both factors obtained a satisfaction rating. It shows that commercial banks give high-quality services to the respondents, as reflected in the survey results. However, it also highlights a gap in training for customer representatives. Additionally, all variables in Customer Support received satisfaction ratings, suggesting that while online banking customer support is generally adequate, there is room for improvement in resolving issues and assisting clients more effectively.

In agreement with Katragadda (2024), Customer support is essential in driving client satisfaction and cultivating loyalty within any business. According to Vu et al. (2021), chatbots and conversational systems have emerged as a significant area of research, with many businesses increasingly utilizing their ability to manage basic communication duties. With numerous frameworks leading technology companies provide, businesses can swiftly and effortlessly develop their own chatbot systems. Businesses can quickly and easily create their

systems. However, these frameworks often fail to provide a comprehensive set of tools necessary for creating easy-to-manage chatbots that are flexible and scalable. As a result, extra machine learning methods are often required to enhance performance.

Accessibility

The level of customer satisfaction with Accessibility was analysed. It shows that the respondents from the 2nd District of Albay were very satisfied with the User Interface Simplicity. While Accessibility Features for Users with Disabilities had the lowest rate, respondents were still extremely satisfied with Accessibility features of electronic banking. The ease of accessing services through digital banking exceeded the respondents' expectations.

As noted by Botelho (2021), the possibilities offered by digital technology to support individuals with disabilities have been recognized. The continuous and impressive advancements in digital devices often lead to the assumption that accessibility improvements occur simultaneously. However, accessibility for people with disabilities is not guaranteed to be consistent or deliberate. Systematic work was necessary to ensure that digital technologies fulfil their potential for fostering inclusion. While this is not entirely unjustified, it oversimplifies the issue for stakeholders seeking substantial progress in improving the current conditions. Describing the current state of digital accessibility as a "situation" is inadequate, as evidence indicates that accessibility is linked to technological progress. As such, accessibility should be viewed as a continuous and evolving process rather than a static state.

Speed of Transaction

The survey result shows that the highest and lowest were determined based on the survey. It implies that since the Efficiency of Login and Authentication was the highest, it has built a relationship with the respondents. It gives convenience in monitoring their bank accounts. It also served to enhance security for the respondents as it reflects the result of the survey. Response time for Transaction Confirmation had the lowest rating. It shows factors that commercial banks need to improve.

User verification in online banking relies significantly upon cryptography to safeguard credentials like emails and passwords from being compromised during intermediary attacks or stolen by cybercriminals. Cryptography is also used to authenticate transactions and users, ensuring that only sanctioned users can access the accounts, according to Karim et al. (2021).

2. Challenges Encountered by the respondents based on cited variables.

The variables that measure the challenges of online banking are categorized into five key areas: Security and Privacy, Account Management Services, Customer Support, Accessibility, and Speed of Transaction. These factors highlight the challenges encountered in online banking, from the services provided to their accessibility for different types of customers. These challenges vary by individual user experiences and the service standards of online banking implemented by various commercial financial institutions. By identifying and addressing these challenges, banks can improve the overall user experience, security, and accessibility of online banking platforms.

Security and Privacy

The survey results indicate that phishing and fraud risks pose a significant drawback to commercial banks, representing a major disadvantage for respondents. These risks compromise personal information and bank details, damaging the reputation of the banks and potentially leading to customer losses. On the other hand, respondents marked privacy concerns related to device security as the least challenging. It indicates that clients are pleased with the services offered by commercial banks, including reminders, assistance, and privacy settings for online banking. Privacy concerns with device security improve brand reputation. Banks that actively protect customer data and prioritize device security enhance their brand reputation, positioning themselves as trustworthy and reliable in the eyes of consumers.

As noted by Alabdan (2020), phishing attacks, which have been a persistent issue for decades and remain a significant threat today, present a danger on the Internet. Hackers are employing various updated and inventive strategies to carry out phishing attacks, which are increasing alarmingly. As highlighted by Desolda et al. (2021), it is a deceitful attempt to gain access to sensitive information by pretending to be a credible entity in digital communications. This cyberattack often succeeds because users are unaware of their vulnerabilities or do not fully comprehend the potential risks.

Account Management Services

The survey results indicate a lack of flexibility in customizing the online banking services of commercial banks in the 2nd District of Albay. Respondents are facing challenges in personalizing alerts and notifications for online banking transactions. It highlights an inability to adapt to changing needs and suggests that the lack of customization options may lead to reduced customer loyalty. It also indicates that respondents do not face difficulties monitoring their bank

transactions online, providing clients easy access to transaction history.

According to Kim et al. (2024), banks must keep meeting their customers' needs by offering better customer service and providing prompt solutions whenever clients have questions or encounter issues with service functions or financial information.

Customer Support

Language or Communication Barriers were not an issue for the respondents. The respondents struggled to contact customer representatives during emergencies. Requesting immediate action for certain online banking transactions often requires clients to undergo a lengthy process. It highlights a significant drawback of online banking. However, language or communication barriers were not an issue for clients using online banking.

It indicated that respondents struggled to contact customer representatives during emergencies. Requesting immediate action for certain online banking transactions often requires clients to undergo a lengthy process. It highlights a significant drawback of online banking. However, language or communication barriers were not an issue for clients using online banking. The survey results assist the researcher in developing practical recommendations that can be proposed to commercial banks.

In accordance with Nguyen et al. (2020), client satisfaction is closely related to client loyalty. It implies that when customers are pleased with a bank's digital banking services, they are more inclined to stay loyal to the bank and recommend it to others. Additionally, customer loyalty is closely associated with switching costs, suggesting that clients are more likely to remain with a bank when the difficulties of changing banks are higher.

Accessibility

The study suggests that accessibility for people with disabilities in online banking needs to be improved in today's world. It identifies this as one of the main challenges experienced by commercial banks in the 2nd district of Albay. The least challenging factor is device compatibility issues, suggesting that respondents are satisfied with the online banking apps as they can be used across various mobile devices.

The 2016 National Disability Prevalence Survey indicates that 81.0 percent of Filipinos are categorized as persons with disabilities (PWDs), with 22.0 percent having mild disabilities, 47.0 percent experiencing moderate disabilities, and 12.0 percent having severe disabilities. A smaller share, 19.0 percent, reported no disabilities (Philippine Statistics Authority, 2019). The survey also showed that

a higher percentage of females compared to males face moderate (51.0 percent) and severe (60.0 percent) disabilities. Furthermore, 24.0 percent of individuals under 60 reported mild disabilities, over 50.0 percent of people aged 40 and older had moderate disabilities, and nearly a third of those aged 60 and above had severe disabilities (Razon et al., 2022).

Speed of Transaction

The main challenge in transaction speed is the quickness of bill payment processing. It suggests that respondents encounter difficulties when making bill payments through online banking, while the response time for transaction confirmation was the least challenging. This implies that respondents receive prompt feedback on their transactions. Transaction confirmation ensures accuracy and accountability. This provides the client's final confirmation of transaction details. Allowing them to ensure the correctness of the transaction. It also prevents errors. It prevents double transactions. Transaction confirmation prevents clients from making duplicate payments, particularly in delayed or pending transactions.

As stated by Bhattacharjee (2024) from the Bureau Team, the Philippines is rapidly adopting digital technology, with Filipinos increasingly depending on digital banking and loan platforms for ease and efficiency. However, this advancement also brings challenges, including a significant rise in online financial fraud, which saw a 113% increase in 2023. Fraudsters are taking advantage of the expanding use of financial technology service, aiming at both individuals and the institutions providing them.

3. The Significance of Agreement among the Ranks of Level of Satisfaction on Online Bank Services

The significance of agreement among ranks examines whether there is consistency or consensus in respondents' perceptions regarding their level of satisfaction with online banking services. This type of analysis is essential for understanding the uniformity of user experiences and identifying any variations in satisfaction levels.

Table 1
The Significance of Agreement on the Ranks of the Level of Customer Satisfaction

Indicators	Security and Privacy	Account Mgt. Services	Customer Support	Accessibility	Speed of Transaction
Summation of Squared Deviation from the Mean Difference	356.50	909.5	138.5	561.5	487.5
No. of Groups	15	15	15	15	15
No. of Activities	5	5	5	5	5
Coefficient of Concordance W	0.16	0.42	0.06	0.26	0.23
Degree of Freedom	4	4	4	4	4
Computed X ²	9.9	25.2	3.6	15.6	13.8
Tab. X ² Value					
0.05	9.49	9.49	9.49	9.49	9.49
0.025	11.14	11.14	11.14	11.14	11.14
0.010	13.28	13.28	13.28	13.28	13.28
0.005	14.86	14.86	14.86	14.86	14.86
Significance of Agreement	NS	NS	NS	NS	NS
Decision on H ¹	REJECTED	REJECTED	REJECTED	REJECTED	REJECTED

The key observations based on the different indicators revealed that the group of respondents answered that Security and Privacy with summation of squared deviations of 356.5, with computed W of 0.16 which has a low agreement among ranks, has a computed X2 value of 9.9. While Account Management Services has a summation of squared deviations of 909.5, W= 0.42 (moderate agreement), computed chi-square of 25.2. On Customer Support summation of squared deviation is 138.5, W=0.06 (very low agreement) and 3.6 as the computed X2. As

to Accessibility, the squared deviation is 561.5, with $W = 0.26$ (Low to moderate agreement), with chi-square of 15.6. While Speed of Transaction summation of squared deviations is 487.5, with $W = 0.23$ (low agreement), and chi-squared of 13.8.

The data revealed that almost all indicators are conclusive and insignificant, except for Customer Support, which shows the weakest agreement and reflects a wide variability in satisfaction level. Since the coefficients of Concordance (W) indicate low to moderate agreement among respondents across all indicators. The Highest agreement is observed for Account Management Services ($W = 0.42$), suggesting respondents perceive this service more consistently compared to others. Therefore, the null hypotheses are rejected for all indicators except for Customer Support. While significant agreements exist, the consistency (W values) is generally weak, indicating diverse user experiences and satisfaction levels.

Banks should assess their customer support service, especially looking at how support is offered (e.g., response time, professionalism, availability of channels). There may be inconsistent experiences across different customer touchpoints, and improvements should focus on standardizing and streamlining these services to ensure all clients receive the same degree of client assistance. For Security and Privacy, while there is agreement on the importance of these services, banks need to increase transparency and trust-building efforts regarding security practices. Clear communication about encryption, data protection, and security protocols is essential to strengthen customer confidence. Customer education and regular updates on security measures could enhance satisfaction here. For the Account Management Services has a strength area for the bank. Banks should continue investing in user-friendly account management features, ensuring these tools are accessible and intuitive. Future innovations in account management can build on this strength, offering advanced capabilities while maintaining simplicity and reliability.

For Accessibility, the Banks should focus on enhancing accessibility and ensure that all users, including those with disabilities, can access and navigate online banking services. This could involve optimizing websites and apps for mobile devices, improving multilingual support, or ensuring compliance with accessibility standards (e.g., WCAG). Further improvements to make services more user-friendly and inclusive will increase satisfaction. Speed of Transaction is a generally positive factor; banks should ensure consistent transaction speeds across different services. Slowdowns or delays in high-traffic times may negatively impact user satisfaction. Investing in faster processing systems and optimizing infrastructure to handle transaction loads more efficiently will be key to improving

this service dimension.

The results regarding the significance of agreement on customer satisfaction rankings indicate that online banking clients are generally satisfied with the services provided. However, there is still potential for improvement, particularly in customer support, to further enhance the services offered. Addressing these areas will help reduce fraud risks, increase customer engagement, and encourage frequent use of the bank's services, ultimately fostering long-term loyalty. Banks that consistently improve their online banking platforms can maintain a competitive edge by offering their customers innovative, convenient, and secure solutions.

In accordance with Broby (2021), Commercial pressures are significantly influencing the banking industry. The push for cost efficiency has led traditional banks to focus on reducing operational costs. As technology has advanced, many bank branches have been closed. While branches provide ease for withdrawing or transferring deposits, challenger banks struggle to attract new deposits as easily. As a result, the banking sector is seeking new customer contact points, such as supermarkets, post offices, and social media platforms. These structural changes are happening alongside shifts in the retail high street. Banks have aggressively expanded their network of automated teller machines (ATMs) and reduced both the number of branches and staff. Online digital transactions have become the standard in most developed countries.

CONCLUSION

As the result shows, bank clients are appeased with online banking services. About the five (5) variables cited, clients are satisfied with the Security and Privacy, Account Management Services, Customer Support, Accessibility, and Speed of Transaction by the 15 commercial banks in the 2nd District of Albay. It was determined based on the analysis of the survey results that Incident Response and Support, Customization and Alerts, Response Time and Resolution Effectiveness, Accessibility Features for Users with Disabilities, and Response Time for Transaction Confirmation were indicated as the lowest indicators in determining the levels of customer satisfaction. By developing and strengthening these indicators, improved online platforms can significantly expand and enhance the marketing capabilities of commercial banks. While Limited Options, Difficulty Reaching a Representative, Accessibility for People with Disability, and Quickness of Bill Payment Processing were the significant challenges of bank clients in online banking. Commercial banks can improve online banking services, especially the identified lowest indicators. The analysis of customer satisfaction

across different online banking services reveals areas where banks can leverage strengths (e.g., Account Management Services) and where improvements are necessary (e.g., Customer Support, Security and Privacy, Accessibility, and Speed of Transaction). Banks can enhance customer satisfaction by focusing on these crucial aspects while increasing customer loyalty and retention and strengthening market competitiveness. Banks that provide smooth, intuitive digital experiences have a distinct advantage. The researcher formulated recommendations such as an action plan based on the gathered data to improve and enhance online banking services from Commercial Banks in the 2nd District of Albay.

TRANSLATIONAL RESEARCH

Commercial banks may translate the results of this study into an action plan to improve and enhance services offered to clients through online banking. During the COVID-19 pandemic, online banking became essential as physical branches shut down or reduced hours. Enhancing systems will help protect users and build trust. The study results can also help create training programs for bank employees, emphasizing customer needs that need improvement. Lastly, the results of this study may serve as a valuable tool for commercial banks in developing public self-awareness campaigns, which play a vital role in encouraging responsible and informed use of online banking services. Such campaigns can help educate users on the features, advantages, and potential risks of digital banking, ultimately enhancing financial and digital literacy among the general public.

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