Internet Banking Channels and Customer Satisfaction of Nepalese Commercial Banks

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Abstract

The primary objective of the research is to investigate how Nepalese commercial banks's customers are affected by internet banking channels. Assessing customer satisfaction with internet banking channels and examining the correlation between customer satisfaction and each of the independent variables such as e-banking, mobile banking, ATMs, and points of sale were the specific objectives of the research. Descriptive and causal comparative research designs were used in the study. Customers of Nepalese commercial banks's who use e-banking platforms such internet, mobile, ATM, and point-of-sale banking are the study's target group. To gather answers, the researcher used judgmental sampling. Thus, 18,634 consumers of POS, internet, mobile, and ATM services made up the study's entire population. 400 employees of Nepalese commercial banks made up the study's sample size. Primary sources of information were used in this study. A standardized questionnaire was used to gather primary data from the respondents. The descriptive findings show that, out of the several independent variables, mobile banking has the highest mean score (3.930) with a standard deviation of 0.914. This suggests that mobile banking has a greater effect on client satisfaction. Similarly, customer satisfaction, the dependent variable, has a mean score of 3.840 and a standard deviation of 0.859. The results of the survey also showed that Nepalese commercial banks's mobile banking service considerably increases customer satisfaction. It was found that customers are satisfied with Nepalese commercial banks's mobile banking services. The study also discovered that mobile banking is the primary force behind internet banking channels.

Keywords*: Customer satisfaction, mobile banking, internet banking, point of sale, and ATM*

Background

These days, the banking business has seen the emergence of new channels and methods that directly serve customers, such as internet banking delivery channels. Due to the potential for financial instability as well as the increasing complexity of markets, financial institutions have recently had to adjust to the rapidly rising changes in the market (Kohali & Sheleg, 2011). The need for modern ways of doing things and the introduction of new technologies have caused changes in the workplace. Furthermore, during times of market instability, the banking industry faces basic and challenging issues due to a substantial shift in the population and a manageable framework. Commercial banks should seize the opportunity to introduce innovations in the provision of financial services in such a time.

Recent technological advancements have caused enormous global change in the banking industry, and the laws governing its use have also changed significantly (Buitenhek, 2016). Instead of providing teller services, many banks now offer marketing and direct sales by phone, email, and other electronic transactions (Dermish et al., 2011). There are

two types of banking channels: direct and indirect. While indirect channels are ones that the bank only partially controls, direct channels are ones that the bank owns and hence has control over. Location-based (like branches, roaming vans, kiosks, and business units) and remotely-based (like the internet, interactive voice response, and contact centers) are the two categories of direct channels (Buitenhek, 2016).

Internet banking is used by US commercial banks to reduce costs and enhance customer service (Kolodinsky et al., 2014). Alternative financial services are widely utilized in Turkey, according to empirical evidence. In 2015, the country had the highest number of customers utilizing internet banking when compared to other nations. American (Coskun, 2014). Most Australian banks have adopted internet banking services at premium rates to satisfy consumer expectations; nevertheless, due to a lack of infrastructure, the bulk of rural banks have fallen behind (Khatri & Kurnia, 2011).

In India, both governmental and private service providers provide internet banking, and research has connected this financial choice to increased levels of client satisfaction. In Pakistan, internet banking has not grown as much, claim Hussain et al. (2017). Malaysian banks are known for their proficiency in technology and communication (Abubakar et al., 2012). Thanks to the services, its clients can now more easily perform transactions from a distance without physically visiting the banks. All banks are now required to offer services that boost customer satisfaction and profitability since internal financial entities were created. The emergence of alternative financial services has significantly reduced the intense competition from local banks in emerging nations, especially in Africa. According to Agboy and Ackh (2014), Ghana is the second-most internet banking-using nation in Africa, after Nigeria. Through large ICT investments, Kenya, Tanzania, and Uganda have embraced internet banking within the East African religion.

The usage of internet banking through point of sale (POP), automated teller machines (ATMs), mobile banking, and credit card service websites has been spearheaded by the banking sector. This makes it possible for banks to serve a wider range of customers, reduce transaction costs, and increase the accessibility of financial services for disadvantaged rural residents. Consequently, a marketer's attention to research on client behavior intention is a strong predictor of his actual conduct (Adewoye, 2013). According to Miah (2018), customers always want the bank to provide them with safe, individualized, and timely services. Understanding consumer satisfaction levels with banks' digital products is therefore crucial.

The information that is now accessible highlights the substantial ICT investments Kenyan banks have made to improve the quality of their services and emphasizes how crucial customer satisfaction is in the cutthroat market of today. However, obstacles including poor telecom infrastructure, a lack of skilled labor, and limited internet usage prevent e-commerce from taking traction. However, the potential of agent and internet banking to increase financial inclusion and understanding is becoming more of a focus in Nepal, particularly in rural areas. Particularly in relation to Nepal's commercial banks, little is known about how internet banking channels such as internet, mobile, ATM, and point-of-sale (POS) affect customer satisfaction. The relationship and impact of these digital banking services on general customer satisfaction, as well as the scenario analysis of customer satisfaction levels in online banking channels, have not been fully explored in current study. This disparity emphasizes the necessity of a thorough investigation to assess and determine the relationship between customer satisfaction and internet banking channels within the context of Nepalese banking.

Research Framework

The purpose of the conceptual framework is to establish a connection between the independent and dependent variables. It is employed to create mental divisions and arrange concepts. A well-designed conceptual framework can effectively and realistically communicate a genuine idea. One kind of intermediate theory is a conceptual framework, which aims to make links between the issue description, purpose, literature review, technique, data collection, and analysis and every facet of the investigation. This study's main goal was to determine how internet banking practices influenced Nepalese commercial banks's clients. In this study, internet, mobile, ATM, and point-of-sale (POS) services are the independent factors, while customer satisfaction is the dependent variable.

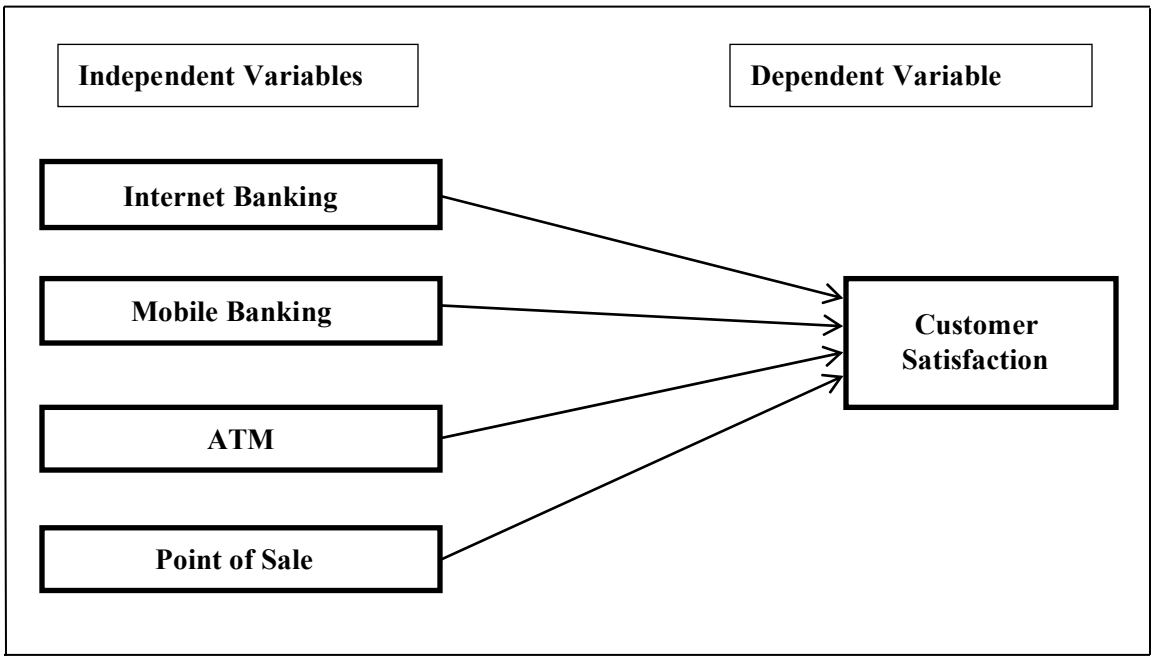

Figure 1 Research framework

Customer Satisfaction

The degree to which a product or service meets or beyond a customer's expectations is known as customer satisfaction. For businesses, it is a crucial performance metric that captures the general client experience and loyalty. Kotler and Keller (2016) define customer satisfaction as "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome against their expectations." A number of elements, including as service quality, pricing equity, product dependability, and the brand's emotional resonance, affect customer happiness. Customer satisfaction in service sectors like telecommunications is significantly influenced by aspects of service quality including responsiveness, empathy, and dependability. Increased customer loyalty, favorable word-of-mouth recommendations, and decreased customer attrition are all correlated with higher satisfaction levels (Zeithaml et al., 2023).

Internet Banking

Ma (2012) discovered that price, reputation, and privacy are the three key factors affecting Chinese customers' satisfaction with internet banking services. Internet banking significantly raises e-satisfaction and positively affects Tunisian cyber shoppers' e-loyalty. According to Tulani et al. (2009), who looked at how widely commercial banks in Zimbabwe adopted and used internet banking, customers used it to pay bills, check their account balances, and send money. The utility requests, security, utility operations,

ticket booking, and cash transfers were the main reasons why people used online banking channels. Nearly 50% of consumers switched from conventional to online banking, the variables driving this behavior. Similarly, Azouzi (2009) investigated Tunisia's usage of electronic banking and found that but 95% of those surveyed had internet connection, only a small percentage of them made use of it as their main banking method.

H1: Customer satisfaction and the internet banking channel have a strong positive correlation.

Mobile Banking

The elements that influence customers' satisfaction with mobile banking services were the main topic of Kahandawa and Wijayanayake's (2014) investigation. The research found that customer satisfaction in Sri Lankan State commercial banks was positively impacted by mobile banking services. Rahman and Hasan (2017) examined consumer satisfaction and the quality of mobile banking services in Bangladesh. Customer satisfaction and the four factors tangible, responsive, sympathetic, and dependable were shown to be significantly positively correlated by the research. Nevertheless, there is no clear correlation between the assurance component and customer happiness. In their research on mobile banking customers, Aghdaie and Faghani (2012) discovered a positive correlation between customer satisfaction and responsiveness, tangibility, empathy, and dependability.

H2: Customer satisfaction and the ATM banking channel have a strong positive correlation.

ATM

Islam et al. (2010) looked at how satisfied Bangladeshi ATM cardholders were with a major bank (HSBC). The study found a significant relationship between client satisfaction and the caliber of ATM service. The study's conclusions show that the following variables have a significant and positive relationship with customer satisfaction: location, staff responsiveness, currency note quality, service delivery timeliness, and ATM performance. Khan (2010) found a strong and positive association between customer satisfaction and ATM service quality in Pakistani banks. Client happiness is one of the primary metrics used to evaluate a bank's performance, according to Komal and Singh (2009). They examined the relationships between various ATM locations, factors that affect ATM selection, and the relationship between that choice and customer satisfaction

H3: Customer satisfaction and the mobile banking channel have a strong positive correlation.

Point-of-sale Terminals (POS)

Customer satisfaction and loyalty are directly correlated, as are technology acceptance factors and consumer happiness and loyalty. Additionally, there is a positive and direct relationship among website service level and customer e-loyalty, but not customer satisfaction, according to Lin and Sun (2009). According to Dion (2003), point-of-sale (POS) technology increases revenues and reduces costs, both of which improve profitability and satisfaction with clients.

H4: Customer satisfaction and the POS banking channel have a strong positive correlation.

Literature review

Hossain and Hossain (2015) examined mobile banking satisfaction in Dhaka using a standardized questionnaire. The study surveyed 304 respondents through random sampling, focusing on availability, safety, acceptability, user-friendliness, and accessibility. Findings suggested that public sector banks must understand these factors to

enhance financial service delivery. Khanna and Gupta (2015) conducted a similar study in India, analyzing customer perception of public sector banking technology. Using surveys and interviews with customers and bank managers, the study prioritized availability, safety, acceptability, user-friendliness, and accessibility. The study recommended that banks improve their technological innovations to meet customer expectations.

Shakya (2016) analyzed the impact of online banking on Nepalese commercial banks' performance and customer satisfaction using a sample of 145 respondents. Regression and correlation analyses indicated a positive relationship between customer satisfaction and financial performance indicators such as return on equity and return on assets. Mwatsika (2016) investigated ATM banking performance and customer satisfaction in Malawi using a sample of 353 respondents. A regression model showed that ATM banking efficacy predicted 40% of customer satisfaction. However, ATM banking had no effect on customers' decisions to switch banks, suggesting that other factors influenced customer retention. Medard and Venkatesan (2016) examined the relationship between ATM service quality and customer satisfaction among 141 participants in Chidambaram town. Using chi-square tests, factor analysis, and Cronbach's Alpha, the study found that availability, convenience, clarity, and trust positively influenced customer satisfaction.

Shrestha (2016) assessed factors affecting ATM service satisfaction in Nepalese commercial banks using a sample of 196 respondents. Regression analysis revealed that charge adjustability, ATM selection, service usage, and post-purchase behavior had a positive impact on satisfaction. Conversely, technical issues negatively affected satisfaction. Ramavhone and Mokwena (2016) studied online banking adoption in rural South Africa using 400 retail bank customers. Regression and correlation analysis indicated that lack of equipment, limited internet access, perceived reliability, and external factors such as knowledge and security significantly influenced adoption. Chiemeka, Evwiekpaefe, and Chete (2016) identified lack of customer education and inadequate operational resources as major barriers to online banking adoption in Nigeria. The study recommended addressing these issues to improve service usage. Akpan (2016) investigated the link between customer satisfaction and ATM service quality in Nigeria's banking sector. Using regression analysis, the study found that ATM service quality directly influenced customer satisfaction.

Rahman and Hasan (2017) studied mobile banking satisfaction in Bangladesh, analyzing 166 customers using multiple regression models. The study found that tangibility, responsiveness, empathy, and reliability significantly influenced customer satisfaction, while assurance had no notable impact. Shemsu (2017) evaluated ATM service usage and customer satisfaction using surveys from 385 customers. Findings highlighted dissatisfaction due to service outages, insufficient funds, slow response times, high service fees, and balance update delays. Despite challenges, customers continued using ATMs for their convenience. Kemal (2019) explored mobile banking usage among women beneficiaries in Pakistan using qualitative semi-structured interviews. Findings showed that mobile banking improved access to financial resources but was hindered by sociological and technological barriers. Women experienced increased social and political empowerment through mobile banking services.

Zaffar et al. (2019) examined the expansion of mobile accounts in Pakistan's online banking sector through an agent-based simulation model. The study identified key market dynamics influencing mobile account adoption, highlighting the role of auxiliary infrastructure and financial technology advancements. Palaon et al. (2020) assessed

internet banking agent satisfaction in Indonesia using 768 surveys. Structural equation modeling and business model analysis revealed that both financial and non-financial factors influenced agent satisfaction. Agents played a social role in financial service distribution, necessitating enhanced customer service training and transaction targets. Zahid et al. (2021) developed and validated a scale for measuring online banking viability using exploratory and confirmatory factor analyses. The study applied structural equation modeling (SEM) on data from 150 stakeholders to refine the framework for evaluating online banking expansion and sustainability.

Research Methodology

The study employed a combination of descriptive and causal-comparative research designs to explore how online banking channels impact customer satisfaction at Nepalese commercial banks. The descriptive research approach was used to gather factual data and provide insights into the population under study without manipulation. It involved a systematic study to understand customers' perceptions of Nabil Bank's online banking services. The causal-comparative aspect of the research aimed to establish relationships between key variables, including different online banking channels and customer satisfaction levels. Survey research was conducted to collect data directly from bank customers, ensuring relevant insights into their experiences with online banking.

The target population for the study consisted of customers from Nepalese commercial banks who actively used online banking channels such as internet banking, mobile banking, ATM, and point-of-sale (POS) services. A judgmental sampling technique was used to select respondents. In this non-random sampling approach, the researcher exercised discretion in choosing participants based on their relevance to the study's objectives. Judgmental sampling was employed due to its efficiency in selecting a representative sample while minimizing time and costs.

According to the Nepal Rastrya Bank Annual Report (2022/23), the bank has served over approximately 53.55 million deposit accounts and 1.87 million loan accounts. Additionally, the number of mobile banking customers reached 23.22 million, and internet banking customers totaled 1.83 million, indicating a significant shift towards digital banking services. To determine an appropriate sample size, the study applied Cochran and Horne's (1977) sample size formula, which estimated that a minimum of 385 participants were required for statistical validity. To ensure robustness, a total of 400 customers were included in the final sample. The sample consisted of a diverse group in terms of gender, age, and educational background, ensuring broad representation. A structured questionnaire was used to collect responses from all participants.

The data sources for this research were primarily primary in nature, as customer opinions were gathered directly through structured questionnaires. The study relied on first-hand data collection, eliminating reliance on secondary sources. A structured questionnaire was designed to ensure systematic data collection, and the findings were derived solely from the responses provided by sampled customers. This approach enhanced the accuracy and reliability of the study by obtaining direct insights from online banking users at Nepalese commercial banks.

To facilitate efficient data collection, a standardized questionnaire was distributed across various digital platforms, including Facebook, Viber, WhatsApp, and Gmail. The questionnaire was carefully structured to assess customer satisfaction levels related to online banking channels. The first section of the questionnaire gathered demographic data such as gender, age, marital status, education level, and monthly income, which were

later analyzed descriptively. The second section of the questionnaire focused on how different online banking services influenced customer satisfaction. The Likert scale method was used extensively in this section, enabling respondents to rate their experiences and perceptions on a five-point scale ranging from "Strongly Agree" (5) to "Strongly Disagree" (1).

The questionnaire's second section specifically targeted online, mobile, and ATM banking services to assess customer perceptions. These variables have commonly been used in commercial banking research to measure service quality and satisfaction. By incorporating these aspects, the study aimed to identify the strength, direction, and nature of the relationship between online banking services and customer satisfaction at Nepalese commercial banks.

For data processing and analysis, the collected responses were systematically tabulated and analyzed using SPSS software. A structured data file was prepared, where variables were defined, labeled, and assigned values for statistical interpretation. The SPSS software was utilized to execute various statistical operations, ensuring precise data handling. The study applied statistical tools such as frequency distributions, percentages, means, standard deviations, correlations, and regressions to analyze relationships between variables. Additionally, Microsoft Excel was used for computing average scores, tables, and basic data presentation.

The study's data analysis approach was divided into three main parts. The first part involved descriptive statistics, summarizing respondents' demographic characteristics such as age, gender, education, work experience, and income level. The second part focused on the descriptive analysis of key study variables, including mean and standard deviation values for online, mobile, ATM, and POS banking services, as well as customer satisfaction levels over time. The study also utilized percentage frequency distributions and the mean score of Likert scale responses to assess customer perceptions in a quantifiable manner.

To examine relationships between different variables, Pearson's correlation analysis was employed in the third part of the analysis. This statistical technique helped identify the strength and direction of associations between various online banking service attributes. Additionally, regression analysis and hypothesis testing were conducted to evaluate how different internet banking factors influenced customer satisfaction.

The independent variables in the study included four distinct online banking channels: internet banking, mobile banking, ATM banking, and point-of-sale (POS) services. These factors were analyzed to determine their individual and collective effects on the study's dependent variable, which was customer satisfaction. The findings from regression analysis provided insights into how each of these online banking services contributed to shaping customer experiences at Nepalese commercial banks.

This study used a multiple regression model to examine the correlation between the factors influencing internet banking channels and customer satisfaction. This study's multiple regression model is as follows:

$$\hat{Y} = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 \quad \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \text{(i)}$$

Where,

$\hat{Y}$= Customer Satisfaction

X1 = Internet Banking,

X2 = ATM Banking,

X3 = Mobile Banking,

X4 = POS Banking,

The explanatory variables to be estimated have beta coefficients of β1, β2, β3, and β4, with α being constant.

Validity and reliability

This study demonstrates a high level of reliability in its measurement instrument, as evidenced by Cronbach's alpha values exceeding 0.80 for each variable. This indicates strong internal consistency and ensures that the survey instrument effectively captures the intended constructs. In reliability analysis, a Cronbach's alpha score above 0.80 is considered excellent, while a value exceeding 0.70 still reflects strong dependability. As highlighted by Churchill et al. (1991), maintaining a reliability rating above 0.70 is crucial to minimize measurement errors and improve the credibility and reproducibility of research findings. If other validity indicators, such as construct validity, content validity, and discriminant validity, also demonstrate robust results, the study can be regarded as methodologically sound and well-structured. High reliability in the measurement instrument ensures that the collected data is stable, consistent, and accurately reflects customer satisfaction with Nepalese commercial banks's online banking services.

Analysis and Results

The descriptive analysis of the study is based on data collected from 400 respondents using structured questionnaires. To summarize and interpret the data, the study employs statistical metrics such as mean, standard deviation, and frequency distribution. These measures help in understanding the central tendency and dispersion of responses, providing insights into customer satisfaction levels.

The responses were recorded using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The mean values indicate the average level of agreement among respondents for each survey item, while the standard deviation reflects the variation in responses. The findings are systematically presented in tabular format, facilitating easy comparison and interpretation. This approach ensures a comprehensive understanding of customer perceptions regarding online banking services.

Table 1
Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
Customer satisfaction	1.00	5.00	3.2478	.68593
Internet banking	1.00	5.00	3.5667	.87474
ATM	1.00	5.00	3.5471	.78451
Mobile Banking	1.00	5.00	3.2478	.76217
Point of Sale	1.00	5.00	3.4989	.65711

Note: From Researcher Calculation

The descriptive statistics presented in Table 1 provide an overview of the responses collected regarding customer satisfaction and various online banking services, including

Internet Banking, ATM services, Mobile Banking, and Point of Sale (POS). The statistical measures used include the minimum and maximum values, mean, and standard deviation, which help in understanding the distribution and variability of responses. Customer satisfaction has a mean value of 3.2478, indicating a moderate level of satisfaction among respondents, slightly above the neutral point on the five-point Likert scale. The standard deviation of 0.68593 suggests that there is some variation in responses, but it is not highly dispersed. Similarly, Mobile Banking also has a mean of 3.2478, showing that users have a comparable perception of this service, with a standard deviation of 0.76217, which suggests a moderate range of opinions.

Internet Banking has the highest mean score of 3.5667, indicating that it is the most positively perceived online banking service among respondents. However, it also has the highest standard deviation (0.87474), which implies a wider variation in customer opinions some users may have had highly positive experiences, while others may have encountered challenges. ATM services also received a relatively high mean score of 3.5471, with a standard deviation of 0.78451, indicating general satisfaction with moderate variability in responses. Point of Sale (POS) services scored a mean of 3.4989, showing that it is also viewed favorably by customers. Notably, the standard deviation for POS services is the lowest among all variables (0.65711), suggesting that respondents had more consistent opinions about this service compared to others.

Table 2
Correlation analysis

Variables	Internet banking	ATM	Mobile Banking	POS	Customer Satisfaction
Internet banking	1				
ATM	0.724**	1			
Mobile Banking	0.724**	0.738**	1		
Point of Sale	0.635**	0.613**	0.654**	1	
Customer Satisfaction	0.639**	0.669**	0.706**	0.624**	1

**Correlation is significant at the 0.01 level (2-tailed)

Note: From Researcher Calculation

The data shown in Table 2 suggests a favorable correlation between internet banking and customer satisfaction, as indicated by the Pearson Correlation coefficient of 0.639 between the two variables. This suggests that consumer happiness increases with the level of internet banking. At the five percent significant level, the positive correlation coefficient is 0.639. In a similar vein, there is a positive correlation between customer happiness and ATM banking, as indicated by the Pearson Correlation value of 0.669. It suggests that consumer happiness increases with the amount of ATM services offered. The five percent significant level positive correlation value is 0.669.

Furthermore, there appears to be a positive correlation between the two variables mobile banking service and customer satisfaction as indicated by the Pearson Correlation value

of 0.706. It implies that a rise in the availability of mobile banking services raises client happiness. At the five percent significant threshold, the positive coefficient of association is 0.706. Similarly, the Pearson Customer satisfaction and point of sale banking service have a correlation value of 0.624, suggesting a favorable relationship between the two factors. This suggests that improving point-of-sale offerings in retail establishments raises consumer happiness. At the five percent significant level, the positive correlation coefficient is 0.624.

Table 3
Regression analysis

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	P- value
1	(Constant)	3.901	0.804		4.851	0.001
	Internet banking	0.100	0.050	0.104	1.985	0.048
	ATM	0.231	0.050	0.249	4.659	0.001
	Mobile Banking	0.303	0.052	0.322	5.865	0.001
	Point of Sale	0.208	0.044	0.214	4.752	0.001
	R = 0.783		*R^2 = 0.614*		*Adjusted R^2 = 0.610*	
	F (4, 379) = 150.589		*Sig. (F) = 0.001*			

Table 8 shows that although customer satisfaction is 3.901, all other factors remain constant at zero. In addition, the findings show that, when the independent variable is set to zero, an increase of one unit in the internet banking channel raises customer happiness by 0.100, and an increase of one unit in the mobile banking channel raises customer satisfaction by 0.303. Furthermore, the results indicate that customer satisfaction increases by 0.231 for every unit increase in the ATM banking channel and by 0.208 for every unit increase in the point-of-sale banking channel. The results showed that internet banking had the least impact on customer satisfaction, while mobile banking had the most impact, followed by automated teller machines, point of sale, and mobile banking. 4.4.3 Since each variable's p-value was less than 0.05, they were all considered significant. Testing of hypotheses

The coefficient of determination, or R-square, which is sometimes referred to as the model summary, can be used to explain variation. It shows that the R-square value is 0.614, meaning that the internet, ATM, mobile, and point-of-sale banking channels account for 61.4 percent of the variation in customer satisfaction. The data indicates a moderate correlation between customer satisfaction and all the variables related to internet banking channels. But in this study, the remaining 38.6% (100%-61.4%) remains unexplained. Stated differently, this study has not taken into account other crucial aspects of internet banking channels that contribute to the explanation of customer satisfaction.

According to the research, the calculated Sig. value of 0.001 is lower than the 0.05 table Sig. value. At the five percent significance level, the alternative hypothesis is shown. This illustrates the overall importance of the model. It suggests a strong correlation between the independent and dependent variables. Therefore, the level of customer satisfaction is influenced by the quality of service offered by Nepalese commercial banks's internet banking channels. This does not, however, suggest that all facets of the internet banking channel and customer happiness are strongly correlated. The model is constructed using the following formula, where customer satisfaction is the dependent

variable and the four dimensions of internet banking channels point of sale, ATM, mobile banking, and online banking are the independent variables (X1, X2, X3, X4).

Conclusion and Recommendations

The study findings indicate that customers generally perceive internet banking channels internet banking, ATM banking, mobile banking, and point-of-sale banking as essential to their banking experience. The analysis reveals a positive relationship between these channels and customer satisfaction, meaning that as the availability and efficiency of these services improve, so does customer perception. Among these, mobile banking appears to be the most valued by customers, likely due to its convenience and accessibility. However, while internet banking channels play a significant role in shaping customer perception, the study suggests that other factors beyond internet banking also contribute to customer satisfaction.

Since the research demonstrates that a sizable percentage of customer happiness is impacted by internet banking, ATM banking, mobile banking, and point-of-sale banking, the findings support the notion that online banking significantly affects consumer satisfaction. The most influential of them is mobile banking, which is followed by internet, point-of-sale, and ATM banking. This implies that the best way for consumers to increase their level of happiness is via mobile banking. Furthermore, it is clear that online banking channels are crucial in determining consumer satisfaction since all of them have statistical significance. The results, however, also show that there are other, as yet unidentified, elements that play a role in the entire banking experience, highlighting the need of further study to identify other elements that affect customer satisfaction. Similarly, the study's findings demonstrated that Nepalese commercial banks customers' satisfaction levels are significantly raised by their mobile banking service. It was determined that clients are happy with the mobile banking services offered by Nepalese commercial banks. The report also found that the biggest driver of internet banking channels is mobile banking. According to the study's findings, mobile banking significantly raises consumer satisfaction. It suggests that the mobile banking channel is meeting the needs and expectations of the clients.

From the above discussion, these are the recommendations:

- The study discovered that customer satisfaction is positively impacted by internet banking. Therefore, improved internet banking services for its clients should be the primary emphasis of Nepalese commercial banks looking to boost consumer satisfaction.
- The study found a favorable correlation between consumer satisfaction and ATM banking. As a result, Nepalese commercial banks are eager to boost client happiness and have to concentrate more on enhancing ATM banking services and expanding their network of ATMs.
- . The study discovered a favorable correlation between consumer happiness and mobile banking. Therefore, Nepalese commercial banks that wish to boost customer satisfaction should concentrate more on offering their clients better mobile banking options.
- The study suggests that Nepalese commercial banks should concentrate on enhancing point-of-sale services if they want to raise customer satisfaction levels.

Considering that the survey found that improved point-of-sale services increased consumer happiness.

- The foundation of our subject is Nepalese commercial banks. However, in order to have a more comprehensive understanding of internet banking channels and their impact on consumer satisfaction, more research should incorporate other financial institutions such as development banks and financing firms.
- The study has clarified four aspects of internet banking channels; nevertheless, more research may be necessary to identify additional elements that affect consumer satisfaction.
- Only 400 samples from Nepalese commercial banks were used; more samples and banks can be included in future research.
- Only a few analytical instruments were utilized; more analytical tools, which yield more accurate results, should be used in future investigations.