

## **ADOPTION OF ICT BY BANKING SECTOR TO GIVE CUSTOMER EASE OF PROCESSES IN MALAYSIAN BANKS.**

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### **ABSTRACT**

This study examines the adoption of Information and Communication Technology (ICT) in the Malaysian banking sector and its impact on customer satisfaction, focusing on the ease of banking processes. The research explores three key independent variables: ICT adoption in banking, digital service accessibility, and customer awareness of ICT. The study aims to understand how these factors influence customers' perceptions of the ease of banking, ultimately shaping their satisfaction with the banking experience. Using the Technology Acceptance Model (TAM) and the Service Quality Model as theoretical frameworks, the research investigates the relationships between these variables and customer satisfaction. It is anticipated that the findings will highlight the importance of a seamless and accessible digital banking experience, supported by informed customer awareness, in enhancing customer satisfaction. This study contributes to the literature on digital banking and provides practical recommendations for Malaysian banks to optimize their ICT adoption strategies, improve digital service accessibility, and enhance customer awareness, ensuring a more satisfying and efficient banking process for their clientele.

**Keywords:** ICT Adoption; Digital Service Accessibility; Customer Satisfaction.

### **INTRODUCTION**

The rapid improvement of the digital world in the current day has led to the widespread usage of information and communication technology (ICT) in numerous industries (Basu & Malik, 2020). The banking industry has used ICT to its maximum potential in order to better serve clients and streamline operations. Financial institutions in Malaysia have increased their reliance on ICT in recent years. There has been a dramatic shift in the financial industry as a whole due to the extensive use of information and communication technologies in companies (Kyeremeh et al., 2019). The proliferation of digital banking services is only one example of how information and communication technology has revolutionized the banking industry.

The banking industry and the rest of the modern business world are defined by an ever-changing economic landscape that is both unpredictable and fiercely competitive. At the core of this global transition is technology that allows for the sharing and exchange of ideas and information (ICT). Thanks to self-service facilities enabled by advancements in information and communication technology, including automated customer care devices, customers can now open accounts online without ever interacting with a real banker. Customers can use the service to confirm their account numbers and find out when they can expect to receive their bank documents (such as a cheque, credit card, or debit card). Banks can't afford to disregard the need to integrate ICT-related concepts, methodologies, policies, and strategies into their service delivery procedures if they want to maintain local, national, and international competitiveness. The explosion of information and communication technology (ICT) has enabled modern banking institutions worldwide to access state-of-the-art resources, potentially enhancing the quality and speed of their service delivery to customers.

Many Malaysian banks have invested heavily in digital infrastructure and services to meet the evolving demands of their customers, putting them at the forefront of ICT adoption (Ullah et al., 2022). An important topic for debate is the significance of ICT in Malaysia's banking sector. Financial institutions have embraced new forms of ICT to enhance their client services. Such technologies include electronic money transfers, mobile banking apps, automated teller machines, and online banking (Ghelani et al., 2022). The advent of ICT has completely disrupted bank operations by enabling customers to log in from any device, anywhere. The extensive use of information and communication technologies in Malaysian banks has produced several benefits for customers and the sector as a whole (Li et al., 2021). Streamlined financial processes, wider availability of banking services, increased safety, and fewer administrative costs are just a few of the numerous advantages. Banks in Malaysia need to upgrade their information and communication technology infrastructure and embrace new technology if they want to meet their customers' evolving needs in the digital era.

The goal of this study is to find out how customers' knowledge of and satisfaction with how easy it is to do banking in Malaysia is affected by the following factors: the rate at which ICT is adopted by the banking industry, the ease of access to digital services, and the level of consumer satisfaction with these factors. To shape banking services of the future and guarantee customer-centric methods in the digital age, it is crucial to understand these dynamics.

## **Problem Statement**

Kyeremeh et al. (2019) assert that the utilization of information and communication technology (ICT) is transforming the Malaysian banking industry, a dynamic sector that offers unparalleled advantages to both the industry's institutions and the customers they cater to. However, a gap exists in this tsunami of technical innovation: the impact of information and communication technology on consumer satisfaction with bank ease of use. The disparity between the perceived benefits that banks provide and the actual benefits that consumers experience is at the core of one of the most significant challenges that the banking industry is currently facing (Ali et al., 2019). There are a lot of new challenges that have arisen as a result of the rapid pace of technological innovation, and the fact that there are differing levels of customer awareness of these advancements makes things a great deal more complicated. Because of this lack of comprehension, there is a barrier that makes it more difficult to combine banking technology with customers' requirements. It is not enough for businesses to just implement digital solutions in order to achieve success in the banking industry; they must also make certain that these solutions are in accordance with the routines and preferences of the clientele that they intend to serve (Filotto et al., 2021). A variety of factors could have caused this discrepancy. A digital service that is not easily accessible can have a significant impact on the user experience. This can be the result of problems such as bugs, downtimes, or interfaces that are not user-friendly. Consumers lack comprehensive knowledge about information and communication technology services, exacerbating the problem. Users may not be satisfied with a digital platform's services if they are not fully informed of its features and capabilities (Wiredu, 2022). Customers may get dissatisfied as a consequence of this. Incorporating technology into banking operations is not a simple process. Digital solutions may not function effectively in their intended contexts, even during the deployment phase. These technologies run the danger of producing disruptions and bottlenecks rather than improving procedures if they are not integrated effortlessly into the framework that is already in place in the banking industry. According to Alla Klimenko (2023), clients who anticipate transactions to be completed without any complications may find it frustrating when there is a gap between the digital and traditional banking settings.

In order to address these complicated problems, the purpose of this research is to investigate the complex nature of the adoption of information and communication technology in Malaysian financial institutions. By identifying the gaps in digital service accessibility and the level of consumer awareness, the study intends to propose strategic solutions to the problems that have been identified. Increasing user interfaces, enhancing consumer education programs, and rethinking the integration of banking technology are all potential solutions to the problem.

Even though Malaysian banks use a lot of information and communication technology, it is still important to look at how these improvements have affected customer satisfaction, especially when it comes to how easy it is to do banking. The objective of this study is to investigate the connections that exist between the following

factors in Malaysian financial institutions: customer satisfaction with the ease of banking operations, consumer awareness of information and communication technology, accessibility of digital services, and adoption of information and communication technology. The outcomes of the study could be utilized by financial institutions in order to enhance the pleasure of their customers and further optimize their information and communication technology strategy.

### **THE CONCEPT OF ELECTRONIC BANKING**

A new way that financial goods and services can reach consumers is through electronic banking. There are several definitions of "e-banking" in the academic world. Sandhu and Arora (2022) defined electronic banking as "e-banking," which is the practice of providing banking services to clients through the internet. According to Chaimaa et al. (2021), "e-banking" is the practice of offering banking services and products to clients using the Internet and other forms of electronic communication. To get products and services to customers, businesses rely on electronic and communication networks, including ATMs, the Internet, mobile phones, and landlines. According to Chaimaa et al. (2021), the popularity of e-banking has grown due to the widespread availability of mobile phones and the decreasing cost of internet connectivity. The creative utilization of new types of ICT and other market forces has allowed e-banking to emerge as a new paradigm in financial services, according to Behera et al. (2023).

Another important part of financial innovation is incorporating customer-centricity, marketing, strategy, and finance. While these ideas may differ, they all center around the notion that individuals can access goods and services through online platforms. The evolution of electronic banking is a product of multiple technical revolutions. Online banking's popularity has grown exponentially during the 90s. It went from being somewhat unknown to having millions of users across the globe in a few years. Some consider automated teller machines (ATMs) to be the first form of electronic banking, as they enabled clients to transfer funds electronically. The latter "phone banking" service allowed customers to do financial transactions using regular telephones. The use of personal computers for banking, wherein clients have their banks install proprietary software on their computers, has, nevertheless, mostly replaced the use of telephone banking. These days, the best alternative for cutting-edge banking is online. Users can communicate with their banks using telephone networks, computers, and dial-up modems (Lata & Kumar, 2023).

Jeník et al. (2020) state that in order for banks to determine whether an electronic banking delivery channel is profitable, they consider not only the fees paid by consumers but also any potential cost reductions. The implementation of e-banking ensures operational efficiency due to the apparent decrease in expenditures

associated with personnel, space renting, back-office paperwork, and infrastructure. Electronic banking has also replaced the more conventional type of banking, where customers interacted with tellers at brick-and-mortar locations.

There are some similarities between the aforementioned criteria and the current tendency of banks seeking cost savings elsewhere rather than focusing on improving the profitability of their online banking delivery channels. According to Jaafar et al. (2023), online banking eliminates issues such as the inefficiencies of conventional banking. The result is that many financial institutions are now pushing their customers to do more of their banking online or through mobile devices. Banks are able to take advantage of economies of scale thanks to the increasing popularity of internet banking among customers (Chaimaa et al., 2021). Over half of all financial transactions are now conducted electronically (Pazarbasioglu et al., 2020). This is due to the fact that electronic distribution simplifies service delivery and improves efficiency, timeliness, and service quality for both customers and service providers.

### **ICT Adoption in Banking**

The intentional incorporation and exploitation of information and communication technology within financial institutions is known as ICT adoption in banking. Among these measures is the establishment of state-of-the-art communication networks, digital platforms, and software to boost productivity and satisfaction among clients. Customers are more likely to be satisfied with banking services if an organization adopts ICT, according to the research. One example is the research by Singh and Srivastava (2020), which indicated that compared to clients who did not utilize internet banking, those who did were happier with the services provided by their bank. Customers who utilized mobile banking were happier with the services provided by their bank than those who did not, according to a study conducted by Foroughi et al. (2019).

A clear indication of the industry's dedication to keeping up with global digital innovations is the widespread adoption of ICT in Malaysia's banking sector. In the past few years, the sector has undergone a dramatic transition towards digitization, transforming the way financial institutions operate and serve their customers. This revolutionary path is illuminated by the research of Masoud and Basahel (2023), which sheds light on the critical role of information and communication technology adoption in changing operational paradigms and improving the quality of customer service.

The capacity of ICT to improve operational efficiency is one of its most notable effects. Historically, manual banking procedures resulted in lengthy transaction wait times and the risk of human error. The incorporation of ICT has caused a dramatic change in these procedures (Dasgupta, 2023). Automation of repetitive procedures,

real-time data processing, and the seamless integration of various banking functions have greatly enhanced operational efficiency. Customers are assured of fast and efficient service because of a consequence of the significantly decreased transaction times.

Critically, Malaysian banks have entered a new era of customer-centricity with the implementation of ICT. Electronic banking has allowed financial institutions to provide customers with more tailored and user-friendly services (Vial, 2021). User-friendly online interfaces enable effortless navigation through banking services. Furthermore, users are able to access their accounts and critical banking operations at any time, regardless of the day or night, thanks to the availability of 24/7 online services. Customers are given more control over their finances with the capabilities provided by these digital platforms, which not only make transactions easier but also improve their financial management (Vial, 2021).

### **Digital Service Accessibility**

The simplicity with which clients can access and utilize digital financial services is what we mean when we talk about digital service accessibility. Among these considerations are the accessibility of various digital channels (e.g., website, mobile app, ATM), the degree to which these channels are compatible with various devices and operating systems, and the ease with which users may navigate them. Customers are more likely to be satisfied with their banking experiences if digital services are easily accessible, according to the research. For instance, Almaiah et al. (2022) discovered that clients were more satisfied with their bank's services overall if they evaluated their digital services as simple to use. Customers were more happy with their bank's services when they had access to a greater selection of digital banking options, according to a study by Sharma & Sharma (2019).

Dang (2022) performed research that demonstrated the positive effect of digital service accessibility on customer satisfaction, highlighting its importance. Customers are more inclined to use digital banking services frequently if they can easily access them. Customers are more satisfied as a whole because an accessible digital interface streamlines banking processes, saves them time, and is simple to use.

Banks that prioritize smooth digital experiences can enhance customer satisfaction (Susanto et al., 2023). Customers are able to easily manage their funds in these banks because of the investments made in user-friendly interfaces, fast mobile apps, and robust security measures. This convenience not only enhances customer satisfaction but also fosters customer loyalty, increasing the likelihood of long-term loyalty (Susanto et al., 2023).



## **Customer Awareness of ICT**

According to Noreen et al. (2023), consumer awareness of ICT is defined as the extent to which customers are knowledgeable about and able to use it for banking services. Considerations such as customers' knowledge of ICT-enabled banking capabilities, their comfort with digital banking systems, and their familiarity with ICT-related language are all part of this.

Customers' level of familiarity with various forms of electronic communication may impact their level of satisfaction with the services provided by a bank. According to a study conducted by Pazarbasioglu et al. (2020), customers who are more proficient in using information and communication technologies are more likely to use and be satisfied with digital banking services. Customers who had a better grasp of the capabilities of mobile banking reported higher levels of satisfaction, according to Foroughi et al. (2019).

When we talk about customers' awareness of ICT in banking, we're referring to their familiarity with and comfort with digital banking services and technology. Customer awareness is crucial in the ever-changing world of financial technology. Omarini (2022) found that customer awareness initiatives are very important. These programs inform customers of the many benefits of digital banking, including the convenience of online transactions and the accessibility of mobile banking apps.

Venkatesh (2023) discovered that clients are more inclined to utilize digital banking services when they receive information about their accessibility, security features, and convenience. When customers are well-informed and utilize digital platforms, they can enhance their banking experiences and streamline transactions (Vives, 2019). Awareness enhances customers' confidence and trust, leading them to routinely engage with digital services. Customers are more satisfied and loyal as a result of this interaction (Vives, 2019).

Customers can confidently accept digital banking when successful consumer education activities overcome the knowledge gap (Malchenko et al., 2020). Customers who are well-informed play a crucial role in driving the success of the banking sector in this digital age. In addition to helping individual consumers, raising customer awareness has a major impact on the widespread adoption and improvement of digital banking technology (Chan et al., 2022).

## **OVERVIEW OF RESEARCH**

### **Research Design**

Kuala Lumpur Malaysia will be the focus of a quantitative study for Examining the Adoption of ICT by banking sector to give customer ease of processes in Malaysian banks.

### **Sample**

About 225 respondents from various banks in Kuala Lumpur, Malaysia, will participate in a survey for this research.

### **Data Analysis**

IBM made the statistical software SPSS, which will be used to analyze the data that was collected for this study.

### **Discriptive Analysis**

In order to describe the characteristics of a certain scenario, descriptive statistics are computed from raw data. The analytical method can make use of descriptive statistics because of this framework. The data presented by descriptive statistics is helpful because of the structure it has. Finding patterns and trends in the distributions of independent and dependent variables is an important aspect of many management studies' study. Statistical information such as range, average score, and incidence frequency can be extracted from datasets by data mining (Ahmad, et al., 2019). Quantifying, analyzing, and summarizing data are all part of a descriptive analysis. Typically, research articles will provide descriptive analyses. Data from the field is usually presented visually and tabularly as a consequence of descriptive analysis. Describing data is what descriptive analysis is all about. If you follow these steps, you can build models that are easy to modify and can include new data. Designs ought to be adaptable enough to handle future data needs that may arise. This guarantees everlasting beauty in whatever shape it takes. Descriptive analysis is a vital tool for summarizing and illustrating data in any inquiry. To grasp the relevance of the data, it is helpful to describe it. Details like these helped the study produce actionable outcomes.

### **Reliability Test**

A score of 1 is considered very reliable, and the scale goes from 0 to 1. This group of numbers is also known as a "range of possible values" (DOĞAN, & KILIÇ, 2018). The



researcher consistently employed this strategy to fully research all questions before posing them during the investigation. This prepares the student to participate actively in class discussions by answering questions. We further guarantee the reliability of the results obtained from data analysis.

### **Correlation Test**

When two numerically rated variables are being compared for degree of similarity, a statistical technique known as "correlation analysis" is employed. Examining the raw data is necessary prior to drawing any conclusions regarding the result. How dependent is one variable on another? Right now, the answer to this question is crucial. If you adhere to the logic laid out here, the whole thing might happen (Sarstedt et al., 2019). Academic studies explore the entire spectrum, as correlations can be either positive or negative. This is because we can place varying degrees of importance on our connections. Professionals in the field may opt for a more optimistic or pessimistic stance. The Pearson product-moment correlation is one of several names for this metric. An absolute value of 1 represents the strongest positive correlation, while an absolute value of -1 represents the strongest negative link. In light of our prior conversation, let us review this one more time. In accordance with standard practice, the degree of correlation between two variables increases as the coefficient approaches one of these values. Therefore, when it gets closer to these levels, the correlation strength grows substantially. Regardless of how well-versed the individuals involved are in the situation, the scenario remains valid. According to Sarstedt et al. (2019), a correlation coefficient below 0.5 suggests that the association between the two variables is weaker than average.

### **Ethical Considerations**

Examining the standards by which we evaluate one another and ourselves is the focus of basic ethics. We must use these standards to evaluate all acts. Research ethics governs university research and its dissemination. As an example, according to Tursunbayeva et al. (2022), morality refers to the intricate system of rules that impact people's actions, whereas ethics is the field that studies morality. Norms, universal evaluations, and principles, rather than personal or subjective standards, are what ethics is supposedly all about.

Academic research discourse and ethical research should be the foundation of every investigation. No volunteer should ever feel threatened or pressured, and researchers should constantly keep this in mind. Ethics scholars, I have a question for you. Researchers and participants may experience heightened feelings of vulnerability and exposure during unethical research (González-Duarte et al., 2019).

They might have their findings questioned by unethical scholars. Thorough preparation and adherence to ethical principles are necessary to avoid such unpleasant academic challenges (Goldstein, 2022). Research participants' well-being depends on researchers adhering rigidly to a code of conduct. González-Duarte et al. (2019) state that some individuals no longer view educational research as a means to an end (a degree) or as a means to improve education. Thus, in order to protect human dignity, ensure participant confidentiality, and decrease instances of plagiarism, it is essential to address research ethics. Plagiarism is a serious academic offense that ought to have serious repercussions, according to Guerrero-Dib et al. (2020). It is also unacceptable for researchers to plagiarize. In order to further human understanding, research ethics is crucial, as stated by Morris MacLean et al. (2019). This code of ethics protects social and moral standards like the "do no harm" principle and participant confidentiality and promotes workplace justice and respect. Collaboration advances academic knowledge, making this crucial.

We carried out this study after receiving the necessary ethical clearances and participant consent.

## DATA ANALYSIS

### Descriptive Analysis

Variables	Mean (M)	Standard Deviation (SD)
Customer Satisfaction with the Ease of Banking Process	3.67	0.83
ICT Adoption in Banking	3.74	0.86
Digital Service Accessibility	3.77	0.89
Customer Awareness of ICT	3.75	0.85

### Pearson Correlation Coefficient

Variables	Customer Satisfaction with the	ICT Adoption in Banking	Digital Service Accessibility	Customer Awareness of ICT

	Ease of Banking Process			
Customer Satisfaction with the Ease of Banking Process	-	0.493	0.575	0.464
ICT Adoption in Banking		-	0.556	0.450
Digital Service Accessibility			-	0.563
Customer Awareness of ICT				-

### Overall Summary of Analysis

Hypothesis	Results
H1: There is a significant positive relationship between ICT adoption in banking and Customer Satisfaction with the Ease of Banking Process.	<b>Accepted</b>
H2: There is a significant positive relationship between Digital Service Accessibility and Customer Satisfaction with the Ease of Banking Process.	<b>Accepted</b>
H3: There is a significant positive relationship between Customer Awareness of ICT and Customer Satisfaction with the Ease of Banking Process.	<b>Accepted</b>

### ICT Adoption in Banking

Hypotheses	Pearson Correlation Coefficients	Conclusion
H1: There is a significant positive relationship between ICT Adoption in Banking and Customer Satisfaction with the Ease of Banking Process.	0.493	Accepted

H1: There is a significant positive relationship between ICT Adoption in Banking and Customer Satisfaction with the Ease of Banking Process. The adoption of information and communications technology in banking has been shown to have a substantial positive link with customer satisfaction with the ease of the banking process. According to Pearson correlation coefficient research, using IT in banking is strongly correlated with customer satisfaction with banking ease. Therefore, Hypothesis 1 (H1) is accepted because the survey results support it. The calculation revealed an extraordinarily high Pearson correlation coefficient of 0.493. The process revealed this after the calculation was complete.

#### Digital Service Accessibility

Hypotheses	Pearson Correlation Coefficients	Conclusion
H2: There is a significant positive relationship between Digital Service Accessibility and Customer Satisfaction with the Ease of Banking Process.	0.575	Accepted

H2: There is a significant positive relationship between Digital Service Accessibility and Customer Satisfaction with the Ease of Banking Process. There is a considerable positive association between the accessibility of digital services and the level of customer satisfaction with the degree to which the banking process is simple to understand. It was discovered via the research that was carried out with the help of the data from 225 different respondents and the Pearson correlation coefficient that there is a relationship that is statistically significant between the customer

Satisfaction with the Ease of Banking Process and the Digital Service Accessibility. The research findings confirm this discovery. We chose the Malaysian city of Kuala Lumpur as the location for our investigation. When viewed from a statistical perspective, the significance of the Pearson correlation of 0.575 is significant due to the fact that it is significant.

#### Customer Awareness of ICT

Hypotheses	Pearson Correlation Coefficients	Conclusion
H3: There is a significant positive relationship between Customer Awareness of ICT and Customer Satisfaction with the Ease of Banking Process.	0.464	Accepted

H3: There is a significant positive relationship between Customer Awareness of ICT and Customer Satisfaction with the Ease of Banking Process. A study using Pearson's correlation coefficient on the answers of 225 people showed that customers' knowledge of ICT and their satisfaction with how easy it is to use banks are related in a good way. There is a positive correlation between the two variables, according to the evidence given. The results established the two variables' relationship, leading to this conclusion. Given the existence of a correlation between the two variables and the fact that the Pearson correlation score is 0.464, it can be inferred that there is a somewhat substantial relationship between them.

#### CONCLUSION

Findings from this study highlight the importance of ICT adoption in the Malaysian banking sector for increasing customer satisfaction. This study uncovered how the three independent variables—banks' adoption of ICT, customers' understanding of ICT, and the accessibility of digital services—contribute to the simplicity of banking operations and impact the customer experience as a whole.

To begin with, the study confirms what many have suspected: that using ICT is crucial to enhancing operational efficiency, decreasing transaction times, and making financial services more accessible and convenient for consumers. Innovative services

like mobile banking and online transactions, made possible by the gradual integration of ICT into the banking sector, have revolutionized the way clients engage with banks. The key to increasing customer happiness is ensuring that technology meets client needs. In order to retain clients and achieve a competitive advantage, banks should deliberately invest in ICT infrastructure and make sure these systems are user-friendly.

Another important aspect that contributes to consumer happiness is the accessibility of digital services. Customers now anticipate frictionless access to financial services via digital channels, as emphasized in the literature, including online banking and smartphone apps. Customers are able to conduct financial transactions whenever it is most convenient for them, without encountering obstacles like lengthy wait times or limited service hours, thanks to accessibility, which is a key component in increasing customer happiness, according to the report. Customers are more satisfied and have more faith in banks when their digital platforms are quick to respond, safe, and simple to use. A customer's opinion of the quality of service they receive from their bank is affected by the accessibility and reliability of digital services, according to the study.

Understanding ICT is crucial for customers, particularly in the realm of financial services. Technology offers many benefits, but clients must know how to use them. The study emphasizes customer education activities that introduce people to digital banking tools like mobile apps and online payment systems. There will be an uptick in customer happiness and loyalty as a consequence of increased engagement with ICT platforms brought about by increased consumer knowledge of these platforms' features and benefits. But this vigilance extends beyond technological know-how; it also includes being familiar with the safeguards put in place to keep their private and financial data safe. The association between customer satisfaction and the adoption of information and communication technologies is favorable since customers are more inclined to embrace them if they have faith in the security of digital banking services.

Finding solutions to problems with digital service accessibility is another important takeaway from the research. Although there has been significant progress in the banking sector's use of ICT, problems persist with the unequal distribution of digital services, particularly in underserved or rural areas. People may have trouble getting the help they need because of these accessibility gaps, which might annoy customers. There are other obstacles to the complete use of ICT-based financial services because not all clients may have the technical literacy necessary to traverse digital platforms. As a result, financial institutions should make diversity and inclusion a top priority by making their digital services available to all clients, irrespective of where they live or how well they understand technology.

In summary, the study's findings support the notion that three factors primarily influence customer satisfaction in Malaysian banks: the accessibility of digital services, the degree of customer knowledge about ICT, and the implementation of ICT. Financial institutions may only reap the full benefits of information and communication technology (ICT) if they use a customer-centric approach that also takes into account technical developments. Customers should receive thorough education, digital banking services should be more accessible and user-friendly, and technology solutions should be secure and tailored to their needs. This will help banks stay ahead of the competition in the ever-changing banking market by providing clients with an easy, fast, and enjoyable banking experience. In addition, the study recommends more investigation into how financial institutions may improve the customer service they provide by incorporating new technology like blockchain and artificial intelligence to fulfill the changing demands of modern consumers.

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