

CUSTOMER TRUST IN E-BANKING DURING COVID-19 PANDEMIC IN BANGLADESH

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ABSTRACT

The purpose of this study is to determine the trust that E-Banking customers possess regarding the effect of customer satisfaction, which depends on the E-Banking infrastructure facility and E-Banking Communication environment. Using stratified random sampling in randomized block design, the response to a survey questionnaire has been obtained from 400 respondents via E-mail and hand-to-hand to know their opinion. Structure Equation Model (SEM) with Kolmogorov Smirnov Test, Shapiro Wilk Test, Mann-Whitney Test, Kruskal-Wallis Test, and Least Significant Difference (LSD) tests are used to determine the factors that affect E-Banking customer trust. It is observed, from this study, that an increased E-Banking communication environment, leads to the enhancement of customer satisfaction, as there is a positive significant relationship. Result also shows bachelor's degree and master's degree holder customers exhibit more trust in the E-Banking process than the customers with a lower level of education. Customers who started e-banking transactions during Covid-19 own more trust value than the customers who started transactions before the pandemic. So, the growth of E-Banking transactions may contribute positively to ensuring sound health in the future and especially in any pandemic situation.

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INTRODUCTION

The E-Banking transaction process grows very rapidly for the Covid-19 pandemic situation and becomes very popular in the last two years in Bangladesh. Customer trust is one of the aspects that scientists and business analysts look at while developing new products or services. This research is looking into the factors that influence customer loyalty and happiness, the backdrop of corporate social responsibility (CSR), the role of business ethics as a determinant, and other factors. One of the factors that attract customers is their ability to build trust. In the banking sector, online banking is one of the most popular services offered by commercial banks, and it has a beneficial influence on the performance of financial institutions as a whole.

In financial institutions, information technology has played an important role in enhancing services, providing new products, making inquiries easier, and saving time. In the present world, information technology has been chosen to bring answers to virtually every industry, including education, health, libraries, communication, and a slew of others. People in Bangladesh are becoming more conscious of their entitlement to receive excellent and value-added services in exchange for their money. The banking business in Bangladesh has recognized the needs of clients and their expectations from financial services. As a result, the new generation of private commercial banks is equipped with essential information technology infrastructure. E-banking refers to the supply of banking goods and services using electronic delivery channels, such as the internet. It allows for banking to be done, from any location, at any time. It provides handy, low-cost financial services that are simple, fast, and convenient around the clock. In addition to providing significant cost savings to customers, e-banking, whether conducted via the internet, telephone, or other electronic delivery methods, is becoming increasingly popular among businesses and consumers. Bangladesh has been a leader in the use of electronic banking services. The bulk of Bangladeshi clients has not yet been used to the electronic banking system (Sadekin et al., 2019). The growth of e-banking in any country is largely dependent on the faith that clients have in the system. Clients' confidence in any bank's e-banking system is

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dependent on a number of factors, including service quality, security, network speed, and the educational qualifications of the customers. Customers' confidence in the e-banking system will improve if the e-service quality of any bank is greater than the conventional banking system as a result of their contentment with the e-banking system. It is the quality of service provided by the e-banking system that determines whether or not customers are satisfied with the system. If Bangladeshi banks do not succeed in increasing their consumers' confidence in banking transactions, they would face a very bleak future.

The level of trust that Bangladeshi clients have in the e-banking system is needed to be studied for policy making in the discipline of modern banking. E-banking refers to banking operations that are carried out electronically, such as through the use of a telecommunications network, web technologies, computers, cellular phones, and other electronic devices, rather than in person. Nowadays, as a result of the growing importance of the global economy, e-commerce and e-business have become more important components of corporate strategy and a powerful stimulus for economic development. The progress of e-banking is dependent on the confidence that clients have in the system. The security status of e-banking and the level of confidence placed in it by clients are intimately tied to one another. It was during this period that the notion of electronic financial services, more generally known as e-banking, came into being. Currently, commercial and public banks in Bangladesh are taking a variety of efforts to implement E-banking. Consumers are drawn to electronic banking technology for a variety of reasons, including convenience, increased ease of use, and, in certain cases, cost savings.

E-Banking customer satisfaction depends on e-banking infrastructure facility (measured by computer, laptop, mobile, communication network, web technology, communication software, antivirus security facility) and E-Banking Communication environment (measured by E-Banking operation, adoption, growth, social acceptance, and perceived enjoyment). This research is expected to satisfy the objectives as follows:

- To determine the E-Banking customer trust from the effect of customer satisfaction.
- To analyse the effect of demographic variables (type of bank used, gender, and education) on E-Banking customer trust.
- To investigate the E-Banking customer trust in the Covid-19 situation (started E-banking during Covid-19 and before Covid-19 situation) in Bangladesh.

LITERATURE REVIEW

The overall increase in education, particularly computer literacy, as well as the developing large network of ISPs will provide an enabling environment that will allow the customer to feel secure when doing banking transactions over the internet (Syed, 2011). Goudarzi et al. (2013) conducted research in which they evaluated the following: according to the data, trust has a beneficial impact on the uptake of Internet banking services by consumers. Furthermore, the findings indicate that there are a variety of elements that influence confidence in electronic services. The vast bulk of the study has been carried out in the context of Internet-based banking. With this research as a foundation, the review offered in this paper provides an overview of the key characteristics that may influence people's trust in online banking services in general. Redwanuzzaman and Islam (2013) found that the number of people who utilize electronic banking is growing considerably. It has, however, gained remarkable popularity among bank customers in recent years, and it is hoped that this popularity will continue to grow day by day as the product is nurtured by expert bankers. The perceived utility, social impact, and perceived enjoyment were the significant predictors of persons' propensity to use online banking services in Bangladesh (Islam & Ahmed, 2020). The findings also revealed that perceived utility had the greatest significant impact on an individual's behavioral intention to use online banking in this nation, outweighing social influence by a factor of two to one. Shahriar (2014) conducted a study and discovered in contrast to international banks, internet-based banking has only lately been offered by a number of big private and national banks, as well as certain regional banks.

Even though many banks have made significant investments in online banking, the adoption of internet banking has not been as rapid as anticipated. In Bangladesh, clients do not have a sufficient understanding of e-banking, which is being provided by the banking industry in the country. Customer acceptance and usage of e-banking technologies are connected to both individual consumer traits as well as a specific technology. In general, customer satisfaction with e-banking and banking issues are both high (Hammoud et al., 2018). Bank management is responsible for ensuring the security of E-banking transactions for not only customers but also for their bank employees (Muhammad & Munir, 2017). E-banking provides several benefits to the Bangladeshi banking sector; nevertheless, the findings also revealed that Bangladeshi clients lack sufficient awareness about the services provided by the banking industry in Bangladesh through electronic banking (Hasan et al., 2010). In Bangladesh, the security and privacy components of the system must be enhanced for the proliferation of e-banking (Mohiuddin, 2014). If the security and privacy concerns are addressed, the future of E-banking has the potential to be very lucrative. It is anticipated that the future of electronic banking will be a system in which customers will be able to communicate with their banks "worry-free," and in which institutions would operate under a single set of rules. Mohiuddin (2015) discovered in his research that dealing officers of banks are not fully acquainted with their desk work, according to the findings. It has been noticed that the country would gain from the effective implementation of e-business and e-banking since this will aid in the increase of overall productivity in the country.

Additionally, the monetary benefit realized by both the manufacturer and the client may have a reasonable and favorable influence on the country's gross domestic product. E-business, particularly with the assistance of e-banking, has the potential to help Bangladesh's economy grow more satisfyingly for its consumers. Attitudes about Internet banking are favorably influenced by ideas about trust and privacy (Ashraf et al., 2010). However, attitudes toward Internet banking are not shown to be significantly influenced by Internet banking behavior. Normalizing attitudes have a favorable impact on subjective norms, which in turn have an impact on Internet banking behavior. Similarly, views about one's own ability to control one's behavior with Internet banking have a good effect on perceived behavioral control, which in turn has a positive

effect on real online banking behavior. Hoque (2012) discovered in his study that there is a widespread consensus amongst Singaporeans that the Internet is a handy medium for information search and buy transactions. The respondents with higher levels of education appear to be less concerned about security risks. They also believe that online buying offers better pricing and more cost savings than traditional purchasing. Females express great dissatisfaction with the inability to enjoy a physically satisfying buying experience while purchasing online. Skvarciany and Jurevičienė (2018) in a study found that the respondents' poll, the factor that is essential for trust-building differs in each of the analyzed countries: in Lithuania, information and the bank, in Latvia, the website, and in Estonia, the bank is the item that is important for trust-building. According to the experts, the e-banking system is the most effective factor in the trust-building process in Lithuania and Latvia, while the website is the most important component in Estonia. The following constraints apply to this investigation: The online survey of individual customers (however, because internet banking is geared toward internet users, this limitation is not critical); the analysis of only the trust-building criteria that have a positive impact; and the assessment of only the sub-factors by experts were the only limitations.

Bangladeshi banks are performing their e-banking services with the assistance of non-technical personnel (Sadekin & Shaikh, 2016). The majority of Bangladeshi clients, both male, and female, are unaware of the importance of e-bank security. Many of them do not have access to a computer at their place of abode. Female users are more conscientious than their male counterparts. Low-educated persons are hesitant to do e-banking transactions, according to the findings of Sadekin et al. (2019). Customers' confidence depends on a variety of factors, including security measures, customer awareness, educational qualification, verification of e-transactions, the quality of e-services provided by banks, and the behavior of bankers. It is also possible that consumers' trust may be diminished if they have difficulty in making an electronic transfer, which would result in decreased confidence. Bangladeshi e-banking study reveals that the bare minimum of manpower is required for banking (Sadekin & Shaikh, 2015). Compared to traditional banking, e-banks require the least amount of personnel. Customers who withdraw and deposit money from ATM booths are concerned about being robbed by a hijacker. It is not safe to use any of the ATMs operated by Bangladeshi banks.

Privacy

One of the most pressing issues of Internet users is their privacy (Cranor, 1999). The integration of financial services into the Internet has heightened this level of anxiety (Chen et al., 2016). Privacy is defined as the right not to have one's inner life and affairs exposed to the public eye or otherwise infringed under tort law. As technology has progressed, how privacy has been preserved and compromised has evolved in parallel. In the case of some technologies, such as the Internet, the greater ability to exchange information might result in the development of new methods for violating people's privacy. The first publication to advocate for the privacy of personal information was Warren and Brandeis (1989), who argued that an individual should have complete protection in both person and property. Furthermore, this is the most crucial reason why bank customers do not wish to do online banking transactions via the Internet.

Even though conceptions of privacy are fundamental to understanding individual behavior on the Internet, the bulk of privacy concerns associated with Internet banking appears to be governed by the property connection between privacy and confidentiality. In the case of the GVU Internet surveys conducted in 1997, the results revealed that 53 percent of online clients are concerned about commercial websites collecting their personal information, and 66 percent do not register with the website out of concern that their personal information will be misused (GVU, 1997).

The topic of privacy has been debated in various forms and circumstances for more than a century by a diverse range of stakeholders including attorneys, philosophers, sociologists, psychologists, economists, technologists, politicians, and others. Developing privacy-preserving social network applications for a privacy-threat model that can be used to improve the security of stakeholders, including attorneys, philosophers, sociologists, psychologists, economists, technologists, politicians, and others by identifying the issues at stake related to the processing of personally identifiable information (Weiss, 2009). Weiss's (2009) in his paper describes the major requirements for developing privacy-preserving social network applications, as well as the privacy-threat model.

Trust

Trust refers to the willingness to be exposed to the actions of another party in the expectation that the other will perform a specific action important to the person who has placed their trust in them, regardless of the person's ability to monitor or control the actions of the other party (Dwyer et al., 2007). A positive interpersonal connection can only be established by ongoing reciprocal interaction on both sides of this argument.

Acknowledgment of the role of trust as a major driver for electronic transactions is growing in both the academic and corporate realms (Bhattacharjee, 2002; Lim et al., 2012). Two factors contribute to the success of online transactions: first, the ability of the customer to trust the merchant. First and foremost, online transactions frequently need the exchange of sensitive personal, business, and financial information between the parties involved in the transaction (Lee & Turban, 2001). Second, with online transactions, clients often trade with people with whom they have had little or no prior encounter. This is especially true for small businesses (Pavlou & Gefen, 2004).

HYPOTHESIS AND CONCEPTUAL FRAMEWORK DEVELOPMENT

H₁: There is a significant effect of communication infrastructure facility on E-Banking customer satisfaction.

H₂: There is a significant effect of the E-Banking communication environment on E-Banking customer satisfaction.

H₃: There is a significant effect of E-Banking customer satisfaction on E-Banking customer trust.

H₄: There is a significant effect of E-Banking customer trust on the demographic variable (type of bank used, gender, education).

H₅: There is a significant effect of E-Banking customer trust in the Covid-19 situation (started E-Banking during Covid-19 situation and before Covid-19 situation).

From the above discussion and review of literature, a research framework can be developed. The framework is as follows:

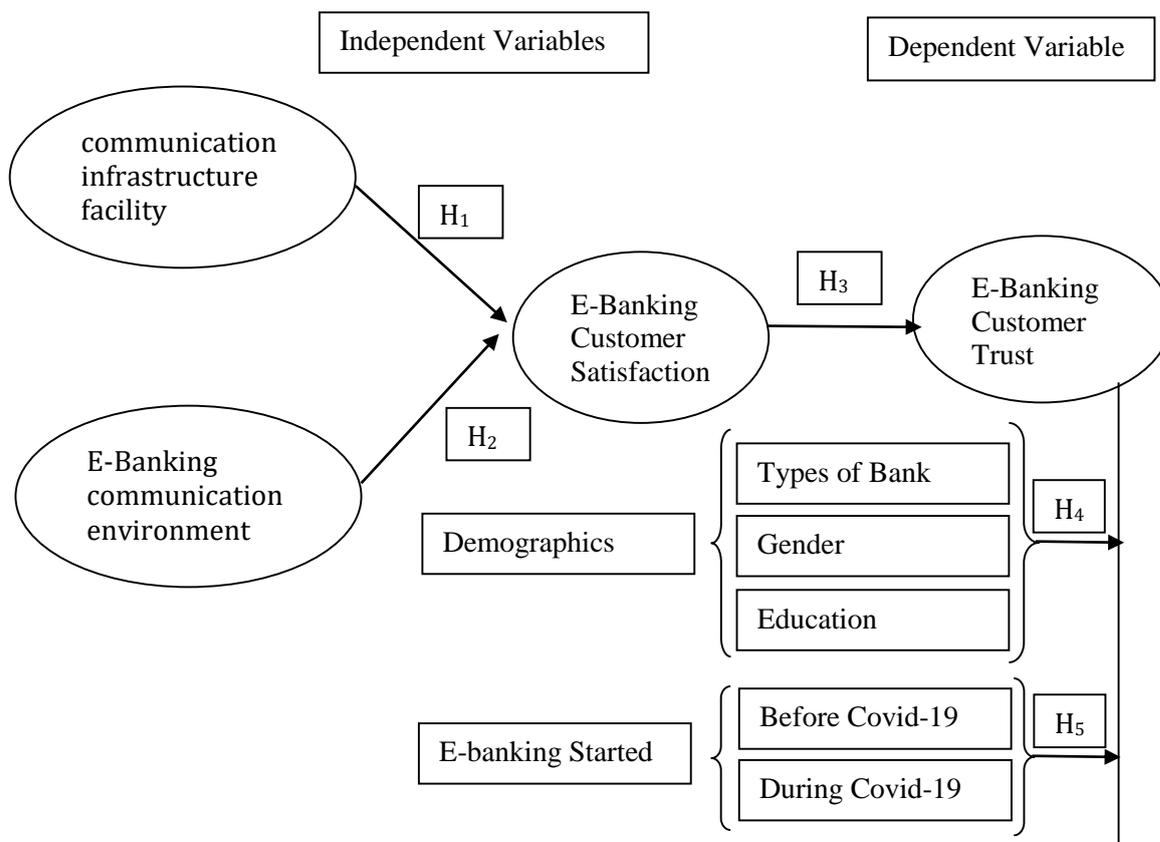


Figure 1. Research Framework

METHODS

A survey questionnaire was developed from the literature review to conduct the study. The developed survey questionnaire was pre-tested with 12 respondents. Then necessary corrections and modifications were made according to the suggestion of the respondents. Then the questionnaire was distributed among the 460 E-Banking customers selected by stratified random sampling in randomized block design via hand-to-hand and E-mail. The collected response data are coded (five-point Likert scale ranging from 1 = Strongly disagree with the opinion to 5 = Strongly agree with the opinion) in IBM SPSS Statistics 20 and IBM SPSS AMOS 22 software. Among the coded response data, 400 response data are selected for final analysis (as some respondents answered all the questions are the same rank and did not answer many questions). Among the valid respondents, 108 are intermediate qualifications (now an undergraduate students), 168 are bachelor qualifications (now doing masters) and 124 are master's qualifications (now in service). 232 responders are male and 168 respondents are female, whereas 248 respondents are from private banks and 152 respondents are from a public bank in the data set. Also, 152 respondents started E-Banking during the Covid-19 period (less than 2 years of E-Banking experience) and 248 respondents started E-Banking before the Covid-19 period (more than 2 years of E-Banking experience).

The descriptive analysis value with the frequency of each response variable is calculated. Factor analysis with Cronbach's Alpha value of each factor and Kaiser-Meyer-Olkin Measure for Sampling Adequacy are conducted with all the response variables to classify them into challenge factors. Then Structure Equation Model (SEM) is developed to identify factors that influence the performance of online satisfaction. Also, Kolmogorov Smirnov Test, Shapiro-Wilk Test, Mann-Whitney Test, Kruskal-Wallis Test, and Least Significant Difference (LSD) Test are conducted to determine the significant difference in the performance of online satisfaction with demographic variables. Finally, the online opportunity creation is measured from the performance of the online satisfaction factor in the COVID-19 situation.

RESULT AND DISCUSSION

The descriptive statistics (N, Sum, Max, Min, Mean and Standard deviation) results are shown in Table 1.

Table 1. Descriptive Analysis Result of Questionnaire Variables

Sl. No	Questionnaire	Variable Name	N	Min	Max	Mean	Standard Deviation
A	E-Banking Customer Trust						
1	The grade you Trust on E-Banking	EBankTrust	400	2	5	3.40	1.064
B	E-Banking Customer Satisfaction						

1	Are you satisfied with the service quality of E-Banking	Satisfy1	400	1	5	3.28	1.045
2	Are you satisfied with the security of E-Banking?	Satisfy2	400	1	5	3.09	1.147
3	Are you satisfied with E-Banking network facilities?	Satisfy3	400	1	5	3.22	1.115
C Communication Infrastructure Facilities							
1	The facility of Tele communication network	Facility1	400	2	5	3.70	0.959
2	The facility of Web Technology	Facility2	400	1	5	3.18	1.067
3	The facility of communication software	Facility3	400	1	5	3.15	1.009
4	Computer / Laptop / Tab / Cellular phone	Facility4	400	1	5	3.25	1.123
5	The facility of Antivirus security	Facility5	400	1	5	3.06	0.983
D E-Banking Communication Environment							
1	E-Banking operation	Environment1	400	1	5	3.19	1.098
2	Adoption of E-Banking	Environment2	400	1	5	3.21	0.998
3	Growth of E-Banking	Environment3	400	2	5	3.72	0.922
4	Social acceptance	Environment4	400	1	5	3.13	1.203
5	Perceive E-Banking enjoyment	Environment5	400	1	5	3.14	1.045

From the above descriptive table, the mean and standard deviation for E-Banking Customer Trust is 3.40 and 1.064, for E-Banking Customer satisfaction mean and standard deviation variation is 3.09 to 3.28 and 1.045 to 1.147, for E-Banking Communication Facilities mean and standard deviation variation are 3.06 to 3.70 and 0.959 to 1.123 and for E-Banking Communication Environment mean and standard deviation variation are 3.13 to 3.72 and 0.922 to 1.203 respectively. The result shows that the mean and standard deviation values vary with overlapping each other, so factor analysis may be conducted to test the questionnaire and to classify the questionnaire into different factors, which is demonstrated in Table 2.

Table 2. Factor Analysis and Cronbach's Alpha Values of Response Variables

Factor	Variables	Rotated Component Matrix ^a				Cronbach's Alpha
		1	2	3	4	
E-Banking	Environment4	0.859				0.882
Communication	Environment1	0.830				
Environment	Environment2	0.826				
	Environment5	0.817				
	Environment3	0.734				
Communication	Facility3		0.868			0.785
Infrastructure	Facility4		0.846			
Facilities	Facility5		0.784			
	Facility2		0.613			
	Facility1		0.503			
E-Banking	Satisfy3			0.863		0.783
Customer	Satisfy2			0.835		
Satisfaction	Satisfy1			0.761		
E-Banking Customer Trust	EBankTrust				0.885	Not Applicable

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

In the factor analysis, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is 0.738 (significance level 0.000). So, we can apply the factor analysis method to divide the response variable into different factors. In table 2, (factor analysis) the survey response values are classified into four factors such as E-Banking Communication Environment (factor loading 0.859 to 0.734), Communication Infrastructure Facilities (factor loading 0.868 to 0.503), E-Banking Customer Satisfaction (factor loading 0.863 to 0.761) and E-Banking Customer Trust (factor loading 0.885) respectively. The factor loading result shows all factor loadings are greater than 0.400, which indicates all measurements for each factor have good reliability.

The Cronbach's Alpha value of each factor as E-Banking Communication Environment is 0.882, Communication Infrastructure Facilities is 0.785, and E-Banking Customer Satisfaction respectively (all the Cronbach's Alpha values are > 0.7). For the E-Banking Customer Trust factor, Cronbach's Alpha value is not calculated as there is only one questionnaire. It indicates that the survey response with factors is most reliable and consistent. Based on the above factor analysis result, a structural equation model of E-Banking customer satisfaction and E-Banking Customer Trust with demographic variables is developed (Figure 1).

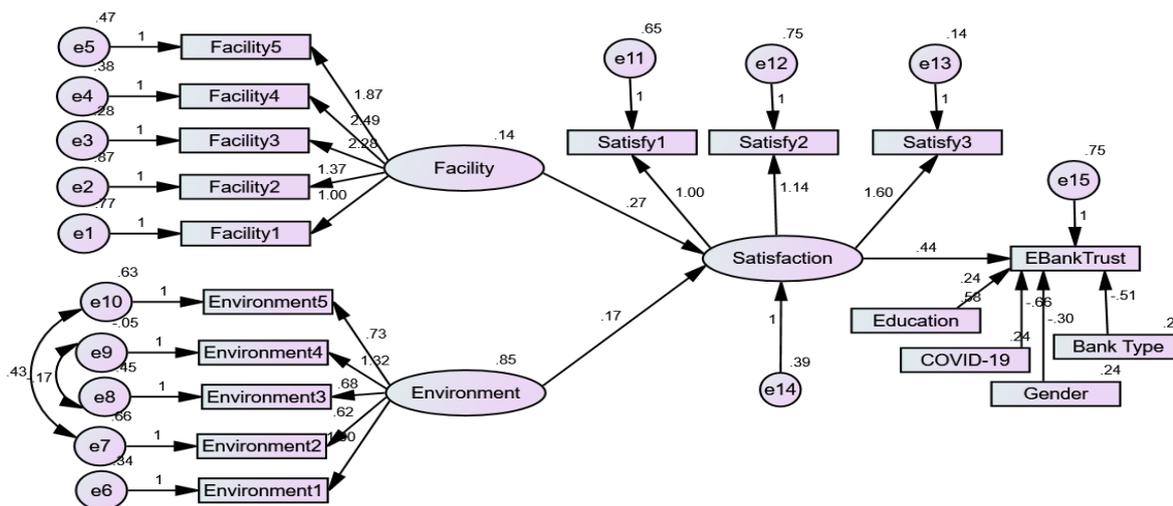


Figure 2. Structural Equation Model of E-Banking Satisfaction and E-Banking Customer Trust with Demographic Variables

From the above structure equation model, the factor loadings for Communication Infrastructure Facilities is 1.37 – 2.49, for E-Banking Communication Environment is 0.62 – 1.32, and for E-Banking, Customer Satisfaction is 1.00 – 1.60 respectively. Here all the factor loadings are very high and significant ($p < 0.05$). The error variance for Communication Infrastructure Facilities, E-Banking Communication Environment, E-Banking Customer Satisfaction, and E-Banking Customer Trust are 0.28 to 0.87, -0.05 to 0.66, 0.14 to 0.75, and 0.75 respectively. The covariance values are 0.17 to 0.43, which are also significant ($p < 0.05$). In the model, χ^2/df is 1.058 (which is < 3), comparative fit index (CFI) value is 0.988 (which is > 0.9), Incremental fit index (IFI) is 0.988 (which is > 0.9), Tucker Lewis index (TLI) is 0.986 (which is > 0.9), Root Mean Square Error of Approximation is 0.0324 (which is < 0.08). Here, the model meets all the standards of the survey and hence the model is well-fitted.

The path coefficient of Communication Infrastructure Facilities to E-Banking Customer Satisfaction is 0.27 ($p < 0.192$). As the p-value is greater than 0.05, there is not enough evidence to reject Hypothesis (Null) 1 for Communication Infrastructure Facilities. So, the Communication Infrastructure Facilities factor has no significant effect on the E-Banking Customer Satisfaction.

The path coefficient of E-Banking Communication Environment to E-Banking Customer Satisfaction is 0.17 ($p = 0.024$). As the p-value is less than 0.05, Hypothesis (Null) 2 is rejected for E-Banking Communication Environment. So, the E-Banking Communication Environment factor has a positive significant effect on E-Banking Customer Satisfaction.

The path coefficient of E-Banking Customer Satisfaction to E-Banking Customer Trust is 0.44 ($p = 0.004$). As the p-value is less than 0.05, Hypothesis (Null) 3 is rejected for E-Banking Customer Satisfaction. So, the E-Banking Customer Satisfaction factor has a positive significant effect on the E-Banking Customer Trust.

The mean value of the E-Banking Customer Trust (400 observations) variable is 3.40 with a standard deviation is 1.064. The test statistic value of Kolmogorov Smirnov Test is 0.227 ($p = 0.000$) and ShapiroWilk Test is 0.862 ($p = 0.000$). As the p values are less than 0.05, the response values of the E-Banking Customer Trust variable are not normally distributed. So, Mann-Whitney Test and Kruskal-Wallis Test are conducted to determine the significant difference in E-Banking Customer Trust for demographic variables (type of bank used, gender, education) and Covid-19 Situation.

Table 3. E-Banking Customer Trust with Demographic Variables and Covid-19 Situation

Measured variable	Measured value	Number of observations	Mean of E-Banking Customer Trust	The standard deviation of E-Banking Customer Trust	Test	Test-statistic value	Sig. (2 tail)
E-Banking Customer Trust	Normality test	400	3.40	1.064	Kolmogorov Smirnov Test	0.227	0.000
					ShapiroWilk Test	0.862	0.000
Type of bank used	Private bank	248	3.66	1.007	Mann-Whitney Test (z)	3.194	0.001
	Public bank	152	2.97	1.026			
Gender	Male	232	3.50	1.047	Mann-Whitney Test (z)	1.154	0.249
	Female	168	3.26	1.083			
Educational Qualification	Intermediate	108	2.93	0.874	Kruskal-Wallis Test (Chi-Square)	7.411	0.025
	Bachelor's degree	168	3.55	1.131			
	Master's degree	124	3.61	1.022			
Covid-19 Situation	Started E-Banking during Covid-19 situation	152	3.92	1.100	Mann-Whitney Test (z)	3.704	0.000

Measured variable	Measured value	Number of observations	Mean of E-Banking Customer Trust	The standard deviation of E-Banking Customer Trust	Test	Test-statistic value	Sig. (2 tail)
	Started E-Banking before the Covid-19 situation	248	3.08	0.911			

The path coefficient of the Type of bank used for E-Banking Customer Trust is 0.51 ($p = 0.004$). As the p-value is less than 0.05, Hypothesis (Null) 4 is rejected for the Type of bank used. So, the Type of bank used has a significant effect on the E-Banking Customer Trust. The mean standard deviation value of E-Banking Customer Trust for the private bank (62 observations) is 3.66 ± 1.007 and for the public bank (38 observations) is 2.97 ± 1.026 . So, the result shows E-Banking Customer Trust is higher in private banks than that public banks. The Mann–Whitney Test (z) statistic is 3.194 ($p = 0.001$). As the p-value is less than 0.05, so the E-Banking Customer Trust value of the private bank is significantly higher than that of a public bank.

The path coefficient of Gender to E-Banking Customer Trust is 0.30 ($p = 0.086$). As the p-value is greater than 0.05, there is not enough evidence to reject Hypothesis (Null) 4 for Gender. So, Gender has no significant effect on E-Banking Customer Trust. The mean standard deviation value of E-Banking Customer Trust for males (59 observations) is 3.50 ± 1.047 and for the public bank (42 observations) is 3.26 ± 1.083 . So, the result shows E-Banking Customer Trust is higher in males than females. The Mann–Whitney Test (z) statistic is 1.154 ($p = 0.249$). As the p-value is greater than 0.05, so the E-Banking Customer Trust of the male is the same as the female.

The path coefficient of Educational Qualification to E-Banking Customer Trust is 0.24 ($p = 0.037$). As the p-value is less than 0.05, Hypothesis (Null) 4 is rejected for Educational Qualification. So, Educational Qualification has a significant effect on E-Banking Customer Trust. The mean standard deviation value of E-Banking Customer Trust for intermediate respondents is 2.93 ± 0.874 , for bachelor's degree respondents is 3.55 ± 1.131 and for master's degree respondents is 3.61 ± 1.002 . So, the result shows E-Banking Customer Trust is highest in master's degree respondents and lowest in intermediate-level respondents. The Kruskal-Wallis Test (Chi Square) statistic is 7.411 ($p = 0.025$). As the p-value is lower than 0.05, so the E-Banking Customer Trust is different for different education levels. To determine the significant difference between E-Banking Customer Trust at different education levels Least Significant Difference (LSD) is calculated.

Table 4. LSD of E-Banking Customer Trust with Educational Qualification

Dependent Variable: EBankTrust LSD				
Education (I)	Education(J)	Mean Difference (I-J)	Std. Error	Sig.
Intermediate	Bachelor's degree	-.622*	.255	.017
	Master's degree	-.687*	.272	.013
Bachelor's degree	Intermediate	.622*	.255	.017
	Master's degree	-.065	.245	.790
Master's degree	Intermediate	.687*	.272	.013
	Bachelor's degree	.065	.245	.790

*. The mean difference is significant at the 0.05 level.

From the above LSD table, the difference between the E-Banking Customer Trust value for intermediate and bachelor's degrees is 0.622 ($p = 0.017$) and for intermediate and master's degrees is 0.687 ($p = 0.013$). As the p values are less than 0.05, there is a significant difference in the E-Banking Customer Trust value of intermediate from both bachelor's and master's degree respondents. But the difference between the E-Banking Customer Trust value of the bachelor's degree and master's degree is 0.065 ($p = 0.790$). As the p values are greater than 0.05, there is no significant difference in the E-Banking Customer Trust value of bachelor's degree and master's degree respondents.

The path coefficient of Covid-19 situation (Started E-Banking during Covid-19 situation and before Covid-19 situation) to E-Banking Customer Trust is 0.66 ($p < 0.000$). As the p-value is less than 0.05, Hypothesis (Null) 5 is rejected for the Covid-19 situation. So, the Covid-19 situation has a significant effect on the E-Banking Customer Trust. The mean standard deviation value of E-Banking Customer Trust for Started E-Banking during the Covid-19 situation is 3.92 ± 1.100 and for Started E-Banking before the Covid-19 situation is 3.08 ± 0.911 . So, the result shows E-Banking Customer Trust is higher in Started E-Banking during the Covid-19 situation than that of Started E-Banking before the Covid-19 situation. The Mann–Whitney Test (z) statistic is 3.704 ($p < 0.000$). As the p-value is less than 0.05, the E-Banking Customer Trust value of Started E-Banking during the Covid-19 situation is significantly higher than that of Started E-Banking before the Covid-19 situation.

SUMMARY OF FINDINGS AND RECOMMENDATIONS

- The customers are satisfied with the communication infrastructure facilities So E-Banking has the opportunity to grow rapidly in the next future days, especially in the pandemic situations.
- The E-Banking Communication Environment has a positive significant effect on E-Banking Customer Satisfaction. So, there is a prospect that the proliferation of the E-Banking communication environment will lead to the enhancement of customer satisfaction.
- The E-Banking Customer Satisfaction factor has a positive significant effect on the E-Banking Customer Trust. So, with the increase in customer satisfaction, the E-Banking Customer Trust will be enhanced.

- The E-Banking Customer Trust value of the private bank is significantly higher than that of the public bank. So, the public bank authority may take necessary action to increase customer satisfaction, as a result, to increase the E-Banking customer trust for the rapidly growing E-Banking process to make a profit.
- Both male and female customers equally trust the rapidly growing E-Banking transaction process. So, in the future, the E-Banking transaction process will grow more in the safe Covid-19 pandemic situation.
- Result shows, that bachelor's degree, and master's degree customers have more trust in the E-Banking process than that of the intermediate level customers. So, the E-Banking transaction process awareness program may be conducted in that segment of the customers.
- Customers who started e-banking transactions during Covid-19 own more trust value than the customers who started transactions before the pandemic

CONCLUSION

The study shows, that the Communication Infrastructure Facilities factor has no significant effect on E-Banking Customer Satisfaction. So, the Communication Infrastructure Facilities are needed to be improved for E-Banking for greater customer satisfaction. E-Banking Communication Environment has a positive significant effect on E-Banking Customer Satisfaction. It is revealed that the E-Banking Customer Satisfaction factor has a positive significant effect on the E-Banking Customer Trust. It is also observed that the E-Banking Customer Trust value of the private bank is significantly higher than that of the public banks. Both male and female customers equally trust the rapidly growing E-Banking transaction process. The analysis indicates that better educated customers like bachelor and master degree holder customers hold more trusts on the E-Banking process than the intermediate level customers. The started E-Banking during the Covid-19 situation has higher E-Banking Customer Trust value than the started E-Banking before the Covid-19 situation. So, the E-Banking transaction process should rapidly be growing more and more in the Covid-19 pandemic situation in the future for ensuring sound health.

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