International Journal of Research in Finance and Management

P-ISSN: 2617-5754
E-ISSN: 2617-5762
IJRFM 2025; 8(1): 680-688
www.allfinancejournal.com
Received: 10-03-2025
Accepted: 15-04-2025

Maria Cristina Elaine V Sumang MBA
Senior Credit Analyst, First Digital Finance Corporation, 667 Metro Manila, Philippines

Mark Ian C Abrias MBA
a) Student, San Beda Graduate School of Business, 1005 Metro Manila, Philippines
b) Faculty, National University, 1008 Metro Manila, Philippines

Dr. Nerissa M Revilla
Faculty, San Beda University, 1005 Metro Manila, Philippines

Correspondence Author:
Mark Ian C Abrias MBA
a) Student, San Beda Graduate School of Business, 1005 Metro Manila, Philippines
b) Faculty, National University, 1008 Metro Manila, Philippines

Adoption of digitalization in the Philippine financial system: Navigating the new normal

Maria Cristina Elaine V Sumang MBA, Mark Ian C Abrias MBA, Dr. Nerissa M Revilla

DOI: https://www.doi.org/10.33545/26175754.2025.v8.i1g.492

Abstract
The main goal of this study is to underscore the importance of technology adoption in the digital world anchored on the Technology Acceptance Model (TAM). This research endeavor ought to determine the level of usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, and behavioral intention to use digital transactions in the bank. Relationships among these variables will be explored as well. Correlation research design was used. 100 participants joined this research wherein majority are young (18 to 30 years old). Males and females are well-represented and most are single. Almost all have tried digital banking wherein most have been using digital banking in one to five years. They rated their experience as excellent. Reasons for non-usage were lack of awareness, security concerns and insufficient knowledge about technology. Most respondents use digital banking for money transfer, savings and bills payment. Participants have a high positive perception on variables related to digital bank transactions, most especially in terms of behavioral intention to use followed by perceived usefulness, ease of use, customer satisfaction, efficiency and lastly, perception on digital banking. It was found that to increase the behavioral intention that leads to actual usage of digital financial services and customer satisfaction, banks should continuously ensure to enhance ease of use, efficiency, and usefulness of digital financial platforms. Recommendations on resolving issues on the aforementioned issues were also discussed plus the recommendations to improve the validity, reliability and utility of this research were provided.

Keyword: Digital financial services, technology acceptance model (TAM), new normal, digital banking, behavioral intention

Introduction
Digitalization has become a significant force in modern society, particularly within the banking industry. Defined as the conversion of data into digital formats through technology, digitalization plays a critical role in improving banking services and operational efficiency. Banks that embrace digitalization are better positioned to enhance customer service, remain competitive, and foster innovation (HCL Technologies, 2022) [10]. The increasing reliance on digital solutions across all economic sectors has made digitalization indispensable, with rapid adopters outperforming those slower to integrate such technologies. In a fast-paced global environment, digital transformation has become essential to keeping up with evolving consumer expectations and industry standards.

Digital transformation goes beyond the mere adoption of digital tools; it entails a fundamental rethinking of business models and customer engagement strategies. It involves four core elements: process, technology, data, and organizational change, which collectively aim to deliver a superior customer experience and improved business outcomes (Shah, 2022) [21]. In banking, this transformation is visible through innovations like mobile apps, fraud detection systems, and virtual assistants. These tools enhance convenience, security, and personalization. Especially in times of crisis, digital services allow customers to manage transactions remotely, highlighting the relevance of understanding how these tools impact customer behavior and satisfaction in an increasingly digital world.

Customer satisfaction remains the cornerstone of banking success, especially in a highly competitive and client-oriented sector. Banks must continuously improve service quality to retain customers and ensure long-term profitability. As Spathis *et al.* (2004) [22] emphasized,

quality service directly correlates with consumer satisfaction, which in turn influences purchase intentions (Carter, 2010) [4], loyalty (Voss & Voss, 2008) [28], and financial performance. Meeting evolving customer expectations requires a nuanced understanding of their preferences and behaviors (Richards & Jones, 2008 [20]; Leverin & Liljander, 2006) [13]. Without such insight, banks risk providing services that no longer align with customer needs, ultimately weakening their market position.

The integration of digital technologies has revolutionized banking operations worldwide, including in countries like Azerbaijan, where internet and mobile banking have become mainstream (Shefa & Jafarova, 2020) [23]. While digital banking offers efficiency, accessibility, and cost reduction (Bughin & La Barge, 2019) [3], it also introduces risks such as cybersecurity threats and job displacement (Harchekar, 2018; Andersen, 2020) [1, 9]. Nonetheless, the transformation has narrowed service gaps between urban and rural populations, enhancing financial inclusion (Nirmala & Pavithra, 2018) [17]. Despite these advancements, research still lacks a customer-centric perspective on digital financial services. It is crucial to investigate how consumers perceive digitalization's impact on service satisfaction and operational efficiency, as these perceptions can significantly influence banking strategies and long-term success.

The adoption of digital transformation has emerged as a critical priority for many businesses in the Philippines, particularly within the banking industry. As new technologies become increasingly integrated into individuals' personal and professional lives, questions still linger regarding whether users will fully accept or reject such innovations. The Technology Acceptance Model (TAM), introduced by Davis (1989), offers a valuable framework for examining this phenomenon. According to the TAM, two primary factors—perceived ease of use and perceived usefulness—influence an individual's intention to adopt a new technology. Since its inception more than three decades ago, the TAM has become one of the most widely used models in understanding user acceptance and behavior in technology adoption (Venkatesh & Davis, 2000) [26]. Given this theoretical framework, the present study seeks to explore the degree to which respondents perceive digital transactions in banks as useful and efficient, their intention to use such services, and the overall levels of customer satisfaction and confirmed efficiency. Furthermore, the study aims to determine whether significant relationships exist among perceived usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, and the behavioral intention to use digital banking services.

As the Philippines continues to embrace digital technologies across sectors, both businesses and consumers are actively seeking ways to maximize the benefits of this digital shift. The rapid advancement and widespread implementation of digital technologies have significantly transformed how services are delivered, including in the banking sector. This transformation necessitates a deeper understanding of the dynamics that influence the adoption of digital financial services. Thus, this study aims to achieve several key objectives. First, it seeks to identify potential areas for improvement in the current digital financial services offered by banks, thereby contributing to enhanced service delivery. Second, the study aims to provide customers with valuable insights that will enable them to better utilize the technological advancements available to them in the banking sector. Third, it intends to raise awareness within the community about the importance and benefits of digital banking, particularly in improving access, convenience, and efficiency. Lastly, the research aims to generate meaningful data that can offer a comprehensive understanding of the effectiveness and acceptance of digital financial services in banks, thereby informing future strategies and innovations in the sector.

The Technology Acceptance Model (TAM) has been widely applied in research examining users' willingness to adopt new technologies, particularly in fields involving digital transformation and system implementation (Rajeshwaran, 2020) [19]. Developed by Fred Davis and Richard Bagozzi, TAM seeks to explain users' motivation to accept and use information systems based on psychological and behavioral principles (Chen *et al.*, 2021) [5]. According to Singh and Rajput (2019) [24], a user's attitude toward a specific technology is shaped by multiple factors, which ultimately determine the extent to which the technology is adopted and used effectively. Nguyen (2020) [16] further identified that ease of use, usefulness, perceived risk, trust, and convenience are key elements that influence a user's decision to embrace new technology.

Among these factors, perceived ease of use and perceived usefulness are the two primary determinants of users' behavioral intentions and attitudes toward adopting digital systems (Mufarih *et al.*, 2020) [15]. Perceived ease of use refers to how effortlessly a person can interact with the technology, while perceived usefulness indicates how beneficial the technology is in enhancing one's task performance (Kaur *et al.*, 2021) [11]. Lin *et al.* (2020) emphasized that users are more inclined to use digital financial services when they perceive them as both easy to use and useful. This finding aligns with Muhammad *et al.* (2021) [14], who demonstrated that these two variables significantly influence users' intentions and behaviors in the context of digital banking adoption. In regions like India, where digital infrastructure and trust remain challenges, additional factors such as perceived risk and convenience are integrated into the model to capture a more comprehensive picture of user behavior (Nguyen, 2020 [16]; Kaur *et al.*, 2021) [11]. Chen *et al.* (2021) [5] highlighted that user perception of both the advantages and drawbacks of digital financial services directly impacts the effectiveness of digitalization in banking.

This study, therefore, focuses solely on the perceptions and insights of customers who have used or are currently using digital banking services. The performance of banks without digital services will not be considered. This delimitation is grounded in the identified research gap and the review of related literature, which reveal a need to understand technology acceptance from the customers' perspective, especially in developing economies where digital banking is still evolving.

The conceptual framework of this study is rooted in the premise that customer satisfaction and banking efficiency are significantly influenced by perceived ease of use and perceived usefulness of digital financial services. As digital transformation accelerates across industries, especially in

the banking sector, understanding its impact on service quality and customer perception has become essential. Prior research confirms that the quality of digital banking services is positively correlated with customer satisfaction (Rajeshwaran, 2020) [19]. Service quality traditionally refers to the institution's ability to fulfill requests accurately and includes dimensions such as staff competence, responsiveness, and availability of equipment. However, Cox and Dale (2017) [8] argued that SERVQUAL, the traditional model for measuring service quality, is not fully applicable in evaluating digital services, as it was originally designed for face-to-face business interactions rather than online transactions.

Wang and Ha-Brookshire (2019) [29] elaborated that perceived ease of use in a digital setting reflects a user's belief that a particular system is effortless to operate. They found this especially true in the context of Chinese-owned textile and garment firms, where digital technologies were seamlessly integrated with human resources and infrastructure. Rajeshwaran (2020) [19] also pointed out that digital banking allows customers to carry out transactions at significantly lower costs compared to traditional banking. Lin *et al.* (2020) supported this by noting that users benefit from reduced banking fees, while Ogonji and Muluka (2015) [18] added that transportation costs and time savings further enhance the appeal of digital financial services.

Customer satisfaction is ultimately defined by how well a product or service meets or surpasses consumer expectations. When expectations are met or exceeded, customers are satisfied, which in turn strengthens a company's reputation, profitability, and market position (Veseli-Kurtishi *et al.*, 2020) [27]. The digitalization of the banking sector has improved not only financial performance but also enhanced banks' relationships with their clients, contributing to improved non-financial outcomes (Khatoon, 2021) [12]. Given the constantly evolving expectations of consumers, Cuesta *et al.* (2015) [7] asserted that banks must embrace digital transformation to remain competitive. Aziz (2021) [2] also noted that traditional banking can no longer fulfill market demands, as consumers now prefer more convenient and efficient services enabled by mobile devices and digital tools.

2. Methods

2.1 Research Design: Descriptive correlational research approach was used in the study to unveil new ideas and knowledge. This research design will be used to describe the relationship between continuous variables such as the bank's digitalization and customer satisfaction and efficiency. The researcher is investigating how a certain individual responds during the adaptation of a digitalized bank in the Philippine Financial System. This is also a cross-sectional study as this study is a type of research design in which the researcher collects many different individual responses at a single point in time. The researcher also observed variables without influencing them. It was applied to complement the descriptive research and further obtain new information on the effects of bank's digitalization to the mentioned variables and how they affect customers and the bank.

2.2 Population and Sample: The researcher used a purposive sampling procedure. Purposive sampling uses expert judgment to select participants that are representative of the population and it is most appropriate for the selection often from a limited geographic area. The researcher used this sampling because there are certain characteristics that they considered in choosing the respondents in which the respondents had experienced having digitalized banks using the universal banks and are living around the Manila area.

Furthermore, according to the 2020 Census of Population and Housing (2020 CPH) the total population of the City of Manila reached 1,846,513. The researcher used 95% confidence level and 10% margin of error to arrive at the number of respondents. Based on those statistics, the researcher used the Slovin's formula to compute and to determine the specific sample size needed in the study and it resulted in one hundred (100) respondents. Participants were yielded from bank clients who are using traditional and online banking. They were given a chance to answer the following questions prepared by the researcher.

Sample size and sampling technique

Table 1: Respondents

Respondent Characteristics	Age	Years of using digital banks	Total
Male	18-30	2-5 years	48
Female	20-50 above	1-15 years	52
Total	18-60	1-15	100

Respondents who have internet access were invited to participate in answering the online questionnaire since the researcher used google forms in gathering the data.

2.3 Research Instrument

In the conduct of this study, the researcher utilized a self-administered questionnaire as the primary data collection method, as it was deemed the most appropriate for efficiently gathering responses from a diverse group of participants. The structure of the instrument was influenced by the Multicultural Dispositions Index, which was developed and validated by Thompson (2009) [25], particularly in guiding the assessment of attitudes and perceptions in a structured format. While the Multicultural Dispositions Index provided a foundational structure, the formulation of the research questions and specific items in the instrument were customized explicitly for the objectives of this study on digital banking. The questionnaire comprised three major components: a brief introductory section providing an overview of the study and the purpose of the instrument; an explanation of participants' rights, expectations, and privacy protections; and the main instrument itself.

The instrument was divided into six (6) sections, each designed to capture a particular dimension of the research variables. Section 1 focused on measuring respondents' perceptions of digital banking, defined as the integration of technology with banking services to enhance convenience and provide competitive advantages. Section 2 assessed respondents' views on how digitalization influences customer satisfaction, a construct generally associated with how well a company's products or services meet customer expectations. Section 3 explored the perceived effects of digitalization on expanding a bank's customer base and

partnerships with other institutions using digital financial services. Section 4 evaluated the perceived usefulness of digital banking, again emphasizing the value added by technological integration in terms of service convenience and efficiency. Section 5 measured the perceived ease of use of digital banking systems, referring to the extent to which such platforms are user-friendly and functional within operational limitations. Finally, Section 6 examined the respondents' behavioral intentions to continue or increase usage of digital banking, particularly in relation to perceived benefits in expanding reach and enhancing service delivery.
The complete instrument was composed of 30 Likert-scale items, with five items allocated to each of the six sections. To ensure internal consistency and reliability of the instrument, the responses were subjected to the Cronbach's alpha reliability test, the results of which are presented in Table 2 of the study.

Table 2: Values of Cronbach Alpha of the Questionnaire Items

Items	Cronbach Alpha	Remarks
Perception on Digital Banking	0.7865	Acceptable
Customer Satisfaction	0.7269	Acceptable
Efficiency	0.8834	Acceptable
Perceived usefulness	0.9360	Acceptable
Ease of use	0.9566	Acceptable
Behavioral intention to use	0.9149	Acceptable

The Cronbach results reflect an internal consistency measure in the reliability, having a range of 0.7269 to 0.0.9566, which is acceptable. The results reached the desired alpha coefficient, the perception on digital banking part was 0.7865, customer satisfaction was 0.7269, efficiency of using digital banking was 0.8834, perceived of usefulness was 0.9360, ease of use of digital banking was 0.9566 and the behavioral intention to use of digital banking was 0.9149, and an overall result of 0.8673

2.4 Data Gathering Procedure
The researcher conducts the research on the aforementioned population through an online survey. The researcher will ask for the approval of participants who will volunteer or be part of the study, they will be signing a consent form in order to proceed with the data gathering. All participants are given the chance to proceed with answering the online survey or if they wish to no longer participate in the survey since they have a chance to withdraw from answering by not completing the survey. The request will be sent to them via email or messenger. Lastly, the researcher will give the questionnaires to the participants and will gather the needed data. The data will be tallied, tabulated, computer processed, analyzed and interpreted using Microsoft Excel 2016 Software.

2.5 Data Analysis
The data collection was conducted through an online survey questionnaire. Thereafter, the researcher utilized SPSS and Google spreadsheets for statistical analysis and to remove incomplete data from respondents. The researcher utilized statistical techniques such as descriptive statistics (using frequency and percentage distribution, and weighted mean), regression analysis and correlation analysis to interpret the data effectively.

- **Frequency Distribution**. The statistical technique was applied to represent the number of respondents based on their demographics (e.g., age and gender and educational attainment)
- **Percentage Distribution**. The statistical technique was used to measure and express the respondents' answers in percentage form.
- **Weighted Mean**. The statistical technique was applied to calculate the average of the results gathered from the survey questionnaire.

The data were tabulated and processed using Statistical Packages for Social Sciences (SPSS). To analyze and interpret the data gathered, the following statistical measures were used:
To determine the degrees of satisfaction do customers experience in terms of customer service efficiency was quantified using the following scale:

Table 3: Measurement Scale for Customer Satisfaction

Rating Scale	Range	Descriptive Evaluation
1	5.50-6.00	Strongly Agree
2	4.50-5.49	Agree
3	3.50-4.49	Somewhat Agree
4	2.50-3.49	Somewhat Disagree
5	1.50-2.49	Disagree
6	1.00-1.49	Strongly Disagree

The levels of digitalization have the banks arrived at as perceived by respondents or bank employees/personnel was presented using a six-point Likert Scale interpreted as follows:

Table 4: Measurement Scale for The Level of Digitalization

Rating Scale	Range	Descriptive Evaluation
6	5.50-6.00	Strongly Agree
5	4.50-5.49	Agree
4	3.50-4.49	Somewhat Agree
3	2.50-3.49	Somewhat Disagree
2	1.50-2.49	Disagree
1	1.00-1.49	Strongly Disagree

To determine the significant relationships in statement of problem number 4, multiple correlation and regression analysis were utilized.

Correlation Analysis
The statistical technique was applied to represent the strength of the relationship between the bank's digitalization, customer satisfaction, efficiency, perceived usefulness, ease of use, and behavioral intention to use.

Results
The main goal of this study is to underscore the importance of technology adoption in the digital world anchored on the Technology Acceptance Model (TAM). This research endeavored to determine the level of usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, and behavioral intention to use digital transactions in the bank. Relationships among these variables will be explored as well. Below are the significant findings:

3.1 Demographic Profile

The profiles collected in this study are age, gender, and marital status. Gender profile has been discussed in the population and sample.

Table 5: Demographic Profile of Respondents

Demographic Profile	N	%
Age		
18 to 30	69	69.0
30 to 40	20	20.0
40 to 50	5	5.0
50 and above	6	6.0
Marital status		
Single	69	69.0
Married	31	31.0

The table above shows that most of the respondents are young ranging from 18 to 30 years old (69%). Majority are single, which is 69% of the total population.

3.2 Digital Banking Profile

Table 6: Digital Banking Profile

Bank Usage	n	%
Banks use		
BDO	37	37.0
BPI	22	22.0
Metrobank	12	12.0
Security Bank	20	20.0
Eastwest Bank	5	5.0
UBP	0	0.0
RCBC	2	2.0
Chinabank	4	4.0
PNB	17	17.0
Digital Banking ever tried		
Yes	97	97.0
No	3	3.0
Duration of using digital banking		
Less than 5 years	19	19.6
1 to 5 years	49	50.5
More than 5 years	29	29.9
Rating of experience		
Excellent	39	42.4
Good	51	55.4
Fair	0	0.0
Poor	1	1.1
Very poor	1	1.1
Among No, reason		
Unaware of digital banking/ digital services	2	66.7
Security concerns (e.g., hack, data privacy, etc.)	1	33.3
Inefficient knowledge about technology	1	33.3
Digital financial services do you utilize more frequently		
Bills payment	66	66.0
Savings account	70	70.0
Cash pickup	12	12.0
Money Transfer	84	84.0
Deposits	41	41.0
Investment	15	15.0

Almost all (97%) have used digital banking wherein majority has been utilizing it from one (1) to five (5) years. BDO ranked first as the most used bank followed by BPI, Security Bank and PNB. Most of the respondents rated their experience as good (52%) followed by those who viewed digital transactions as excellent (20%). Those who expressed dislike with digital banking were due to lack of awareness, security reasons and technology inefficiency. Most of the respondents used digital financial services in money transfers (84%), savings account (70%), and bills payment (66%). Cash pick-up and investments were the least used services.

3.3 Level of usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, behavioral intention to use digital transactions in the bank, ease of use and perception on digital banking

3.3.1 Perceived Usefulness

The perceived usefulness is rated the highest of the respondents and they agreed on all the statements under this category. The highest ranked statement is related to seeing that the digital banking system can be accessed anytime and anywhere as long as there is an Internet connection (M=5.46, SD=0.70) and the current digital banking system is easily accessible via personal technology devices (M=5.46, SD=0.73). The statements with high mean score but has below average (M=5.32) rating are digital banking system (helps me be proactive in arranging my time) (M=5.18, SD=.74), digital banking system (helps to easily compare service prices among different providers) (M=5.21, SD=0.977) and lastly, digital is enticing due to its usability (M=5.27, SD=.85).

Table 7: Perceived Usefulness

Statement	Mean	SD	Interpretation
I see that the digital banking system can be accessed anytime and anywhere as long as there is an Internet connection	5.460	0.702	Strongly agree
The digital banking system helps me be proactive in arranging my time.	5.180	0.744	Strongly agree
I find digital banking enticing due to its usability	5.270	0.815	Strongly agree
The current digital banking system is easily accessible via personal technology devices.	5.460	0.731	Strongly agree
The digital banking system helps me easily compare service prices among different providers.	5.210	0.977	Strongly agree
Overall Mean	5.316		Strongly agree

3.3.2 Perceived Efficiency

Bank digital transactions are seen as efficient as well (M=4.99) wherein majority of respondents strongly agree that the rise in e-wallet transactions significantly contributes to the volume of transactions using digital banking (M=5.50, SD=.732) and it increased the number of bank users (M=5.30, SD=0.82).

Table 8: Perceived Efficiency

Statements	Mean	SD	Interpretation
Ibelieve digital banking have increased the number of bank users	5.300	0.823	Strongly agree
I see the rise in e-wallet transactions significantly contributes to the volume of transactions using digital banking (e.g., GCash, PayMaya)	5.500	0.732	Strongly agree
Lack of resources (e.g., mobile phone, internet connection) hinders me to utilize digital banking	4.250	1.684	Somewhat agree
I find bank offerings accessible to remote areas through digital banking	4.860	1.155	Agree
Digital Financial Services enable me to conduct foreign transactions easier	5.030	0.958	Agree
Overall Mean	4.988		Agree

3.3.3 Customer Satisfaction

Respondents seemed to be satisfied with digital transactions (M=5.01) which is mostly apparent in terms of speed in facilitating financial transactions using digital banking (M=5.26, SD=.76) followed by bank services being accessible to more customers (M=5.23, SD=,93). The least endorsed statements are related to believing that digital financial services pose risk of disclosing client's personal information (M=4.58, SD=1,16), bank's website design is functional and easy to navigate (M=4.93, SD=1.07).

Table 9: Customer Satisfaction

Statements	Mean	SD	Interpretation
There is a speed in facilitating financial transactions using digital banking.	5.260	0.760	Strongly agree
BBank's website design is functional and easy to navigate.	4.930	1.066	Agree
I find it easier to check bank offerings in using digital banking	5.060	0.941	Agree
I believe digital financial services poses risk of disclosing client's personal information	4.580	1.156	Agree
I find bank's services accessible to more customers when using digital banking	5.230	0.930	Agree
Overall Mean	5.012		Agree

3.3.4 Behavioral Intention to Use

It can be deduced that respondents have strong behavioral intent to use digital banking (M=3.38) which is greatly manifested on their highest endorsement on its easiness to use (M=5.46, SD=.82) and their perception that younger generation are more likely to engage with digital financial services of banks than older generation (M=5.46, SD=0.85). The least graded statement is correlated with this, which is thinking that the use of digital banking should been encouraged by all people (M=5.26, SD=0.98).

Table 10: Behavioral Intention to Use

Statement	Mean	SD	Interpretation
It is easy to use digital banking	5.460	0.822	Strongly agree
I will use more digital banking services in the foreseeable future.	5.430	0.756	Strongly agree
I will recommend digital banking to people around me.	5.280	0.933	Strongly agree
I perceive younger generation are more likely to engage with digital financial services of banks than older generation	5.460	0.846	Strongly agree
I think that the use of digital banking should been encouraged by all people.	5.260	0.981	Strongly agree
Overall Mean	5.378		Strongly agree

Legend: Strongly Agree (5.17-6.00), Agree (4.33-5.69), Somewhat Agree (3.50-4.33); SD (Standard Deviation)

3.3.5 Ease of Use

Respondents have positive impression on the digital banking's ease of use (M=5.25) which is mostly true in terms of respondents can quickly use digital banking services (M=5.43, SD=0.76) followed by the easiness to use it (M=5.37, SD=.85). The least endorsed statement is related to the bank's website design being functional and easy to navigate (M=5.06, SD=1.02).

Table 11: Ease of Use

Statement	Mean	SD	Interpretation
I can easily find instructions on how to use digital banking.	5.190	0.895	Strongly agree
Bank's website design is functional and easy to navigate.	5.060	1.023	Agree
The application process is clear and easy to understand.	5.190	0.873	Strongly agree
I can quickly use digital banking services.	5.430	0.756	Strongly agree
It is easy to use digital banking	5.370	0.849	Strongly agree
Overall Mean	5.248		Strongly agree

3.3.6 Perception on the Usefulness Digital Banking

With a mean rating of 4.86, it can be deduced that participants have positive perception on digital banking most especially in terms of digitalization which provides convenience (M=5.33, SD=.77) followed by banks have improved and integrated online services in their products (M=5.19, SD=.79) and digitalization of "my bank infuses up to date information about new products and service" (M=5.15, SD=.80). The least endorsed and below average statements are being reluctant to invest in banks because of unfavorable news/negative publicity about using digital banking (M=3.69, SD=1.35) and seeing opportunity to invest in banking companies because of digitalization (M=4.69, SD=1.08).

Table 12: Perception on the Usefulness Digital Banking

Statements	Mean	SD	Interpretation
1. My bank provides convenience because of digitalization	5.33	0.766	Strongly agree
2. Digitalization of my bank infuses up to date information about new products and services	5.15	0.796	Agree
3. I believe banks have improved and integrated online services in their products.	5.19	0.787	Strongly agree
4. I see the opportunity to invest in banking companies because of digitalization.	4.69	1.080	Agree
5. I am reluctant to invest to in banks because of unfavorable news/negative publicity about using digital banking	3.96	1.348	Somewhat agree
Overall Mean	4.86		Agree

3.4: Significant relationships existing among usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, and behavioral intention to use digital transactions in the bank

Table 13: Significant Relationships existing on using Digital Banking

		Pearson *r* value	*p* value	Decision	Conclusion
H1	Perceived usefulness vs Customer Satisfaction	0.6597	0.0001	Reject null	Significant
H2	Perceived usefulness vs efficiency	0.5359	0.0001	Reject null	Significant
H3	Ease of use and Customer Satisfaction	0.7097	0.0001	Reject null	Significant
H4	Ease of use and Efficiency	0.5672	0.0001	Reject null	Significant
H5	Perceived usefulness and behavioral intention to use	0.7308	0.0001	Reject null	Significant
H6	Perceived efficiency and behavioral intention to use	0.5764	0.0001	Reject null	Significant
H7	Behavioral intention to use and customer satisfaction	0.6055	0.0001	Reject null	Significant
H8	Behavioral intention to use and efficiency	0.5764	0.0001	Reject null	Significant

Pearson Product Moment Correlation is used to determine the correlation between usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, and behavioral intention to use digital transactions in the bank. This statistical analysis is found suitable because all variables are continuous in nature. In general, all variables are significantly (p<.05), positively and largely correlated (>.7) with each other; therefore, all null hypotheses were rejected. This implies that as one variable increases, other variables increase as well, to a very large extent.

Results show that significant relationships exist between perceived usefulness and customer satisfaction (p=.0001). Specifically, correlation coefficient of 0.6597 implies a moderate positive relationship. This implies that a higher perceived usefulness will also result in higher customer satisfaction. Similarly, p value of 0.0001 and coefficient of 0.5359 suggest a moderate positive relationship between perceived usefulness and efficiency. Moreover, ease of use perception also turns out to be strongly positively correlated with customer satisfaction (r=.7097). This implies that higher perception on ease of use will also lead to higher customer satisfaction. Results also reveal that significant relationships exist between ease of use and efficiency. Specifically, their relationship can be described as moderately positive (r=.5672)

The relationship between perceived usefulness and behavioral intention to use also turns out to be significant. Correlation coefficient is 0.7308 which suggests a strong positive correlation. Likewise, efficiency (r=.5764) and customer satisfaction (r=.6055) also turn out to be significantly correlated with intention. Hence, a better satisfaction, efficiency, and better usefulness will lead to higher intention to use.

4. Discussion

Today more than ever, it is imperative that there be an objective exploration as to how technological integration impacted the banking experience of consumers in the Philippines most especially in terms of its usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, and behavioral intention to use digital transactions in the bank. This will help in knowing the current level of integration and how can digitally bank transactions can be further improved.

The objectives of this study were attained in this study. One of the research goals is to provide the important use to improve the current digital financial services of the banks. This study proved how digital banking enabled many people, especially the young to use fully bank services and how it brought convenience in the daily lives of people specially in terms of transferring money, paying bills and alike.

Other objectives such as to provide information to the customers that can help them utilize any technological advancement of the banks that came from the results of the study, to educate the community about the importance of digital banking and to produce significant data that will bring helpful comprehension towards the effectiveness of digital financial services of banks were all achieved as well. This will increase the confidence of the older generation in trusting bank transactions most specially in making investments. This would also pave the way for banks to improve digital banking that may work even with low

technology devices and those with weak internet connections.

All null hypotheses were rejected, confirming that there is a significant, positive and large relationship between usefulness, perceived efficiency, customer satisfaction, confirmed efficiency, behavioral intention to use digital transactions in the bank, ease of use and perception of digital banking.

As mentioned in the synthesis section of the literature review, the empirical data on the successful performance and customer satisfaction in adapting digitalized banks is limited. As a result, only a few research directly refer to the existing theoretical frameworks for understanding the impact of digital transformation on banks. (Cortellazzo et.al, 2019) [6]. The result of this study bridges the knowledge gap and a continuing need to perform current study to better comprehend the concept of digital transformation and satisfaction.

This will further inspire bank authorities to consider the large propensity of digital financial services to influence bank business models. This rising engagement of big technology firms in financial services includes new cyber and financial threats, banks' vast algorithms, and correct evaluation. It is true that regulators should look for new dangers to financial stability and consumer rights in general (Elderson, 2020). The limitations of the past study have advised that future research be investigated as how customer happiness might aid in the digital transformation process has been addressed by this study.

This study utilized Technology Acceptance Model and its main assumption is actual use of the system relies on the perceived usefulness and perceived ease of use to produce behavioral intention to use which has been proven in this study since there is a significant, positive, and even large correlation between perceived usefulness and behavioral intention. Interestingly, this research provided additional variables that are worthy to be explored such as customer satisfaction wherein it increases to a large extent when ease of use increases. Despite being a great addition in the body of knowledge pertinent to digital banking, the result of this study may not be generalizable still and the lack of qualitative data limits the interpretation as well. This could serve as a baseline data in improving the digital financial services in the Philippines.

5. Conclusion

1. This study confirmed that digital baninserk transactions are perceived as useful, and efficient. It also increases the customer satisfaction, and their behavioral intention is high as well. This proved the positive reception of customers on digital banking services.
2. Participants have a strong and positive reception on variables related to digital bank transactions most especially in terms of behavioral intention to use followed by perceived usefulness, ease of use, customer satisfaction, efficiency and lastly, perception on digital banking.
3. The highest rated statement is about seeing the rise in e-wallet transactions significantly contributing to the volume of transactions using digital banking (e.g., Gcash, Paymaya) and appreciating that it can be accessed anytime and anywhere as long as there is an Internet connection. Common theme as well that it is appreciated because of its accessibility.
4. Based on the banking profile and the result of the rating scale, the areas for improvement of digital banking services were on increasing security, availability of resources, and increasing awareness and efficiency in using technology in banking. Investing is also challenging to do in digital banking perhaps with the lack of immediate feedback and interactions when done online.
5. All null hypotheses were rejected thus, significant relationships were found among and between variables. The variables with the strongest correlation are Perceived usefulness and behavioral intention to use followed by Ease of Use and Customer Satisfaction. This implies that as Perceived Usefulness intensifies, Behavioral Intention largely increases as well and vice versa. The same is true with Ease of Use and Customer Satisfaction.
6. On the other hand, variables with positive, significant yet moderate relationships are Perceived Usefulness vs Customer Satisfaction, Perceived Usefulness vs Efficiency, Ease of Use and Efficiency, Perceived Efficiency, and Behavioral Intention to Use, and Behavioral intention to use and efficiency. This means that as one variable increases, the other variable increases as well but to a moderate extent only and vice versa. This implies that these variables explain nearly 28% to 50% of the variance in respondents' scores which means there is an overlap with these variables.

6. References

1. Andersen H. The cost efficiency improvement of Norwegian banks can be explained by automation and digitalisation. Staff Memo. 2020;(9). ISBN: 978-82-8379-176-1. Norges Bank, Oslo. Available from: http://hdl.handle.net/11250/269037
2. Aziz MRA, Jali MZ, Noor MNM, Sulaiman S, Harun MS, Mustafar MZI. Bibliometric analysis of literatures on digital banking and financial inclusion between 2014-2020. Library Philosophy and Practice. 2021;5322. Available from: https://digitalcommons.unl.edu/libphilprac/5322
3. Bughin L, LaBerge A, Mellbye A. Digital reinvention: Unlocking the 'how'. McKinsey & Company. 2018.
4. Carter CR, Easton PL. Sustainable supply chain management: evolution and future directions. Int J Phys Distrib Logist Manag. 2011;41(1):46-62.
5. Chen X, You X, Chang V. FinTech and commercial banks' performance in China: The current status and lessons learned from our data analysis. Proc 3rd Int Conf Finance, Econ, Manag IT Bus. 2021. doi:10.5220/0010483500330044
6. Cortellazzo L, Bruni E, Zampieri R. The role of leadership in a digitalized world: A review. Front Psychol. 2019;10:1938.
7. Cuesta C, Ruesta M, Tuesta D, Urbiola P. The digital transformation of the banking industry. Digital Economy Watch. 2015;1-10. Available from: www.bbvaresearch.com
8. Dale JG, Cox SS, Vance ME, Marr LC, Hochella MF Jr. Transformation of cerium oxide nanoparticles from a

diesel fuel additive during combustion in a diesel engine. Environ Sci Technol. 2017;51(4):1973-1980.
9. Harchekar J. Digitalization in banking sector. Int J Trend Sci Res Dev. 2018;Special Issue:103-109. doi:10.31142/ijtsrd18681
10. HCL Technologies. Digitalization in banking. HCLTech [Internet]. 2022. Available from: https://www.hcltech.com/technology-qa/what-are-the-advantages-of-digitalization-in-banking
11. Kaur P, Dhir A, Talwar S, Ghuman K. The value proposition of food delivery apps from the perspective of theory of consumption value. Int J Contemp Hosp Manag. 2021;33(4):1129-1159.
12. Khatoon S, Zhengliang X, Hussain H. The mediating effect of customer satisfaction on the relationship between electronic banking service quality and customer purchase intention: Evidence from the Qatar banking sector. SAGE Open. 2020;10(2):2158244020935887. doi:10.1177/2158244020935887
13. Leverin A, Liljander V. Does relationship marketing improve customer relationship satisfaction and loyalty? Int J Bank Mark. 2006;24(4):232-251.
14. Muhammad LJ, Algehyne EA, Usman SS, Ahmad A, Chakraborty C, Mohammed IA. Supervised machine learning models for prediction of COVID-19 infection using epidemiology dataset. SN Comput Sci. 2021;2(1):11.
15. Mufarih M, Jayadi R, Sugandi Y. Factors influencing customers to use digital banking application in Yogyakarta, Indonesia. J Asian Finance Econ Bus. 2020;7(10):897-907. doi:10.13106/jafeb.2020.vol7.no10.897
16. Nguyen OT. Factors affecting the intention to use digital banking in Vietnam. J Asian Finance Econ Bus. 2020;7(3):303-310. doi:10.13106/jafeb.2020.vol7.no3.303
17. Nirmala M, Pavithra P. Role of digitalization in banking technology. 2018 [cited 2021].
18. Ogonji K, Muluka H. Influence of digital banking on customer satisfaction: A case of National Bank of Kenya. IOSR J Bus Manag. 2015;17(11):48-54. doi:10.9790/487X-171114854
19. Rajeshwaran N. Evaluating service quality of digital banking and its impact on customer satisfaction in Eastern Province of Sri Lanka. J Inf Syst Inf Technol (JISIT). 2020;5(2):2478-0677. Available from: http://www.seu.ac.lk/jisit/publication/v5n2/JISIT-5219.pdf
20. Richards KA, Jones E. Customer relationship management: Finding value drivers. Ind Mark Manag. 2008;37(2):120-130.
21. Shah K. Role of digital transformation in banking sector with its importance, future, and benefits. The Digital School [Internet]. 2022. Available from: https://iide.co/blog/digital-transformation-banking-sector/
22. Spathis C, Petridou E, Glaveli N. Managing service quality in banks: Customers gender effects. TQM Mag. 2004;14(1):90-102.
23. Shefa A, Jafarova N. Digitalization of the economy: Analysis of influence on the banking sphere in Azerbaijan in the context of world experience. ESD Baku 2020. 2020. Available from: https://www.researchgate.net/publication/351023768_Book_of_Proceedings_esdBaku2020_Vol2_Online
24. Singh S, Rajput K. The impact of online banking attributes on customer satisfaction: A study from the Irish retail banking customer perspective. 2019. Available from: http://norma.ncirl.ie/4017/1/sagarsinghkirpalsinghrajput.pdf
25. Thompson J. Performance affects: Applied theatre and the end of effect. Springer; 2009.
26. Venkatesh V, Davis FD. A theoretical extension of the technology acceptance model: Four longitudinal field studies. Manag Sci. 2000;46(2):186-204.
27. Veseli-Kurtishi T, Hadzimustafa S, Veseli E. Digitization of banking services and its impact on customer satisfaction: Case, Republic of North Macedonia. Proc Manag Int Conf (MIC 2020). 2020;63-72. Available from: https://ideas.repec.org/h/prp/micp20/63-72.html
28. Voss GB, Sirdeshmukh D, Voss ZG. The effects of slack resources and environmental threat on product exploration and exploitation. Acad Manag J. 2008;51(1):147-164.
29. Wang B, Ha-Brookshire JE. Perceived cost of new technology adoption: Scale development in the context of Chinese textile and apparel firm managers. Int Text Apparel Assoc Annu Conf Proc. 2019;76(1). Iowa State University Digital Press.