Research Paper

Investigating Effects of Banks' Website Quality on Customer Retention in Nigeria

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ABSTRACT

The study investigated effect of website quality of banks on customer repatronage and determined the relationship between website quality and banks' recommendation with a view to determine the correlation between banks' website quality and retention of customers especially the small business owners in Ekiti State, Nigeria. Multi-stage sampling technique was adopted for the study. Primary data used for the study were collected through the use of structured questionnaire and were analysed using descriptive statistics, Chi-square and Pearson Product Moment Correlation. Findings from the study showed that provisions of understandable information, easy to navigate, quick response, dependable services, paying special attention to online customers, completion of most transaction online, convenient of payment are the major website quality factors influencing customer repatronage and recommendation. The study concluded that a significant positive relationship exists between banks' website quality and customer retention. Thus, increased website quality of banks led to increased customer retention. It recommended a continuous improvement on banks' provision of precise information and online transaction with a view to remain competitive and profitable.

Keywords: Website quality, Service quality, customer retention and Recommendation

INTRODUCTION

The Nigerian banking industry has become keenly competitive, a resultant effect of fear of liquidation and possible withdrawal of operating licenses by the Central Bank of Nigeria (the apex bank) which regulates the operations of all banks in the country. The reform and regulation of the banking sector in Nigeria which started in 2004 and continued till 2013 led to reduction of the number of banks from 89 to 22 with recent acquisition of Skye bank by Enterprise bank. The purposes of this reform were to improve and strengthen the operations of the banking sector in Nigeria with a view to compete globally [1]. This development has led to keen competition particularly for customers who form the basis of bank's existence. To remain in business Nigerian banks are continuously introducing new ICT products and services to entice customers.

To survive and remain competitive, Nigerian banks have resulted to heavy acquisition and deployment of Information and Communication Technology (ICT)-related equipment such as Automated Teller Machines (ATMs), money counters and electronic punching machines. Other ICT enabled services introduced by banks include mobile banking, e-banking, online banking, telephone banking and e-tranzat among others which were meant to attract new customers and prevent existing ones from leaving [2]. All these were made possible through internet. To enhance their operating efficiencies each Nigerian bank now owns a website which is made possible through ICT. The websites of banks have made it possible for customers to access information about their banks available products and services. The design and quality of website may

influence the type of interaction between customers and their banks.

According to [3], it is important for firms to implement the right marketing strategies in order to succeed and customer retention has been identified as one of such strategies that firms can employ to increase their customer base and financial performance. It was reported that the cost of winning a new customer is times six of keeping an existing one [Rosenberg & Czepiel in [4]. Retention of valuable customers, especially the small business owners which forms an important segment of the national economy and target market of banks is perceived to be important for increase in market share and enhancing the sustainability of Nigerian banking sector. Small business owners form an important segment of the target market which banks must strive to attract and retain in view of their numerical strength and immense contributions to the national economy. In Ekiti State alone, there are over one thousand registered small businesses apart from several unregistered ones [5]. Websites of banks provide interactive forum through which numerous small business owners who are geographically dispersed access information and carry out various banking transaction. A bank website enhances its opportunity to provide automated or high-tech customer services.

Studies on ICT and different banks' dimensions have been conducted and the relationship between customer retention and bank's strategic advantage, survival, competitiveness and profitability have been well established [Reichheld & Sasser in [6]; Colgate, Stewart & Kinsella in [7]. Also, various ICT infrastructures such as online banking, e-banking, telephone/mobile banking, ATMs and debit cards among others have been identified to influence customer patronage. However, despite attempts to determine the influence of various ICT products on customer retention, researchers seem to have not paid enough attention determining the possible effects banks' website quality may have on retention of small business owners particularly in Ekiti State. In view of the above, the study seeks to answer the following questions:

I.   What effect has website quality of banks on customer repatronage?
II.   Does website quality of banks have any relationship with recommendation of banks by customers?

LITERATURE REVIEW

A website is a set of connected web pages that are linked together to serve a single web domain. It is an interrelated group of pages on the World Wide Web regarded as a single unit maintained by a person, an organization or society devoted to a single subject or several closely related topics. An organisation's website provides a primary interface to the customer. In this era of internet and information technology, a company that will survive must increase the length of time potential customers or visitors stay on the site, the number of pages they view and the probability of their return to the website. [8]commenting on the use of website to enhance customer retention averred that tools such as personalized content, online communities, feedback mechanisms and online games will probably increase the tendency of customers return. Similarly, Freedman and Sudoyo in [9] posited that the World Wide Web would enable companies to learn more about their audiences by including interactive features on the corporate websites that encourage visitors to enter into a dialogue with the company. Such information gathered by companies from these interactions would help them to enhance their Websites [10]

Generally, a website with clear layout, effective navigation, attractive appearance and symmetric information will boost customers' first impression about the firm. Corroborating this view, [11] asserted that website quality will influence customer satisfaction and this will in turn have a long-term effect on firms that is present online. Also, [12]) and [13] asserted that website quality is likely to influence consumer repurchase intentions hence retention. In

addition, [14] were of opinion that that website quality has a strong connection with consumers' trust, their satisfaction with the product or service and intention to repurchases or return.

Based on the popular Zeithaml *et al.* WebQual in [15] and [16] information system models; the study measures Website quality on four dimensions; information quality, systems quality, service quality and complimentary relationship. In the banking context, information quality means the delivery of relevant, updated, and easy-to-understand information to influence the attitude, satisfaction and repurchase/use behaviour of online customers. Literatures have well established the relationship among relevance, currency and comprehension of information and information quality. Information relevance includes depth, scope and completeness of information. Currency means giving updated information, while comprehension refers to ease of understanding and clarity of information [17]; [18]

Based on these models and the work of [18], system quality dimensions include navigability, response time, personalization, telepresence, and security. Navigability denotes increased user control over navigation, and helps users reach target web pages without experiencing much difficulty and minimizes the disorientation users feel in navigating to a web page. Rapid response is important for increasing system quality since online users are unwilling to wait more than a few seconds for a response. Furthermore, personalization systems can provide online customers with an individualized interface, effective one-to-one information, and customized service. Finally, telepresence is the sense of reality associated with a virtual environment created by a computer/communication medium.

Service quality is the overall support delivered by internet retailers. Service quality is critical in the banking industry since customers transact business with the bank online without face-to-face interaction with bank's staff. [17] had successfully

adapted Service Quality (SERVQUAL) model to measure information system service quality. Using SERVQUAL, information system service quality consists of reliability, responsiveness, empathy, assurance, and tangibility. Information system service quality in this study is measured by reliability, responsiveness, and empathy. Reliability refers to the ability of firm to perform the promised service dependably and accurately, responsiveness is the willingness of the firm to help online customers and provide prompt service, while empathy means the caring and attention online bankers provide their customers.

Complimentary relationship includes factors such as consistent image, online completeness, and relative advantage (Moore & Benbasat in [19]; [20]. Consistent image increases when customers feel that the website of bank presents a consistent image of the company and its services. Online completeness is defined as permitting all or most necessary transactions to be completed online. For instance, paying tuitions, online shopping, transferring money, depositing money, paying utility bills, balance enquiry etc. [18]

Customer Retention according to [21] implies keeping active clients with the firm through a good customer service that is built on an understanding of their needs, preferences and wants. Customer retention refers to customer's stated continuation of a business relationship with the firm [22]. In a service industry like banking, customer retention refers to the longevity of a client's relationship with a service providing firm [23]. Customer retention is an important component of banking strategy in today's increasingly competitive environment. The argument for customer retention is that it is more economical to keep customers than to acquire new ones. The costs of acquiring customers to replace those who have been lost are high. [24] opined that customer defection refers to a situation in which a customer leaves one firm in order to patronise another. When a customer defects,

the firm loses the direct sales that the customer would have made had it remained loyal to the firm.

Recommendation is an important driver of customer retention. Recommendation could be verbal or written. **[25]** averred that loyal customer can experience a delicate or emotional connection with the enterprise. The connection of this kind of emotion makes the customer loyal and energetically recommending the products and services of the enterprise to other prospects; this role makes the enterprise acquire more customers.

Repatronage or expected repurchase means regular purchasing of goods or services from a store or business. It indicates that customer will assess the actual performance of the products and services according to his or her own expectation in the course of consuming or after consuming the product or service. If the expectation is higher than the actual performance, the customer will possibly give up the repurchase. If expectation is equal to or less than the actual performance, the customer will repurchase, thus loyalty is realized hence retention **[26]**. The indication of this is that firms must endeavour to see that the performance of product or service is equal to or higher than the expectation of customer so that the customer could repurchase the product or repatronise the service.

Theoretical Framework
The theoretical underpinning of the study are Extended Technological Acceptance Model and Expectations-Confirmation Theory. These theories have well been used by researchers to explain innovation; diffusion and adoption of new technology and consumer behaviour. **[27]** employed the Extended Technology Acceptance Model (ETAM) to explore human behavioural intention to use mobile banking. They collected 180 respondents in Taiwan and discovered that perceived self-efficacy, financial cost, credibility, easy-of-use and

usefulness had positive effects on the behavioural intention to use mobile banking. The expectation-confirmation/ disconfirmation theory is the most frequently used and the most efficient approach to explaining customer relationship. Expectations-confirmation theory holds that expectations, coupled with perceived performance, lead to post-purchase satisfaction. This effect is mediated through positive or negative disconfirmation between expectations and performance. Thus, if a product outperforms expectations (positive disconfirmation) post-purchase satisfaction will result. If a product falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied **[28]**; **[29]**

MATERIALS & METHODS
The study used descriptive survey research design to explore the correlation between website quality of banks and customer retention in the Nigerian banking sector using small business owners in Ekiti State. The multi-stage sampling technique was used for the study. In the first stage, two Local Government Areas were randomly selected from each of the three senatorial district of Ekiti state using Table of Random Number (TRN); totaling six LGAs in all. The second stage involved the stratification of the small business owners in each of the previously selected six LGAs into five categories namely food processing, building, fashion, manufacturing/fabrication and domestics based on the type of product the business deals in. In the last stage, eleven (11) small business owners were selected from each of the five (5) business categories in each of the six (6) Local Government Areas using purposive sampling technique. This brings the sample size to 330. Primary data used for the study were collected through the use of structured questionnaire and were analysed using descriptive statistics, Chi-square and Pearson Product Moment Correlation. To further strengthen the study's sampling adequacy, Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test

of Sphericity at ($p< 0.05$) level were determined. The KMO test (0.734) suggested that the sample size was adequate.

Table 1.1: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	813.980
	Df	66
	Sig.	.000

Source: Data analysis (2022)

RESULT

Socio-demographic and Economic Characteristics of Respondents

Information on the socio-demographic and economic characteristics of respondents is presented in Table 2.1 in order to have clear understanding on the background characteristics of the respondents. According to Table 4.1, slightly more than half of the respondents were males, while 47.2% were females. Among the respondents, 26-35 years of age were 43.6%, about 30.7% were between 36 and 45 years, respondents that were between age group 16 and 25 years were 15.6%, those that were between age group 46 and 55 years were 7.9% while respondents that were above 56 years of age were 2.2%

A consideration of the educational level of respondents revealed that close to half of them had secondary education (40.8%), approximately 28 percent respondents were undergraduates, the postgraduates among them were 3.4 percent, and those with primary education were 6.7% while the graduates were 21.2%.

With respect to respondents' area of business, 24.2 percent were fashion designers, 23 percent respondents engaged in manufacturing/fabrication, while builders (22.4%) were found to be more than those that engaged in food processing (18.1%).

Those that engaged in domestics and other businesses were 12.3 percent.

In addition, half of the respondents earned between 21,001 - 50,000 naira (50.9%); those that earned 20,000 naira or less were 26.1 percent, about 17 percent of them earned between 51,000 - 80,000 naira while 6.2 percent earned 81,000 naira and above.

Information gotten on the level of ICT usage indicated that three out of ten respondents were moderately proficient in it; 23 percent respondents were low in the use of computer, 12.3 percent respondents were highly proficient in the use of computer while about 15 percent respondent were not computer literate. However, considering the frequency of use of ICT among the respondent, approximately 36 percent respondents use ICT almost always, respondents that always use ICT (26.4%) were slightly more than those that use it occasionally (24.2%); and 6.1 percent of them did not use it at all as at the time of study.

Table 4.1 further gives detail about the self-efficacy on the use of any of the bank's ICT facilities. Large percentage of the respondents indicated the possibility of using bank's ICT facilities if there is built-up guidance for assistance (80.1%), if there is information on how to use or operate the ICT facilities (86.5%); if they had seen someone else using it (82.2).

Table 2.1: Socio-demographic and economic characteristics of respondents

Socio-demographic and economic characteristics of Respondents					
	Freq.	%		Freq.	%
Sex			**Computer proficiency**		
Female	154	47.2	Not computer literate	47	14.4
Male	172	52.8	Lowly proficient	75	23.0
Total	326	100	Moderately proficient	109	33.4
Age			Proficient	55	16.9
16-25years	51	15.6	Highly proficient	40	12.3
26-35years	142	43.6	Total	326	100
36-45years	100	30.7	**Frequency of ICT usage**		

46-55years	26	7.9	Not at all	20	6.1
>=56years	7	2.2	Rarely	25	7.7
Total	326	100	Occasionally	79	24.2
Educational level			Almost always	116	35.6
Primary education	22	6.7	Always	86	26.4
Secondary education	133	40.8	Total	326	100
Under graduate	91	27.9	**Built-in guidance**		
Graduate	69	21.2	Not applicable	13	4.0
Post graduate	11	3.4	No	52	16.0
Total	326	100	Yes	261	80.0
Profession			Total	326	100
Food processing	59	18.1	**Help on how to operate**		
Building	73	22.4	Not applicable	14	4.3
Fashion	79	24.2	No	30	9.2
Manufacturing/fabrication	75	23.0	Yes	282	86.5
Domestics	38	11.7	Total	326	100
Others	2	0.6	**Seeing someone else using it**		
Total	326	100	Not applicable	13	4.0
Average annual income			No	45	13.8
< ₦ 20000	85	26.1	Yes	268	82.2
₦ 21000- ₦ 50000	166	50.9	Total	326	100
₦ 51000- ₦ 80000	55	16.9			
₦ 81000- ₦ 110000	14	4.3			
> ₦ 110000	6	1.8			
Total	326	100			

Source: Field Survey (2015)

Hypotheses Testing
Hypothesis I
H_o: *Website quality of banks has no significant effect on customer repatronage of banks*
The hypothesis was tested using Chi-square

Effect of Banks' Website Quality on Customer Repatronage
Analysis on relationship between website quality and customer repatronage was examined and presented in Table 2.1. The content presents the role banks' website quality and design played in retaining customers. Majority of the customers agreed that their banks' website provided precise information they needed and were certain of maintaining relationship with their banks. This was also applicable to customers that strongly agreed (94.3%) and those that were just neutral to information given on the website. In contrast, 22 percent of the customer that disagreed that information given on the websites was precise indicated that they would not retain business transaction with their banks. Furthermore, statistical analysis suggested that provision of precise and needed information on banks' website was significantly associated with customer repatronage (χ^2= 22.9, p<0.05).

However, almost all respondents that reported that the information provided on the website was easy to understand were of opinion that they would continue to maintain business transaction with their banks regardless of whether information provided was easy or not. Specifically, most customers (95.8%) that agreed that information on the website was easy to understand will certainly repatronise their banks. Similar finding was noticed among respondents that strongly agreed (97.1%). Statistically, there was significant relationship between easy to understand information and customer retention (χ^2= 22.5, p<0.05). Easy understanding of information provided by the banks' website further reduced difficulty while navigating through the web pages. Most customers reported that they would continue to maintain business transaction with their banks. Evidence from Table 3 further suggested that less difficulty in navigating through websites of banks was significantly related to customer retention (χ^2= 26.0, p<0.05).
Speed of response of the website was another associated factor of customer retention (χ^2= 20.0, p<0.05). Despite the fact that virtually all customers agreed to continue business transaction with their banks, 20 percent disagreed and were not certain whether they

would retain business transaction with their banks. However, (80%) of those that disagreed affirmed their readiness or certainty of retaining business transaction with their banks. Likewise, among customers that strongly agreed, 98.1 percent of them were certain to continue transacting business with their banks.

Further analysis revealed other factors that aided customer retention; this includes provision of dependable services (χ^2= 29.7, p<0.05) and paying special attentions to online customers (χ^2= 17.4, p<0.05). It was revealed that most of the customers continued to partner with their banks. It was analyzed that online transaction had no significant association with customers' retention (χ^2=6.56 p>0.05) despite the fact that most customers still want to maintain their position with their banks. Among the customers that disagreed that not all transaction could be performed online, 88 percent of them intended to maintain cordial relationship with their banks though others

(12%) were not certain whether they would continue with the patronage of their banks. Also, almost all customers (98.2) that agreed that all transactions could be performed online intended to continue business transaction with their banks.

In addition, easy transfer of money using bank's website had no significant relationship with customer retention (χ^2=5.56 p>0.05). Large percentage (95.5%) of the customers clearly indicated that they will certainly continue to partner with their bank. As indicated in Table 2.1, banks provision of precise information, easy to understand information, easy navigation, speed of website response, provision of dependable service and paying special attention to online customers were the major website quality dimensions influencing customer retention in Nigerian banking sector. Thus, increased banks' website quality led to increased retention of customers in Nigerian banking sector.

Table 3.1: Bank's website quality and customer repatronage

Website quality	Customer Retention			χ^2	p-value
	Not certain	certain	Total		
	Freq. (%)	Freq. (%)	Freq. (%)		
Provide Precise Information					
Strongly disagreed	1 (100)	0 (0)	1 (100)		
Disagreed	2 (22.2)	7 (77.8)	9 (100)	22.8678	0.000
Neutral	4 (5.7)	66 (94.3)	70 (100)		
Agreed	6 (3.8)	153 (96.2)	159(100)		
Strongly agreed	5 (5.7)	82 (94.3)	87 (100)		
Easy to Understand					
Strongly disagreed	1 (50.00)	1 (50.0)	2 (100)		
Disagreed	3 (33.3)	6 (66.7)	9 (100)		
Neutral	5 (6.3)	74 (93.7)	79 (100)	22.5046	0.000
Agreed	7 (4.2)	160 (95.8)	167(100)		
Strongly agreed	2 (2.9)	67 (97.1)	69 (100)		
Easy Navigation					
Strongly disagreed	1 (100)	0 (0.00)	1 (100)		
Disagreed	2 (9.1)	20 (90.9)	22 (100)		
Neutral	11 (9.65)	103 (90.4)	114(100)	25.9675	0.000
Agreed	4 (2.63)	148 (97.4)	152(100)		
Strongly agreed	0 (0)	37 (100)	37 (100)		
Speed of Response					
Strongly disagreed	1 (50)	1 (50)	2 (100)		
Disagreed	5 (20)	20 (80)	25 (100)		
Neutral	6 (5.71)	99 (94.3)	105(100)	20.0353	0.000
Agreed	5 (3.5)	136 (96.5)	141(100)		
Strongly agreed	1 (1.9)	52 (98.1)	53 (100)		
Dependable Service					
Strongly disagreed	2 (50.0)	2 (50.0)	4 (100)		
Disagreed	4 (25.0)	12 (75.0)	16 (100)		
Neutral	4 (4.7)	82 (95.4)	86 (100)	29.7142	0.000
Agreed	7 (4.9)	135 (95.1)	142(100)		
Strongly agreed	1 (1.3)	77 (98.7)	78 (100)		
Special attention to Online Customer					
Strongly disagreed	0 (0)	1 (100)	1 (100)		

Disagreed	7 (20)	28 (80)	35 (100)	17.410	0.002
Neutral	4 (3.4)	114 (96.6)	118(100)		
Agreed	7 (5.1)	130 (94.9)	137(100)		
Strongly agreed	0 (0)	35 (100)	35 (100)		
Online Transactions					
Strongly disagreed	0 (0.0)	2 (100)	2 (100)		
Disagreed	3 (12.0)	22 (88)	25 (100)		
Neutral	6 (8.7)	63 (91.3)	69 (100)	6.5574	0.161
Agreed	7 (6.0)	110(94.0)	117(100)		
Strongly agreed	2 (1.8)	111 (98.2)	113(100)		
Convenient Payment					
Strongly disagreed	1 (25.0)	3 (75.0)	4 (100)		
Disagreed	3 (12.5)	21 (87.5)	24 (100)		
Neutral	3 (4.8)	59 (95.2)	62 (100)	5.5601	0.234
Agreed	5 (4.9)	97 (95.1)	102(100)		
Strongly agreed	6 (4.5)	128 (95.5)	134(100)		

Source: Data Analysis (2015)

Hypothesis II

H₀: *Website quality of banks has no significant relationship with recommendation*

The hypothesis was tested using Pearson Product Moment Correlation (PPMC).

Relationship between Website Quality of Banks and Recommendation

Table 4.1 revealed the relationship between website quality of banks and recommendation in Nigerian banking sector. Result showed a positive relationship between provision of precise information and recommendation but it was not significant [$r (326)=0.0308; p>0.05$]. Obtaining a probability of 0.5798 which is greater than 0.05 significant level for a two-tailed test, the relationship between the precise information and recommendation was not significant. Hence, the null hypothesis was accepted and alternative hypothesis rejected.

The [$r (326)=0.6603; p<0.05$] suggested a moderate positive relationship between understandable information and recommendation and it was significant. Obtaining a probability of 0.0037 which is less than 0.05 significant level for a two-tailed test, the relationship between the variables was significant. Therefore, null hypothesis was rejected and alternative hypothesis accepted.

The [$r (326)=0.5236; p<0.05$] showed that there was a moderate positive relationship between easy navigation and recommendation and it was significant. The probability of 0.0256 which is less than 0.05 significant level for a two-tailed test, showed that the relationship between easy navigation and recommendation was significant. Therefore, the null hypothesis was rejected and alternative hypothesis accepted.

The [$r (326)=0.6262; p<0.05$] showed that there was a moderate positive relationship between quick response and recommendation and it was significant. The probability of 0.0000 which is less than 0.05 significant level for a two-tailed test, revealed that the relationship between quick response and recommendation was significant. Therefore, the null hypothesis was rejected and alternative hypothesis accepted.

The [$r (326)=0.4704; p<0.05$] revealed that there was a moderate positive relationship between dependable service and recommendation and it was significant. The probability of 0.0000 which is less than 0.05 significant level for a two-tailed test, showed that the relationship between dependable service and recommendation was significant. Therefore, the null hypothesis was rejected and alternative hypothesis accepted.

The [$r (326)=0.3719; p<0.05$] showed that there was a weak positive relationship between special attention and recommendation and it was significant. The probability of 0.0018 which is less than 0.05 significant level for a two-tailed test, indicated that the relationship between special attention and recommendation was significant. Therefore, the null hypothesis was rejected and alternative hypothesis accepted.

The [r (326)=0.6920;p<0.05] showed that there was a moderate positive relationship between online transaction and recommendation and it was significant. The probability of 0.0005 which is less than 0.05 significant level for a two-tailed test, indicated that the relationship between online transaction and recommendation was significant. Therefore, the null hypothesis was rejected and alternative hypothesis accepted.

The [r (326)=0.7210;p<0.05] showed that there was a high positive relationship between convenience of payment and recommendation and it was significant. The probability of 0.0289 which is less than 0.05 significant level for a two-tailed test, revealed that the relationship between convenience of transferring fund and recommendation was significant. Therefore, the null hypothesis was rejected and alternative hypothesis accepted.

Table 4.1: Correlation Results Showing Relationship between Website Quality of banks and Recommendation

Customer retention	1.0000								
Precise information	0.0308 0.5798	1.0000							
Understand-able information	0.6603 0.0037**	0.6423 0.0000**	1.0000						
Easy navigation	0.5236 0.0256*	0.3897 0.0000**	0.5413 0.0000**	1.0000					
Quick response	0.6262 0.0000**	0.3890 0.0000**	0.3835 0.0000**	0.6097 0.0000**	1.0000				
Dependable service	0.4704 0.0000**	0.2436 0.0000**	0.3444 0.0000**	0.4158 0.0000**	0.5357 0.0000**	1.0000			
Special attention	0.3719 0.0018**	0.2337 0.0000**	0.3094 0.0000**	0.3681 0.0000**	0.4763 0.0000**	0.4857 0.0000**	1.0000		
Online Transactions	0.6920 0.0005**	0.3328 0.0000**	0.3476 0.0000**	0.3076 0.0000**	0.3766 0.0000**	0.5459 0.0000**	0.4608 0.0000**	1.0000	
Convenient payment	0.7210 0.0289*	0.2922 0.0000**	0.3265 0.0000**	0.3336 0.0000**	0.3421 0.0000**	0.4800 0.0000	0.3325 0.0000**	0.7484 0.0000**	1.0000

Source: Data Analysis (2015)
Note: ** Correlation is significant at the 0.01 level (2-tailed)
* Correlation is significant at the 0.05 level (2-tailed)
N=326

DISCUSSION

Analysis of explanatory variables of website quality of banks revealed a significant positive relationship between banks' provision of understandable information and retention. Also, easy navigation through the website and speed or response time of the website was significantly and positively correlated with retention of customers. In addition, the study supports the findings of **[30]** which revealed that usability, website design, information quality, trust and empathy were positively related to online purchase intention. The study also showed that participants perceived provision of dependable services, paying special attention to online customers and convenience of payment for utilities through the banks' websites as significant to their repatronage and recommendation of their banks to others. This implies that Nigerian banks should see continuous improvement on their banks'

websites as sine qua non to customer attraction and retention if they are to remain competitive and profitable. The findings reinforce the need to develop website quality to increase customer retention. In order to strengthen competitiveness, Nigerian banks should pay more attention to website quality through provision of understandable information, easy navigation, quick response time, dependable online services, website usability, paying special attention to online customers, convenient of online payment for bills, website design and information quality. The study supported the findings of **[31]** in which perceived usefulness, easy-of-use, credibility, amount of information and normative pressure significantly influenced the adoption of mobile banking in Malaysia. Also, this study agreed with the submission of **[32]** who investigated the role of trust in mediating the interrelationships of the success factors (information quality, system

quality, perceived usefulness, and end-user satisfaction) and mobile banking services in Indonesia. The authors found that information quality, system quality, perceived usefulness, and end-user satisfaction were success factors in mobile banking adoption. The study also supports the research work of [33] who reported that a good website with attractive appearance, easy to navigate, legible content and proper visual and effective navigation increased customer satisfaction and repurchase intention. [34] also found that a positive attributes associated with a website that provides customers with enjoyment and perceived control; thus leading to greater trust in the company itself through customer perceptions of website's usefulness and ease of use. Furthermore, the results of the study are in line with [35] study which established the importance of information, entertainment and interaction features of corporate website to customer retention in Austria.

CONCLUSION

The study concluded that increase in website quality of banks led to significant increase in repatronage and recommendation of banks to others.

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