



THE RELATIONSHIP BETWEEN CUSTOMER PERCEIVED VALUE AND CUSTOMERS SATISFACTION IN DEPOSIT MONEY BANK IN TARABA STATE

ABSTRACT

In recent years, there has been a resurgence of interest in the value construct among both marketing researchers and practitioners and many researchers have studied how value interacts with related marketing constructs. This research is an investigation into the relationship between customer perceived value and customer satisfaction in Nigerian deposit

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Introduction

The performance of the banks has been centered on relationship marketing and customers' satisfaction. In the absence of relationship marketing it would be difficult, if not impossible for banks to effectively deliver and expand their services and products to their customers (Kamran, Hamidreza and Mahdi, (2014). Therefore, in the words of Nguyen, (2012) who expounded that customer satisfaction is intended to serve as a law where firms use their concepts to manage the relationship between them and their customers. Thus, the concepts of satisfaction are an emotional-affective state after every service experience. Communication is considered as one of the surrogate of relationship marketing that are critical for running the business like banking industry (Kamunda, 2012;Ganguli, 2012). Relationship marketing has shown that "communication" has positive effect in terms of improving banking services and "customer satisfaction. This is association with the positive \



money banks. The study used survey design using 400 customers as sample size. After studying theoretical and experimental fundamentals of the customer value and satisfaction through the in-depth administration on the basis of service marketing mix (7ps: Product, Price, Place, Promotion, Process, Personnel, and Physical evidence). The collected questionnaires were analyzed using inferential statistics. Finally, the factors affecting customer perceived value and satisfaction were recognized and prioritized from the viewpoint of the different customers. The results indicated that there is a Statistical significant and positive correlation between each of the service marketing mix and customer perceived value and satisfaction.

Keywords: *Customer Perceived Value, Customer Satisfaction, Banks in Taraba State*

effect it has on customer loyalty which also aids in improving the service rendered by the bank.

Literatures have also been documented over decades and the attention of researchers have been geared towards the concept of “relationship marketing”. The significant advantage of relationship marketing approach according to Zineldin and Philipson,(2007), Philipson, (2007) and Nguyen, (2012) is to aid in building a stronger relationship with customers who increase the results of banks performances such as increased sales, market share, benefits, return on investment and customer retention. In relation to that, relationship marketing means a strategy that attracts maintain and enhance relationship with customer so as to achieve the objectives of both parties.

The services marketing mix is an extension of the 4-ps framework, the essential elements are product, promotion, price and place remain, but three additional variables — people, physical evidence and process are included to produce the 7-ps mix. The need for the extension is due to the high degree of direct contact between the firm and the customer, the highly visible nature of service assembly process, and the simultaneity of service production and consumption (Gautam & Singh, 2011). While it is possible to discuss physical evidence and people within



the original 4-ps framework example people could be considered part of the offering, the extension allows more thorough analyses of the marketing ingredients necessary such as relationship marketing for successful performance of the banks. When relationship marketing is harnessed with service marketing it produces a better result for the organization because customers attach value to the products developed by the banks. In respect to physical evidence they attach value to the efficiency of technology they enjoyed from the services rendered to them by the bank. Promotion and location of the banks are also sources of concern. Therefore, services marketing interwoven with relationship marketing (Meshach, 2015).

As a result of the increase in competition in the banking sector, it has necessitated the need for banks to build a long term relationship with customers. Therefore, the traditional 4Ps which are product, price, promotion and place can only woo a customer when there is financial crisis than to satisfy customer. This underscores why money deposit banks seek to embark on relationship marketing techniques which include: trust, communication and perceived value. Thus it is not known in the literature whether despite the huge amount spent on relationship market, people may still arguably show corresponding interest and enthusiasm to transact and operate with banks that claim to use the concepts and still face financial crisis. In addition banking industry in Nigeria have undergone transformation especially in the area of relationship marketing, these changes have increased the level of competition among deposit money banks. Therefore, for banks to survive competition, they have to build strong customer relationship by satisfying the teaming customers. However, despite all these efforts, there are still issues with relationship marketing in relation to trust, communication and perceived value. Therefore this creates incentive to undertake a study in the area in order to fill in this gap. The recurring question is to what extent has relationship marketing influenced customer's satisfaction in deposit money banks in Taraba State?

Objectives of the study

The research aim is to determine the influence of relationship marketing on customer satisfaction in deposit money banks in Taraba State. The specific objectives are to:



- i. Determine the influence of perceived value on customer's satisfaction in deposit money banks in Taraba State.
- ii. Determine the influence of communication on customer's satisfaction in deposit money banks in Taraba State.
- iii. Determine the influence of trust on customer's satisfaction of deposit money banks in Taraba State.

Hypotheses of the study

The study hypothesized that.

Ho₁: Perceived value has no significant influence on customer's satisfaction in deposit money banks in Taraba State.

Ho₂: Communication has no significant influence on customer's satisfaction in deposit money banks in Taraba State.

Ho₃: Trust has no significant influence on customer's satisfaction in deposit money banks in Taraba State.

Concept of Relationship Marketing

There is no consensus on the definition of the term relationship marketing, however, the definition has moved from the general notion to specific. The term relationship in the market context has prompted scholars to talk about relationships, or a move from a transactional approach to a relational approach. Cheng-Feng and Ai-Hsuan, (2011) opined that relationship marketing is a strategy that is meant to attract, identify, establish, maintain, and enhance customer relationships in order to create value for customers by virtue of marketing activities and a series of relational exchanges that have both a history and a future for the banks. In the study carried out by Nathan et al. (2013), they viewed relationship marketing as a long term exchanges in which both parties benefit from the future relationship. Ajaegbu (2014) argued that relationship marketing (RM) aims at establishing, maintaining and enhancing relationships between the organization and the customers at a profit so that the organization's objectives are met. Hallouz and Benhabib, (2014), stated that perceived value centers on the quality of a given service, in the banking industry customers often evaluate the value of their investments by making comparison between the services they



expect with perceptions of the services that they receive. Achim, Thilo and Gabriele, (2013) view customer relationship value as the trade-off between the multiple benefits and sacrifices perceived by a customer, regarding all aspects of the business relationship with a supplier.

Communication and Customer Satisfaction

Relationship marketing has been the subject of increasing interest globally with absolute volume of research on the subject. In a similar study Kamran, Hamidreza and Mahdi, (2014) investigated the effect of relationship marketing on customer satisfaction of Melli Bank using convenient and non-probability sampling of 630 questionnaires to assess the dimensions of relationship Marketing such as (trust, bonding, communication, shared values, empathy, and reciprocity) on Customer satisfaction. In their analysis they portray trust as the first dimension of relationship marketing because it was as a result of the trust that both parties can freely transact a business and say the truth. The overall results of the study indicated that the manager, of Melli Bank must consider that the components of trust, bonding, communication, reciprocity, empathy and perceived value respectively are important and affect customer satisfaction in Mell Bank. This finding was in line with the study of (Kunz, 2010) where he stated that trust is the fundamental factor which enables people to build relationships. Mohammad and Abbas, (2016) assessed the influence of relationship marketing dimensions and effects on customer satisfaction, The dimensions of relationship marketing constitute Trust, Commitment, Social bond, Empathy, Good experience, Reciprocity and Communications. In the banking industry, because it is largely dominated by the rate of competition, the industry enjoys the competitive advantages, as they can be winners that are able to create positive long-term relationships with customers and try to enhance customer satisfaction.

Customer's satisfaction

Because of increasing ethical problems in business, organizations are seeking to increasingly adopt measures that preserve and develop their reputation, for the reason that corporate reputation is seen as an



intangible resource that creates a competitive advantage for the enterprise and high performance. Meryem and Abdellatif, (2012) determined the impact of ethical approach oriented of employees on corporate performance based on the tools of relationship marketing. Using the concept of communication, organizational trust, job satisfaction and organizational commitment, the result of the study indicated that relationship marketing acts internally in the enterprise through internal marketing, and ethics indirectly affects corporate performance across four dimensions of relationship. There is uncertainty about providing a complete set of values to represent the relationship marketing. Theron and Terblanche (2010) stated that there are presence of four core values in the literature of relationship marketing, commitment, trust, satisfaction and communication. These values are the most commonly cited in empirical research. They were studied at least twice more than the other dimensions of relationship marketing identified in the literature such as, power, shared values, cooperation, personalization, relational benefits, skills, and attracting alternatives. In banking practice, achieving the reasonable level of customer satisfaction may be an extremely difficult task if not impossible for a bank. However, it has been considered as a continuous process with varied results. In most cases, customers show a significant level of dissatisfaction and this indicates that there is a need to increase the level of customer care. According to Chochol'akova., Gabcova., Belas, and Sipko, (2015) a satisfied customer is of great importance for the bank. In their opinion keeping a current customer requires five times less effort, time and money than getting a new one. .

Perceived value and Customer Satisfaction

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Communication and Customer Satisfaction

Kamran, Hamidreza and Mahdi, (2014) in (Hau, 2012) averted that communication is an effective relationship which creates strategy, helps to resolve the differences of coordinated goals and reveals new value which generates opportunities. In this context effective communication may accelerate positive interactions and increases customer satisfaction in the banking sector. Therefore, on the other hand Bank communications can influence customer satisfaction in the banking industry. Kamran et al. (2014) opined that communication is a positive and open attitude of an institution which shares information with its customers honestly and timely. In the word of Laith and Nahla, (2010) stated that communication will aid in building trust by providing partners with a mechanism that can be used to resolve disputes, communication also aids in improving partners' ability to align their expectations and perceptions. Laith and Nahla, (2010) argued that communication helps build trust by providing partners with a mechanism that can be used to resolve disputes. It also helps in improving partners' ability to align their expectations and perceptions. Mollah, (2014) asserted that Communication is the ability to discharge information to the customer



timely and trustworthy. In the banking industry Relationship Marketing communication implies the ability to keep in touch with valued customer, giving timely and accurate information about product and services. Mohammad, Shahram and Seyyed, (2011) asserted that communication can be viewed from the perspective of consumer's perception to the extent that a retailer interacts with the regular customers in a warm and personal way. Thus, such an interaction is reflected in the feelings of familiarity, friendship, and personal knowledge. Peyman, Freyedon and Motreza, (2013) affirmed that communication is measured by factors such as timely and reliable information which provides information on new services, promises and in association with accuracy in information.

Trust and Customer Satisfaction

In financial institutions such as banking industry, trust is one of the critical factors that cement the relationship between banks and their customers and this in turn lead to customer satisfaction. Yu and Tung, (2013) asserted that trust is a vital factor which creates a strong customer relations which increase market share of the banks through customer satisfaction. While, Ekrem, Hasan and Biinyamin, (2007) opined that relationship between trust and customers satisfaction was identified as an assessment of feeling, the extent to which customer relies on the service that rises affirmative emotions in attracting customers. While in other words, customer satisfaction was viewed as the consequences of buying and using the consumers' comparison of the reward and damages of buying with respect to hoped results. In the banking industry customer satisfaction in association with loyalty and Customer loyalty is often associated with the benefit they often derive from service or a product supplier. In the same vein Rust, Zeithaml, and Lemon (2000) who argued that the relationship between satisfaction and loyalty is affirmative. Therefore, when a customer is more satisfied with the products and service, they are more loyal; In other words, customer satisfaction determines customer intention as consumers want to be safe and want to be considered that they are important people. Peyman, Freyedon and Motreza, (2013) asserted that trust is the measure used by factors such as bank security in transactions, bank service quality,



reliability promises of bank, staff behavior towards clients and the bank commitment to customers. Haitham, (2012) consider trust as a human characteristics which depends on assessment of one another's personality traits, motives and behaviors.

Theoretical Framework

The theoretical model adopted for this study was derived from the social exchange theory (Homans, 1958), which asserted that all human relationships are formed by the use of cost benefit analysis and comparisons of alternatives. He affirmed that when an individual perceives the cost of a relationship outweighs the perceived benefits, then the person will choose to leave the relationship. The theory further states that persons need to trust the relationship it has with the institution which he commit his resources. Under the social exchange theory individuals are willing to maintain relationships because of the expectation that reward they will get from the resources they have committed Daniel, (2012). The theory is appropriate for this study because trust and perceived value can be seen as social exchanges with the interaction between trust and customer loyalty as being a crucial component of perceived value and providing a strong reason for continuing a relationship. Furthermore, people or business firms evaluate their reward - cost ratio when deciding whether or not to maintain a relationship.

Research design and population of the study

This paper adopted survey research design in terms of methodology. In this study, the population are customers of fifteen branches of deposit money Banks in Taraba State. Also, in this research the statistical population is considered unlimited as the number of the customers change from time to time or almost every day. The study used Yamane formula (1967) for determining the sample size population as (289,810) of the customers of deposit money banks in Taraba State The study employed the use of two filters to arrive at the adjusted working population of the study. The first one is it expects the bank to be listed on the Nigerian Stock Exchange 2019-2020. The bank must not be



delisted throughout the period of 2019-2020. Therefore, the working population for the study became fifteen (15) as all of them are listed before the based year. Thus, the study will use all the fifteen banks as sample adopting census sampling technique.

Sample Determination and Sampling Technique

There are several approaches to determining sample size. For the purpose of this work, the Yamane formula (1967) was used to calculate the sample size as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

N = Population size

n = Sample size

e = margin error (in this case 5%)

Therefore,

$$\begin{aligned} n &= \frac{289810}{1 + 289810(0.05)^2} \\ &= 399.448 \\ &= 400 \end{aligned}$$

Three hundred and ninety nine (400) customers was selected out of 289810 as the sample.

From the total population of the study (289810) and the total sample size of 400, therefore, the minimum sample size was 400. Because of the problem of non-retrieval and in proper filling according to Israel (2013) 10% to 30% attrition rate should be added. Therefore, 30% was be added to 400 which is 120; therefore, the adjusted population became 520 bank customers. In this method the sampling method is convenient nonprobability following proportionate sample size which was drawn for each stratum using the formula

$$n_h = (N_h/N)*n$$

Where n_h = is the sample size for stratum h ,

N_h = is the population size for stratum h

N = is the total population size

n = is the total sample size (Trek, 2012)



Below is the distribution of samples for each category of DMB's customers in Taraba state.

- i. Access bank customers
 $n_h = (13273/289810)520 = 23.82 \approx 24$
- ii. Eco Bank
 $n_h = (17163/289810)520 = 30.79 \approx 31$
- iii. Polaris Bank
 $n_h = (15108/289810)520 = 27.11 \approx 27$
- iv. Fidelity Bank
 $n_h = (12375/289810)520 = 22.20 \approx 20$
- v. First Bank of Nigeria
 $n_h = (43005/289810)520 = 77.16 \approx 77$
- vi. First City Monument Bank
 $n_h = (16078/289810)520 = 28.85 \approx 29$
- vii. Guarantee Trust Bank
 $n_h = (27191/289810)520 = 48.79 \approx 49$
- viii. Stanbic Bank
 $n_h = (18373/289810)520 = 32.97 \approx 33$
- ix. Sterling Bank
 $n_h = (9082/289810)520 = 16.29 \approx 16$
- x. UBA
 $n_h = (39843/289810)520 = 71.49 \approx 72$
- xi. Unity Bank
 $n_h = (39843/289810)520 = 26.00 \approx 26$
- xii. Union Bank
 $n_h = (38044/289810)520 = 68.26 \approx 68$
- xiii. Zenith Bank
 $n_h = (19141/289810)520 = 34.34 \approx 34$
- xiv. Keystone Bank
 $n_h = (6641/289810)520 = 11.92 \approx 12$

Standard questionnaire with four item Likert spectrum was used in which for relationship marketing (its dimension) 30 questions were raised. These questions are from (Mudassir & Waheed, (2015) and for customer satisfaction 10 questions were raised and adopted from (Mudassir & Waheed, (2015). It should be noted that 520 questionnaires were



distributed randomly on different days; locations (different banks) and different hours between customers of banks and 486 questionnaires were collected and analyzed after encoding and rating using SPSS 20.0 and regression method. At last, the hypotheses were tested using calculation of descriptive characteristics of variables, correlation matrix, model summary and other tables. In this research the following tools were used for calculating validity of questionnaire: First, using the opinions of experts.

Model Specification

The study employed the multiple regression models to test the influence of relationship marketing on customer's satisfaction in deposit money banks in Jalingo, Taraba State. Relationship marketing was proxied by three important variables; perceived value, communication and trust. The Multiple regression models were also developed to test the hypotheses on the influence of the independent variables on the dependent variable.

The overall regression model that captures the hypotheses of the study is presented below

$$CS = \alpha + \beta_1 PCV + \beta_2 CMNT + \beta_3 TRS + \epsilon_i$$

Where:

CS = Customers Satisfaction

PCV = Perceived Value

CMNT = communication

TRS = Trust

ϵ_i = error term

Decision Rule: The decision to accept or reject the null hypothesis (H_0) of the statistical test was based on the 95% confidence interval:

- i. The null hypothesis is rejected if P value is at or less than the 5% (0.05) level of significance from the regression output.
- ii. The null hypothesis is accepted if P value is more than the 5% (0.05) level of significance from the regression output.



Presentation of Data and analysis

Table 4.1 shows the descriptive statistic of the variables, which include the mean, standard deviation, Kurtosis, skewness, minimum and maximum values.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Std. Error
CS	486	27.00	58.00	40.3316	6.81973	.451	.123	-.065	.246
PCV	486	180.00	211.00	193.9005	6.45090	.117	.123	.228	.246
CMNT	486	28.00	65.00	41.9388	6.34888	.287	.123	-.339	.246
TRS	486	68.00	94.00	78.7551	6.53390	.147	.123	-.562	.246
Valid N (Listwise)	486								

Source: Field Survey, 2020.

From the above table 4.1, the average perceived value is 193.9005; communication is 41.9388 and trust is 78.7551. This signifies that perceived value explain more to explanatory than communication and trust The standard deviation of trust which is the highest is 6.53390, perceived value and communication account for about (6.45090 and 6.34888) respectively. The implication of which trust is more dispersed statistically than perceived value and communication. The result of Skewness ranges between .287 and .147 where as the result of the Kurtosis is in the range of .228 and -.339. This means that the data is normally skewed. A cursory look at the observations in all the variables disclosed data normality distribution. This can be buttressed from the Kurtosis and Skewness as well as the level of the descriptive statistics.

Table 4.2 shows the correlation between customer’s satisfaction, perceived value, communication and trust.

		CS	PCV	CMNT	TRS
CS	Pearson Correlation	1			
	Sig. (2-tailed)				
PCV	Pearson Correlation	.776(**)	1		
CMNT	Pearson Correlation	.509(**)	.364(**)	1	
TRS	Pearson Correlation	.756(**)	.0510(**)	.603(**)	1

Source: Field Survey, 2020.

*** Correlation is significant at the 0.05 level (2-tailed).**



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

The symbols **, and * represent significant at 1% and 5% respectively. The results presented in the table 4.2 above shows that perceived value is significant at (.776) 1% while the remaining communication and trust are positively correlated with the dependent variable and significant at (.000)1% respectively. Also all the independent variables are significantly and positively correlated with each other. This therefore, indicates that an increase in the relationship marketing will result to higher influence of customer's satisfaction in money deposit bank in Taraba State.

Table 4.3 relationship marketing and customers satisfaction shows the beta coefficient, T-statistic, P-Value, R, R², Adjusted R², F-stat., F-sig., and Durbin Watson.

Variables	Beta	T-Ratio	P-value
CS	.107.625	21.598	.000
PCV	.487	14.334	.000
CMNT	.539	11.209	.002
TRS	.555	18.838	.000
R	.882		
R ²	.778		
ADR ²	.777		
F-Ratio	454.374		
F-Sig	.000		
D.W	2.553		

Source: Field Survey, 2020.

The estimated equation of the study is presented as follows:

Customers satisfaction = .107.265 +.487(perceived value) + .539(communication) +.555(trust) the customers satisfaction would be equal to .107.265 when all other variables are held constant. The customer's satisfaction would increase by .487, .539 and .555 when there is an increase in perceived value, communication and trust by one unit in the change of perceived value communication and trust, all other variables remain constant. The regression result of the study shows that all the independent variables (perceived value, communication and trust) have significant positive relationship with customer's satisfaction



in money deposit banks in Jalingo, Taraba State. In determining relationship marketing as a determinant of customer's satisfaction, three hypotheses were tested to achieve the objective of this study.

Tests for Violation of Assumptions for Multiple Regressions

For this study, the variables were checked for outliers, normality, multicollinearity and homoscedasticity in order to achieve the underlying assumptions of regression analysis.

This study employed histogram and residual plots for normality test. From the histogram in the appendix, the normality assumption is achieved since all the bars of the histogram are close to a normal curve. Also, the normal probability plot also satisfied the homoscedasticity assumptions of the variance of the random error component since all the points lie along 45° diagonal line- see appendix. Durbin Watson which was used to test the independence of the error terms has met the general rule of thumb since it has a value of 2.553.

Test of Hypotheses

The first hypothesis tested in the study was:

H₀₁: There is no significant relationship between perceived value and customer satisfaction in deposit money banks in Taraba State.

To determine whether there is no significant relationship: between perceived value and customer's satisfaction in money deposit banks in Taraba State, the study made use of regression analysis. The estimated result is presented in table 4.3 above.

Based on the above regression result, the t-ratio and F-ratios are statistically significant at 1% probability level. This implies that perceived value has significant and positive impact on customer's satisfaction in money deposit banks in Taraba State. The null hypothesis which states that there is no significant relationship between perceived value and customer's satisfaction in money deposit banks in Taraba State is therefore rejected. From the regression result, the coefficient for perceived value of banks customers is .487 indicating that increase in perceived value by 1% will increase customer's satisfaction by .14%. The



finding is in consistent with that of (Valenzuela, Mulki, & Jaramillo, 2010: Bolanle, 2016).

H₀₂: There is no significant relationship between communication and customer's satisfaction of money deposit banks in Taraba State.

This hypothesis, investigated the impact of communication on customers satisfaction. To investigate this, the study made use of regression analysis. The estimated result is presented in table 4.3 above. The regression result above shows that the t-ratios and F-ratios are statistically significant at 1% probability level. This implies that communication has significant and positive impact on customer's satisfaction of money deposit banks in Taraba State. The null hypothesis which states that there is no significant relationship between communication and customer satisfaction provide us with sufficient evidence of rejecting the null hypotheses. From the regression result, the coefficient for communication is .039 indicating that increase in communication by .039% may increase customer's satisfaction by 1%. The finding of the study is in consistent with the findings of (Kamran, Hamidreza & Mahdi, 2014 and Bolanle & Emmanuel, 2016).

H₀₃: There is no significant relationship between variable trust and customer satisfaction in deposit money banks in Kaduna State.

To determine whether there is no significant relationship between trust and customers satisfaction of money deposit banks in Taraba State. The study made use of regression analysis. The estimated result is presented in table 4.3 above.

Based on the above regression result, the t-ratio and F-ratios are statistically significant at 1% probability level. This implies that trust has significant and positive impact on trust and customers satisfaction of money deposit banks in Taraba State. The null hypothesis is therefore rejected. From the regression result, the coefficient for customers trust in the banks is .555 indicating that an increase in customers trust by 1% will increase customer's satisfaction by 19%. This statistical result agrees with (Firdaus, 2013) and Abdullah, Abdelmo'ti and Abdalelah, 2014).

Finally, perceived value, communication and trust have influence on customer satisfaction which has significant relationship, the cumulative



impact of the independent variables put together is able to explain the dependent variable up to (88%). This implies strong positive relationship as indicated by the R and the remaining (12%) was controlled by other factors. While the coefficient of determination R' is (78%) which means the model is fit, and also indicated that customers satisfaction of relationship marketing of deposit money banks in Taraba State has influence customers of money deposit banks in Jalingo Taraba State as reported and the remaining (22%) is covered by other factors. Adjusted R' because of the multiple regressions, even after taking consideration of some abnormalities, the adjusted R still stand at (78%). Similarly, the result of the F-statistic which show the over roll fitness of the model has a value of (454,374) which implies that the model is well fitted and significant at (.000)1%. This provides evidence that the model fits the data well and the joint influence of the explanatory variables is statistically significant in explaining the dependent variable. Based on the above regression result, the t-ratio and F-ratios are statistically significant at .000 probability level. This implies that perceived value, communication and trust have significant and positive impact on customer's satisfaction of money deposit banks in Taraba State.

Findings and Discussions

The study revealed that perceived value has significant and positive impact on customer's Satisfaction of money deposit banks in Taraba State, It signifies that with perceived value of money deposit banks in Jalingo Taraba State and customer's satisfaction will increase, Therefore, relationship marketing is considered the strategy that is meant to attract, identify, establish, maintain, and enhance customer relationships in order to create value for customers by virtue of marketing activities and a series of relational exchanges that have both a history and a future for the banks. Thus, satisfaction reflects customers' overall feeling that are derived from the perceived value. This finding is in consistence with that of (Abdellatif and Meryem, 2011 and Bolanle, 2016).

The study further revealed that communication has significant relationship with the customer satisfaction in deposit money banks in Jalingo Taraba State. This implies that large numbers of customers are



satisfied with the level of communication. It also means deposit money banks in Jaling Taraba State have understand that in banking industry, communication will create and help the banks maintain a long term friendly relationship with their customers. This finding is consistent with that of (Velnampy & Sivesan, 2012 and Peng & Trinkness, 2014).

Variable trust has significant and positive impact on customer's satisfaction in deposit money banks in Taraba State. This implies that relationship marketing adopted by banks has created a high level of trust that delivers customer satisfaction to the banks customers. Also because of how highly competitive the banking industry is and how dynamic the nature of the work environment in a quest to satisfy customers. Bank management is also aware of the significance knowing and establishing strong relationships with customers to ensure long-term profitability and sustainable core revenues. This is in line with the finding of (Firdaus, 2013).

Conclusion

In conclusion from the findings of the study, it was depicted that there is a high degree of positive attributes toward trust and perceived value which is associated with relationship marketing on customer satisfaction in the DMBs in Taraba State. This is true since the main reason for dealing with any bank is related to the customers' trust with the bank they are dealing with and at the same time the value they will derive as a result of patronizing the banks. Also, analysis has shown that communication as a dimension of relationship marketing has significant impact on customer satisfaction of the bank they deal with. The study has indicated that customers are more satisfied when there is a proper chain of communication towards the bank and their operations in Taraba State. This indicates that communication dimension of customer relationship marketing is very important for banking industry.

Recommendations

In line with the conclusion, the following recommendations were made:

- i. The bank management should improve their specific service delivery process to the customers in order to create more



strong trust in them that would help establish long-lasting relationships through customer's satisfaction.

- ii. In relation to communication, since the managers have different ways of thinking, banks should have different attitudes for the exchange of information between them and their customers. Relationship marketing is one of key strategic issues managers should use in the banking sector to communicate with customers effectively and efficiently so as to continue establishing and maintaining long-term relationships in order to erode lack of customer satisfaction.
- iii. To remain competitive and obtain competitive advantages, the bank managers should indicate certain level of commitment that will induce the customers to perceive the value of their investment in order to be more satisfied. This is supposed to be a recommendation for perceived value to note and change

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