Customer Satisfaction on Electronic Payment System in Selected Commercial Banks in Daet, Camarines Norte

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ABSTRACT

This study determined the level of customer satisfaction on electronic payment system in selected commercial banks in Daet, Camarines Norte Specifically, this study sought to answer the following questions: 1) What is the profile of the respondents in terms of: age, sex, nature of employment, educational attainment frequency of use and commonly used electronic payment system;2) What is the level of customer satisfaction on the electronic payment system along perceived ease-of-use and perceived usefulness 3) Is there a significant relationship between the profile and the level of satisfaction of the customers 4) What are the problems encountered by the customers on the electronic payment system; and 5) Based on the findings of the study, what strategies may be formulated to enhance the customer satisfaction on electronic payment system of the selected commercial banks in Daet, Camarines Norte? A total of five (5) commercial banks from the registered large banks are the target population of this study from there the researcher will randomly select fifty (50) respondents who are using electronic payment system such as: mobile banking, internet/online banking, debit card (ATM) and credit card (POS) for at least one year of each commercial banks. The researcher chose exclusively the center of commerce of the province of Camarines Norte its capital town the Municipality of Daet because the identified commercial banks are located within the area.

This study made used of the descriptive-correlational design with a survey questionnaire served as the main tool in data gathering and unstructured interview with respondents. Frequency count, percentage, ranking, and average weighted mean, of the data was presented in tabular form followed by textual interpretation to provide a better and clearer understanding of the result.

The findings of this study can be summarized as follows:

1. Age bracket, 25 to 29 and 30 to 34 have the same frequency of 45 and a percentage of 18.0. when it comes to sex male has a frequency of 65 and a percentage of 26.0, and female, it has a frequency of 185 or 74.0 percent. Nature of Employment. Private employee has a frequency of 179 and a percentage of 71.6 while Overseas Filipino Workers (OFW) with a frequency of 1 or 0.4 percent, in terms of educational attainment, college graduate has a frequency of 195 and a percentage of 78.0 and vocational level has the same frequency of 5 and a percentage of 2.0. as to frequency of use 3 to 4 transactions per month have a frequency of 135 or 54.0 while, 10 transactions per month has the same frequency of 10 and a percentage of 4.0. with regard to commonly used electronic payment system, mobile banking has a frequency of 175 and ranks 1st, while, credit card (POS) has a frequency of 50ranks least.
2. Furthermore, customer satisfaction as to perceived ease of use of electronic payment system along accessibility, the respondents are completely satisfied having an overall weighted mean of 4.37, as to customer satisfaction on the perceived ease of use of electronic payment system along convenience a weighted mean of 4.45 interpreted as completely satisfied. The overall weighted mean 4.37 interpreted as completely satisfied, the overall weighted mean as to the level of customer satisfaction on the perceived usefulness of electronic payment system along with flexibility was 4.32. as to the level of customer satisfaction with the perceived usefulness of electronic payment system alongside utility the overall weighted mean 4.20 interpreted as completely satisfied.

3. The result shows that there is a significant correlation between the frequency of usage and the perceived usefulness along flexibility. This means that as the frequency of usage increases, the respondents' level of satisfaction along flexibility also increases. Additionally, the perceived usefulness is specifically related to flexibility and not to other variables such as utility, convenience and accessibility. It suggests that the frequency of usage may not significantly influence the perception of the respondents along the variables considered.
4. The number of commonly use electronic payment system and the perceived ease of use along accessibility (d=.184, p-value=.000) obtained significant relationship at 0.01 level. However, the perceived-ease-of-use along convenience lacks significant relationship. The result shows that there is a significant relationship between the number of commonly use electronic payment systems such as mobile banking, internet/online banking, debit card and credit card and the perceived ease-of-use along accessibility. This means that as individuals use more electronic payment systems, they perceive them to be easier to use in terms of accessibility. The positive correlation also suggests that as people become more familiar with different payment platforms, they also find them to be more accessible.
5. When it comes to the problems encountered by the customers on the electronic payment system. as to perceived ease-of-use, poor network signal that leads to OTP expiration has a frequency of 225 and ranks 1st, while, debiting transactions exceed processing turnaround time have a frequency of 15 and rank least. With regards to the perceived usefulness table 13 presents the problems encountered by the customers on the electronic payment system along with perceived usefulness, intermittent to no internet connection has a frequency of 150 and ranks 1st while, unannounced/unexpected power interruption rank least with a frequency of 65.

Moreover, the research revealed that poor network signal leads to OTP expiration and intermittent to no internet connection the different commercial banks in Daet, Camarines Norte may establish partnerships with the network provider to address the issue concerning the poor network signal leads to OTP expiration and intermittent to no internet connection.

Based on the aforementioned findings, the following conclusions were drawn:1) Most of the respondents belong to age bracket 25 to 29 and 30 to 34, with regards to sex, female was the dominant population, in terms of employment most of the respondents are privately employed and 78 percent of the respondents were college graduates, when it comes to using electronic payment systems the respondents use 3 to 4 times a month. mobile banking was the most commonly used electronic payment system by the respondents. 2) Customer satisfaction with the perceived ease of use of electronic payment systems along accessibility, the respondents are completely satisfied having an overall weighted mean of 4.37. The majority of the respondents were completely satisfied with the perceived ease of use of electronic payment system along convenience having an overall weighted mean of 4.37. The overall weighted mean as to the level of customer satisfaction on the perceived usefulness of electronic payment system along with flexibility was 4.32 interpreted as completely satisfied this implied that flexibility of payment system goes beyond mere convenience. customer satisfaction with the perceived usefulness of electronic payment systems along utility, it is noticeable that respondents are completely satisfied with electronic payment systems along the utility. 3) The results indicate that as individuals use more electronic payment platforms, they also perceive them to be more useful in terms of flexibility and utility. Further, the positive correlation suggests that as the respondents become familiar with different payment systems, they recognize the advantages of using multiple options for their varying needs. Likewise, the result also implies that the respondents may find the importance in having the flexibility to choose a payment system that best suit for each specific situation. Moreover, they also perceive multiple payment systems to provide a higher utility, as they can access different features or benefits offered by each platform. Generally, the null hypothesis of the study will not be rejected except for some variables in frequency of usage and number of commonly used electronic payment systems.

In view of the foregoing conclusions, the researcher recommended the following: 1) May consider enhancing the campaign in using the platform for the market segment for the age bracket that not captured in the study. 2) May consider enhancing the customer satisfaction on electronic payment system the selected commercial banks should focused on the lowest weighted mean on the mentioned indicators as to perceive ease-of-use and perceived usefulness are concerned. 3)The selected commercial banks may conduct information and

dissemination drive to the customers on how to use electronic payment systems to make payments for goods and services purchased. They should guarantee minimal or no disruptions in electronic payment system service delivery by eliminating downtime, slow processing and other technical error including OTP (one time password) problems. They may impose minimal fees and charges to many of transactions in electronic payment system, through promotions and rebates, the bank can enhance customer satisfaction on electronic payment system. 4) The proposed strategies may be adopted by the bank management, implemented and closely monitored by the persons involved to facilitate the activities on how to enhance the customer satisfaction on the electronic payment system.5) For further studies, the researcher recommends that the future researcher may propose a parallel study focusing on the behavioral aspect of the customers on the use of electronic payment system.

Keywords: Customer satisfaction, electronic payment system perceived ease-of-use, perceived usefulness

INTRODUCTION

Electronic payment systems have become increasingly prevalent in today's business landscape especially in banking industry that transformed into technologies that are being extensively used by the customers. This system became a significant online tool for banking industry especially for the users to skip long lines in the bank premises or payment facilities from exerting effort and time to make several transactions. Customers can only tap, click and swipe to make payments on groceries, utilities, gadgets, online purchases, food deliveries and other items that are essential to life and many more instances of emergencies.

Customers now a days are quite worried of their safety going to bank carrying a bulk money or physical cash knowing that people around them can no longer be trusted even their staff or representative in as much as money is involved. Customers of the bank are conscious in monitoring the transactions at their end, hence electronic payment system provides necessary steps even just a minute to know the proper reconciliation of what transactions they have made 24 hours a day, seven days a week.

Generally, this study aimed to determine the satisfaction level of customers on electronic payment system in the selected commercial banks in Daet, Camarines Norte.

Specifically, this study sought answers to the following questions:

What is the profile of the respondents in terms of:

1.1 age;

1.2 sex;
1.3 nature of employment;
1.4 educational attainment;
1.5 frequency of use; and
1.6 commonly used electronic payment system?

2. What is the level of customer satisfaction on the electronic payment system along:

2.1 perceived ease-of-use; and
2.2 perceived usefulness?

3. Is there a significant relationship between the profile and the level of satisfaction of the customers?
4. What are the problems encountered by the customers on the electronic payment system?
5. Based on the findings of the study, what strategies may be formulated to enhance the customer satisfaction on the electronic payment system of the selected commercial banks in Daet, Camarines Norte?

The study tested the hypothesis there is no significant relationship between the profile of the respondents and their level of satisfaction on electronic payment system.

METHODOLOGY

To determine the customers satisfaction on electronic payment system in selected commercial banks in Daet, Camarines Norte, the researcher used the quantitative method and employed descriptive-correlational design to gather and analyze the data. This is considered as the most appropriate design because its analytical functions specifically in the discussion of the answers of the respondents as to their age, sex, nature of employment, educational attainment, frequency of used and commonly used electronic payment system along: mobile banking, internet/online banking, debit card (ATM), credit card (POS) as well as , to determine the customer satisfaction level and to address the problem that may be encountered on the use of electronic payment system .Further, to provide strategies that may be formulated to enhance the customer satisfaction on the electronic payment system and to summarize the characteristics of the set of data.

Descriptive correlation analysis helped the researcher to gain a better understanding of the data working on the study by providing insights into how variables relate to each other. This can be useful for generating hypotheses, identifying patterns, and gaining insights into the dataset's characteristics, but it doesn't necessarily imply causation or allow for making predictions about future data. Descriptive correlational design is used in research studies that aim to provide static pictures of situations as well as establish the relationship between different variables (McBurney & White, 2009).

In this research study the relationship between two variables which is the level of customer satisfaction on the electronic payment system was measured among the respondents from the selected commercial banks in which a thorough analysis of significant relationship was conducted using Somer's Delta formula.

RESULTS AND DISCUSSION

Profile of the Respondents

The respondents played an integral part of this research. Tables 1 to 6 present the profile of the respondents according to Age, Sex, Nature of Employment, Educational Attainment, Frequency of use of Electronic Payment System, and Commonly used Electronic Payment System, for the researcher believe that these profile certain influence on the focus of the current study.

Age. Table 1 presents the profile of the respondents as to age, age bracket 25 to 29 and 30 to 34 have the same frequency of 45 and a percentage of 18.0, followed by the age bracket 20 to 24 with a frequency of 40 and a percentage of 16.0, age 40 to 44 has a frequency of 30 and a percentage of 12.0, age bracket 35 to 39 has a frequency 25 a percentage of 10.0, age brackets 45-49, 50-54, and 55-59 has the same frequency of 20 and a percentage of 8.0, and lastly, 60 to 64 has a frequency of five and a percentage of 2.0.

Table 1

Age Bracket	Frequency	Percentage (%)
20-24	40	16.0
25-29	45	18.0
30-34	45	18.0
35-39	25	10.0
40-44	30	12.0
45-49	20	8.0
50-54	20	8.0
55-59	20	8.0
60-64	5	2.0
Total	250	100

Age Profile of the Respondents

Table 1 shows that most of the respondents belong to age bracket 25 to 29 and 30 to 34 or the young adult. This implies that the majority of the users of the electronic payment system belonged to the young adult. The age bracket belongs to Millennials and Gen Zs. Millennials witnessed the rise of the internet, the advent of personal computers, and the proliferation of mobile phones during their formative years. They adapted to these technologies as they evolved. Gen Z, on the other hand, has grown up in a world where the internet, smartphones, and social media have always existed.

They have been surrounded by digital devices from a very young age. Both generations have embraced consumer technology, including smartphones, tablets, and smart home devices. They are comfortable with online shopping, digital banking, and other internet-based services. These generations have been quick to adopt new technologies. The tech-savviness of Gen Z and Millennials with electronic payment systems can be attributed to their status as digital natives, their propensity for early adoption, cultural and social influences, economic behaviors, and a high level of trust in technology. These factors collectively contribute to their adeptness at navigating and utilizing electronic payment platforms efficiently and confidently. This is supported by a report of by McKinsey (2020) which highlighted that Millennials are more likely than older generations to use mobile banking apps and digital wallets like Apple Pay, Google Wallet, and Venmo. This early adoption is partly due to the convenience and efficiency that these technologies offer. This also implies that new younger adults have high technology adaption compared to the older generation. However, the age bracket with the least number of respondents or the age bracket of 60-64 implies that these individuals may have hesitation to patronize the electronic payment system or may have been encountered a hard time adapting to every technology or online processes that were introduced to them. In the research of Mitzner et al. (2019), it divulged that older adults are selective in the technologies they use and likely to be slower to adopt.

Sex. Table 2, presents the profile of the respondents as to sex. Male has a frequency of 65 and a percentage of 26.0, with regard to Female, it has a frequency of 185 or 74.0 percent.

Table 2 Sex Profile of the Respondents

Sex	Frequency	Percentage (%)
Male	65	26.0
Female	185	74.0
Total	250	100

Table 2 shows that most of the respondents are female. This result was supported by the 2015 World Bank Financial Capability Survey, which showed that Filipino women are 4 percent points more likely than men to understand the primary purpose of insurance products as a risk management tool, suggesting that the women have higher financial literacy than men.

Additionally electronic payment systems offer a high level of convenience. Filipino culture represents women power which plays very important roles in their respective households. Many Filipino women, who often balance work, household responsibilities, and caregiving roles, find online payments to be a time-saving solution. Instead of physically going to stores or payment centers, they can complete transactions from the comfort of their homes or workplaces. Women are typically designated as the family's treasurer because they are in charge of budgeting and managing household finances. They are more likely to prepare food, buy groceries and clothing and other personal needs of the family (Facts and Details,2019).

Nature of Employment. Table 3, shows the profile of the respondents as to the Nature of Employment. Private Employee has a frequency of 179 and a percentage of 71.6, followed by self-employed and Government Employees with the same frequency of 35 and 14.0 percent, and Overseas Filipino Workers (OFW) with a frequency of 1 or 0.4 percent.

Table 3 Profile of the Respondents as to Nature of Employment

Nature of Employment	Frequency	Percentage (%)
Private Employee	179	71.6
Self-Employed	35	14.0
Government Employee	35	14.0
Overseas Filipino Worker (OFW)	1	0.4
Total	250	100

Table 3, shows that most of the respondents are privately employed, this is because private employees are financially tied-up. During the conduct of the study, most of the respondents were employed in a private institution or corporation, wherein, they had accounts in commercial banks from there for example a payroll account of the employers to the employees are considered using or patronizing electronic payments such as Debit Card (ATM). Along with the other EPS are Mobile Banking, Internet/Online Banking, and Credit Card (POS). A high number of privately employed respondents may indicate a robust private sector, suggesting a healthy economic environment with strong business activity and job creation. Privately employed individuals may have different spending patterns, financial stability, and consumer behavior compared to public sector employees or the unemployed. Understanding this demographic can help businesses tailor products, services, and marketing strategies to meet their needs private sector jobs can vary widely in terms of income levels. The survey respondents are privately employed, the data reflect a diverse range of income brackets, which can influence their purchasing power and lifestyle choices that they may enjoy using electronic payment system. The majority of the respondents are private employees, indicating that the survey predominantly reflects the perspectives and experiences of individuals working in the private sector. This could suggest that private sector issues such as job satisfaction, work-life balance, and career development are significant areas of concern for this group. Jones et al. (2019) argued that understanding the demographics of private sector employees is crucial for businesses to tailor their products, services, and marketing strategies effectively. With the majority of respondents being private employees, businesses can anticipate consumer behavior patterns, spending habits, and preferences within the surveyed population. This insight enables businesses to optimize their offerings and improve customer satisfaction, ultimately contributing to profitability and market competitiveness. In the Philippines, private employees represent a significant portion of the workforce, and this has substantial implications for the economy and labor market. According to the Philippine Statistics Authority, large establishments employed the highest number of workers in 2021, with more than half of the total employment being in these large enterprises. This highlights the pivotal role that private sector employment plays in the country's economic structure (Philippine Statistics Authority).

Both self-employed and government employees each make up 14 percent of the respondents. This balance provides insights into the experiences and needs of these distinct groups, which may differ significantly from those of private employees. Self-employed individuals may prioritize business development support and financial management tools, while government employees might focus on job stability and benefits. Only 0.4 percent of the respondents are Overseas Filipino Workers (OFWs), suggesting that the survey results may not adequately capture the unique challenges and perspectives of this group, such as remittance processes and international employment conditions. Martinez (2020) notes that the low representation of OFWs in a population survey may indicate a shift in migration trends or economic opportunities within the country. It suggests that fewer individuals are seeking employment opportunities abroad, potentially due to improvements in domestic employment prospects, government policies, or changing global economic conditions. Understanding these trends is essential for policymakers to develop strategies that promote sustainable economic growth and provide adequate employment opportunities domestically.

Educational Attainment. Table 4, presents the profile of the respondents as to Educational Attainment. College Graduate has a frequency of 195 and a percentage of 78.0, with units in Masters and Master's Degree Holder has the same frequency of 15 and a percentage of two, College level has a frequency of ten with a percentage of four, High School Level, High School Graduates, and Vocational Level has the same frequency of five and a percentage of two.

Table 4Profile of the Respondents as to Educational Attainment

Educational Attainment	Frequency	Percentage (%)
High School Level	5	2.0
High School Graduate	5	2.0
Vocational Level	5	2.0
College Level	10	4.0
College Graduate	195	78.0
With Units in Masters	15	6.0
Master's Degree Holder	15	6.0
Total	250	100

Table 4 shows that most of the respondents are college graduates, this is because, customers with higher educational attainments such as college graduates are more comfortable in using technology, knowing that education is often progressively correlated with the level of internet literacy of an individual. In addition, since the greatest number of respondents are privately employed this implies that majority of the employer hire a college graduate employee as part of their qualification as this is the basic or minimum requirement for entry level as to human resource management policy which is common in the Philippines. This was supported with research that college graduates generally possess higher technological proficiency due to their extensive use of digital tools during their education and in their professional lives. According to the Pew Research Center, individuals with higher educational attainment are more likely to use and be comfortable with digital technologies, including electronic payment systems (Pew Research Center, 2021).

The second highest score obtained were with units in Masters and Master's Degree Holder has the same frequency of 15 and a percentage of two. The overwhelming majority of the respondents have completed college. This suggests that users of the electronic payment system are predominantly well-educated. According to research by Scherer (2020), higher educational attainment is often associated with greater familiarity and comfort with technology, including electronic payment systems. Therefore, this demographic is likely more receptive to using and understanding the benefits of such systems.

The lowest score with the frequency of five, the smallest groups ofrespondents are those with only high school education or vocational training. Thus, this group of people are engaged in blue collar jobs that do not need to utilize electronic payment system. This indicates that individuals with lower educational attainment are less represented among the users of the electronic payment system. This could suggest a potential digital divide, where less educated individuals may have less access to or proficiency with electronic payment technologies (Hargittai, 2002).

Frequency of Use. Table 5 shows the profile of the respondents as to the frequency of use of the Electronic Payment System. 3 to 4 transactions per month have a frequency of 135 or 54.0 percent, 1-2 transactions per month have a frequency of 70 and a percentage of 28.0, 5-6 has a frequency of 25 or 25 percent, 7-8 and more than 10 transactions per month has the same frequency of 10 and a percentage of 4.0.

Table 5 Profile of the Respondents as to Frequency of Use of Electronic Payment System

Usage per Month	Frequency	Percentage (%)
1-2	70	28.0
3-4	135	54.0
5-6	25	10.0
7-8	10	4.0
More than 10 transactions	10	4.0
Total	250	100

Table 5 depicts that out of 250 respondents, 135 of them used electronic payment systems three to four times a month. This result was similar to the findings of Rakuten Insight in October 2022, according to a survey conducted, the majority of respondents in the Philippines stated that they made e-payment transactions because it was convenient. Among the other reasons for using e-payment methods among Filipino respondents were accessibility and fast transactions. This also implies that the majority of the respondents make transactions three to four times a month to pay bills such as; groceries, clothing, water and electric bills and other utilities that are essential to life using the electronic payment system, hence, these were the typical counts.

In a survey conducted by the National Retail Federation (NRF) (n.d.) involving a sample size of 1,000 respondents, it was found that 60% of users reported using electronic payment systems 3-4 times a week. The respondents highlighted convenience (45%), speed (30%), and security (25%) as the primary reasons for this frequency. This survey provides a clear indication of the factors influencing the regular use of electronic payment systems in everyday transactions. The convenience and accessibility of electronic payment systems play a significant role. According to a study by the Federal Reserve Bank(n.d.), users find electronic payments more convenient than cash or checks for everyday transactions, such as grocery shopping, dining out, and online purchases. The frequency of 3-4 times a week aligns with common activities that require such transactions.

The category with the lowest frequency of use of electronic payment systems among respondents is seven to eight transactions per month and more than ten transactions per month, both accounting for percent of the respondents each. This low percentage can have significant implications for understanding user behavior and tailoring strategies to encourage higher usage of electronic payment systems. Another implication in the lowest score in the frequency of use is that most of these respondents are engaged in corporate accounts which need to process few transactions, like paying merchants and suppliers, funding accounts for employees' payroll and balancing their bank reconciliation in a semi-monthly or monthly basis only using electronic payments system. Technical issues such as connectivity problems or system downtimes can discourage users from frequent use. Addressing these issues can lead to improved user satisfaction and higher transaction frequencies (Chen et al., 2019).

Commonly Used Electronic Payment System. Table 6, presents the Profile of the Respondents as to Commonly Used Electronic Payment System. Mobile Banking has a frequency of 175 and ranks 1st, Debit Card (ATM) has a frequency of 150 and ranks 2nd, Internet/Online Banking has a frequency of 135 and ranks 3rd, and lastly, Credit Card (POS) has a frequency of 50 ranks least.
Table 6

Profile of the Respondents as to Commonly Used Electronic Payment System

Electronic Payment System	Frequency	Rank
Mobile Banking	175	1
Internet/Online Banking	135	3
Debit Card (ATM)	150	2
Credit Card (POS)	50	4

Table 6 shows that mobile banking was the most Commonly Used Electronic Payment System, this is because it allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Unlike the related internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. This result is similar to the findings of study of Deraz et al. (2019) the main predictors of satisfaction in Internet banking are service quality, information quality, and product quality and the study confirmed the mediating role of customer satisfaction on customer loyalty toward those banks offering the internet banking service. The lowest number of electronic payment system that is used by the respondents implies that people up to this generations are hesitant to have a credit card to avoid impulsive buying and fraud or scams in purchasing products using the mentioned electronic payment system. Research by industry analysts such as Forrester and Gartner (2019) continually emphasize the impact of technological advancements on the popularity of mobile banking. Forrester's 2019 report on mobile

banking trends pointed out that the evolution of mobile technology has led to more sophisticated and user-friendly banking apps, contributing to increased adoption.

Level of Customer Satisfaction on Electronic Payment System Along Perceived Ease- of-Use and Perceived Usefulness

Perceived-Ease-of-Use along Accessibility. Table 7, presents the Level of Customer Satisfaction on the Electronic Payment System on Perceived Ease of Use along with Accessibility. Language and terminologies used in the electronic payment system with weighted mean of 4.51 Email notifications and SMS confirmation after each transaction: 4.47 These scores suggest that users highly appreciate clear and understandable language and terminologies within the electronic payment system. This indicates that customers highly appreciate the clarity and appropriateness of language and terminologies used in electronic payment systems. It suggests that users find it easy to understand and navigate the system due to clear communication, as well as receiving prompt email notifications and SMS confirmations after each transaction. On the other hand, the two lowest weighted mean scores are: Speed of the website for faster and accurate transactions: 4.25 Process of setting up an electronic payment account: 4.25 These scores indicate that while still relatively high, there may be some room for improvement in the speed of the website to ensure faster and more accurate transactions, as well as in the process of setting up an electronic payment account which might need streamlining or simplification to enhance user satisfaction.

Table 7

Level of Customer Satisfaction on the Perceived Ease of Use of Electronic Payment System along Accessibility

Indicators	Weighted Mean	Interpretation
1. Reliability of the system to connect between the electronic payment system and the merchant	4.46	CS
2. Speed of the website for faster and accurate transactions	4.25	CS
3. Navigation provides easy understanding of the instructions on how to handle the transactions	4.37	CS
4. Links and buttons in the website for correct responses in every intended service needed	4.43	CS
5. Email notifications and SMS confirmation after each transaction	4.47	CS
6. Language and terminologies used in the electronic payment system	4.51	CS
7. Ease of navigating through the electronic payment system	4.35	CS
8. Process of setting up an electronic payment account	4.25	CS
9. Security features of the electronic payment system	4.30	CS
10. Features or aspects of the electronic payment system	4.27	CS
Overall Weighted Mean	4.37	CS

Rating Scale:

4.20 - 5.00	Completely Satisfied (CS)
3.40 - 4.19	Very Satisfied (VS)
2.60 - 3.59	Satisfied (S)
1.80 - 2.59	Dissatisfied (D)
1.00 - 1.79	Very Dissatisfied (VD)

With regard to Customer Satisfaction the Perceived Ease of Use of Electronic Payment Systems along Accessibility, the respondents are completely satisfied having an overall weighted mean of 4.37, this implies that, E-payment usage depends on security and trust and therefore the increase in usage of e-payment depends on both. E-payment is a technology that doesn't involve physical cash here the payment is done through the electronic medium. This result was supported by Gomachab et al. (2018) the findings of his study showed that customer satisfaction is influenced by perceived usefulness and perceive ease of use.

Perceived-Ease-of-Use along Convenience. Table 8, presents the Level of Customer Satisfaction with the Perceived Ease of Use of Electronic Payment Systems along with Convenience. The highest score in the indicator was, alternative methods for input such as passcode or one-time-password with weighted mean of 4.50. This indicates that customers highly appreciate having alternative methods for input, such as passcodes or one-time passwords, which adds to the convenience and ease of use of the electronic payment system. It suggests that users value options that enhance security while maintaining usability.

The second highest score is clarity of the user interface in guiding through the payment process with weighted mean of 4.48. This implies that customers highly value a clear user interface that guides them through the payment process. This suggests that an intuitive and easy-to-understand interface contributes significantly to the perceived ease of use of the electronic payment system, leading to higher satisfaction levels. Real-time debit instruction from customer's account and batch credit to merchant's account got the lowest weighted mean of 4.20. This suggests that customers perceive real-time debit instructions and batch credit to merchant accounts as less convenient compared to other factors. It implies that delays or inefficiencies in transaction processing may impact the overall satisfaction of users, indicating a need for improvement in this area. Accessibility even outside the country with weighted mean of 4.27 was the lowest score in the data. Despite of still being relatively high, this indicates that accessibility outside the country is rated lower compared to other convenience factors. It implies that while customers value being able to access the electronic payment system globally, there may be room for improvement in ensuring seamless access and usability across different geographical locations.

Table 8 Level of Customer Satisfaction on the Perceived Ease of Use of Electronic Payment System along Convenience

Indicators	Weighted Mean	Interpretation
1. Accessibility of the system through the use of internet connection	4.34	CS
2. Real-time debit instruction from customer's account and batch credit to merchant's account	4.20	CS
3. Flexibility of the transactional system where a representative is allowed to navigate the site	4.38	CS
4. Ease and comfort in doing the transactions because there is no need to queue in the bank premises	4.36	CS
5. Accessibility even outside the country	4.27	CS
6. Clarity of the user interface in guiding through the payment process	4.48	CS
7. Layout and design of the electronic payment system	4.41	CS
8. Ease of accomplishing the tasks using the system	4.35	CS
9. Alternative methods for input such as passcode or one-time-password	4.50	CS
10. Effective and timely communication channel	4.45	CS
Overall Weighted Mean	4.37	CS

Rating Scale:

4.20 - 5.00	Completely Satisfied (CS)
3.40 - 4.19	Very Satisfied (VS)
2.60 - 3.59	Satisfied (S)
1.80 - 2.59	Dissatisfied (D)
1.00 - 1.79	Very Dissatisfied (VD)

Table 8 depicts that majority of the respondents were completely satisfied with the Perceived Ease of Use of Electronic Payment System along Convenience having an overall weighted mean of 4.37. This result was supported by Rahma (2018) which states that perceived convenience means an individual's belief that using an information technology system is OK or requires a great deal of effort (no effort required) to use it says. According to Mawardani & Dwijayanti (2021), perceived ease of use is defined as the degree to which people believe a technology is easy to use. The point is that people who find information systems easy to use will use

them. According to Davis et al. (2019), the metrics used to measure perceived brightness are: (1) easy to learn, (2) controllable, (3) flexible, (4) easy to use, and (5) clear and understandable.

Perceived Usefulness along Flexibility. Table 9, presents the Level of Customer Satisfaction with the Perceived Usefulness of Electronic Payment Systems along with Flexibility. Real-time completion and reliability of each transaction got the highest weighted mean of 4.44. This indicates that customers highly value the real-time completion and reliability of transactions when using electronic payment systems. It suggests that users appreciate systems that provide quick and dependable transaction processing, enhancing their perception of usefulness and flexibility. A study by Liu et al. (2020) on the impact of real-time transactions on customer satisfaction found that immediate transaction processing significantly enhances customer satisfaction due to reduced waiting times and increased trust in the system's reliability. Enhancement of financial convenience with weighted mean of 4.41 was the second highest score in the indicator this implies that customers perceive electronic payment systems as highly useful in enhancing financial convenience. This suggests that users appreciate the flexibility offered by such systems in managing their finances, making transactions easier and more convenient, thus increasing their overall satisfaction. Research by Smith and Brown (2021) emphasizes the importance of financial convenience in electronic payment systems. Their findings indicate that features which simplify financial transactions and management substantially improve user satisfaction. On the other hand, the two lowest indicators were response time of the system during transactions with weighted mean of 4.25. This suggests that customers perceive the response time of the system during transactions as comparatively lower in terms of flexibility. It implies that delays or inefficiencies in system response may impact the perceived usefulness and flexibility of electronic payment systems, potentially leading to decreased satisfaction and access to the system that allows customized preferences with weighted mean of 4.24 This implies that customers rate the access to the system that allows customized preferences as relatively low in terms of flexibility. This implies that users may feel limited in their ability to tailor the electronic payment system according to their specific needs or preferences, which could affect their overall satisfaction and perceived usefulness. An investigation by Zhang and Lee (2019) into customer satisfaction determinants highlighted that while integration and customization are important, they often receive lower satisfaction ratings compared to core transaction functionalities. This is attributed to users prioritizing seamless transaction experiences over additional integration features.

Perceived Usefulness along Flexibility. Table 9 shows the overall weighted mean as to the Level of Customer Satisfaction on the Perceived Usefulness of Electronic Payment System along with Flexibility was 4.32 interpreted as completely satisfied this implied that Flexibility of payment system go beyond mere convenience. This can include features like pay-over-time, deferred billing, and installment plans – all of which can provide additional flexibility for consumers.

Table 9 Level of Customer Satisfaction on the Perceived Usefulness of Electronic Payment System along Flexibility

Indicators		Weighted Mean	Interpretation
1.	Customer's option to buy-now-pay-later or in instalment basis	4.30	CS
2.	Efficiency of transactions	4.40	CS
3.	Real time completion and reliability of each transaction	4.44	CS
4.	Safety in making payments	4.30	CS
5.	Efficiency of the payment processing	4.36	CS
6.	Enhancement of financial convenience	4.41	CS
7.	Response time of system during transactions	4.25	CS
8.	Accessibility of the system easily from different locations	4.26	CS
9.	System integration with other platforms or devices	4.24	CS
10.	Access to system that allows customized preferences	4.24	CS
Overall Weighted Mean		4.32	CS

Rating Scale:

4.20 - 5.00 Completely Satisfied (CS)
3.40 - 4.19 Very Satisfied (VS)
2.60 - 3.59 Satisfied (S)
1.80 - 2.59 Dissatisfied (D)
1.00 - 1.79 Very Dissatisfied (VD)

Perceived Usefulness along Utility. Table 10, presents the Level of Customer Satisfaction with the Perceived Usefulness of Electronic Payment Systems alongside Utility. Ease of cashless payment had a weighted mean of 4.43. This indicates that customers highly value the ease of making cashless payments using the electronic payment system. It suggests that users appreciate the convenience and simplicity of completing transactions without the need for physical cash, which enhances the perceived usefulness of the system. Electronic payment systems should continue to focus on improving and promoting the ease of cashless transactions. This could involve streamlining the user interface, reducing the steps required to complete a payment, and ensuring that cashless payment options are widely accepted. Doing so can maintain and potentially increase customer satisfaction by reinforcing the utility and convenience of the system Poon (2020). Time-saving transactions got the second highest weighted mean of 4.36. These customers perceived electronic payment systems as highly useful in saving time during transactions. This suggests that users appreciate the efficiency and speed of completing transactions electronically, contributing to increased satisfaction and perceived utility of the system. Emphasizing the time-saving aspects of electronic payment systems can attract more users and enhance the user experience. Providers should invest in technologies that expedite the payment process and minimize delays, thereby ensuring quick and seamless transactions (Cabanillas,2021).

Fees and charges imposed per transaction got the lowest weighted mean of 3.96. This implies that customers rate the fees and charges imposed per transaction as relatively low in terms of utility. This likewise suggests that users may perceive high transaction fees as a barrier to the usefulness of electronic payment systems, potentially affecting their adoption and satisfaction. Feedback and support channels however with weighted mean of 4.11 implies that the perceived utility of feedback and support channels within electronic payment systems is rated lower by customers. This implies that users may feel that the availability or effectiveness of support channels is insufficient, potentially impacting their overall satisfaction and trust in the system. To improve customer satisfaction, electronic payment system providers may consider reducing transaction fees or offering more transparent pricing models. Additionally, implementing loyalty programs or incentives for frequent users could offset the perceived cost and enhance the overall value of the service Oliveira and Tam (2020).

Table 10 Level of Customer Satisfaction on the Perceived Usefulness of Electronic Payment System along Utility

Indicators		Weighted Mean	Interpretation
1.	Ease of cashless payment	4.43	CS
2.	Fees and charges imposed per transactions	3.96	VS
3.	Access and provision of payment report	4.23	CS
4.	Tracking and monitoring of payment	4.22	CS
5.	Time saving transactions	4.36	CS
6.	Feedback and support channels	4.11	VS
7.	Privacy mechanism to protect personal and financial information	4.22	CS
8.	Integration with various merchants and service providers	4.10	VS
9.	Reliability and consistency of the system's interface	4.12	VS
10.	User-friendliness of the system	4.28	CS
Overall Weighted Mean		4.20	CS

Rating Scale:

4.20 - 5.00 Completely Satisfied (CS)
3.40 - 4.19 Very Satisfied (VS)

2.60 - 3.59 Satisfied (S)
1.80 - 2.59 Dissatisfied (D)
1.00 - 1.79 Very Dissatisfied (VD)

Table 10 depicts Customer Satisfaction with the Perceived Usefulness of Electronic Payment Systems along Utility; it is noticeable that respondents are completely satisfied with electronic payment systems along the Utility. This implies that Utilities provide an opportunity to reduce costs, benefiting from economies of scale, best of breed processing and reduced change the bank costs. Given the pressures that many banks are under to increase return on equity and the back drop of increased regulatory change, the benefits from market utilities mean the trend will only accelerate. Supported by the study of Wu and Chen (2021) that likely investigates various determinants of mobile payment adoption, including factors such as perceived usefulness, perceived ease of use, trust, security concerns, social influence, and convenience. These determinants are likely analyzed to understand their impact on the intention to adopt mobile payment technologies across different factors affecting customer satisfaction using online banking.

Significant Relationship between the Profile and the Level of Satisfaction of the Customers

The test for significant relationship that may exist between the profile of the respondents in terms of age, sex, nature of employment, educational attainment, frequency of usage of electronic payment system and the commonly used electronic payment system and their level of satisfaction along perceived of use and perceived usefulness were tested using the Somer's Delta Correlation Coefficient (d) and the Contingency Coefficient (C) at 0.05 and 0.01 levels. Table 10 shows that the profile in terms of age, sex, nature of employment and educational attainment and the level of satisfaction on perceived-of-use along accessibility and convenience and the perceived usefulness along flexibility and utility are not significantly correlated. In terms of age and level of satisfaction of the customers, the result suggests that people of different age groups are equally likely to perceive these factors as satisfactory regardless of their age. This implies that age does not play a crucial role in determining the level of satisfaction of the respondents.

Likewise, the sex of individuals does not have a significant impact on their level of satisfaction with perceived-of-use and perceived usefulness. Similarly, the nature of employment as profile of the respondents lacks significant relationship to their level of satisfaction. This implies that regardless of employment status, the respondents have similar experiences and satisfaction levels regarding the accessibility, convenience, flexibility, and utility of the electronic payment system.

Further, the educational attainment of the respondents does not show a significant relationship with the level of satisfaction with perceived ease-of-use and perceived usefulness. This implies that their level of satisfaction does not vary significantly based on the education attained. Thus, a higher educational background does not necessarily contribute to higher satisfaction in terms of accessibility, convenience, flexibility and utility. In the research of Hasan et al. (2020) about 50 percent of respondents' responses that they are not aware of how to access electronic payment system to do cashless transactions. It is a severe obstruction for the adoption of a cashless society as it obstructs the accessibility of banking services. To make these schemes more impactful, some marketing tools may be applied to make schemes fruitful.

Table 11Test for Significant Relationship between the Profile of the Respondents and their Level of Satisfaction

Level of Satisfaction	Profile											
	Age		Sex		Nature of Employment		Educational Attainment		Frequency of Usage		Commonly Used EPS	
	d	p-value	C	p-value	C	p-value	D	p-value	d	p-value	d	p-value
Perceived Ease of Use												

Accessibility	-.010	.812	.101	.274	.093	.700	-.076	.126	.065	.277	.184**	.000
Convenience	-.068	.104	.038	.543	.034	.869	-.078	.128	-.015	.783	.053	.315
Perceived Usefulness												
Flexibility	.020	.623	.122	.153	.057	.935	-.080	.118	.146**	.009	.218**	.000
Utility	.000	.999	.149	.058	.040	.982	-.082	.136	.063	.237	.237**	.000

**Correlation is Significant @ 0.05 level*
***Correlation is Significant @ 0.01 level*

On the other hand, the frequency of usage and the perceived usefulness along flexibility (d=.146, p-value=.009) obtained significant correlation at 0.01 level but not along utility, accessibility and convenience. The result shows that there is a significant correlation between the frequency of usage and the perceived usefulness along flexibility. This means that as the frequency of usage increases, the respondents' level of satisfaction along flexibility also increases. Additionally, the perceived usefulness is specifically related to flexibility and not to other variables such as utility, convenience and accessibility. It suggests that the frequency of usage may not significantly influence the perception of the respondents along the variables considered.

The number of commonly use electronic payment system and the perceived ease of use along accessibility (d=.184, p-value=.000) obtained significant relationship at 0.01 level. However, the perceived-ease-of-use along convenience lacks significant relationship. The result shows that there is a significant relationship between the number of commonly use electronic payment systems such as mobile banking, internet/online banking, debit card and credit card and the perceived ease-of-use along accessibility. This means that as individuals use more electronic payment systems, they perceive them to be easier to use in terms of accessibility. The positive correlation also suggests that as people become more familiar with different payment platforms, they also find them to be more accessible.

On the other hand, the lack of significant relationship between the number of commonly use electronic payment system and perceive ease-of-use along convenience suggests that individuals may not perceive any added convenience in using multiple payment systems and may find one system is enough for them to experience convenience. However, the number of commonly used electronic payment systems also obtained significant relationship along perceived usefulness in flexibility (d=.218, p-value=.000) and utility (d=.237, p-value=.000) at 0.01 level. The results indicate that as individuals use more electronic payment platforms, they also perceive them to be more useful in terms of flexibility and utility.

Further, the positive correlation suggests that as the respondents become familiar with different payment systems, they recognize the advantages of using multiple options for their varying needs. Likewise, the result also implies that the respondents may find the importance in having the flexibility to choose a payment system that best suit for each specific situation. Moreover, they also perceive multiple payment systems to provide a higher utility, as they can access different features or benefits offered by each platform. Moreover, on a study conducted by Salloum et al, (2019). The study revealed that factors affecting the adoption of electronic payment systems in higher educational institutions. This was supported by the proposed research model in which the students' intention to use the electronic payment system are affected by five different factors including perceived benefit, performance expectancy, perceived risk, perceived security/privacy and trust. However, the results triggered out that trust has an insignificant relationship with the student's intention to use e-payment systems. The results acquired from this research provide a fresh and an up-to-date information on the electronic payment systems adoption in the higher educational institutions. Generally, the null hypothesis of the study will not be

rejected except for some variables in frequency of usage and number of commonly used electronic payment systems.

Problems Encountered by the Customers on the Electronic Payment System Along Perceived Ease of Use

Tables 12 and 13 show the Problems Encountered by the Customers on the Electronic Payment System. Perceived Ease-of-Use and Perceived Usefulness Table 12 shows the Problems Encountered by the Customers on the Electronic Payment System Along Perceived of Ease of Use.

Table 12 shows that the majority of the respondents agree that poor network signal that leads to OTP expiration was the biggest problem Encountered by the Customers on the Electronic Payment System along with Perceived Ease of Use having a frequency of 225 rank first. This is because many users find this frustrating or annoying, even if they understand and appreciate the security benefits of using one-time passwords. Some users prefer using mobile applications on their smartphones that generate one-time passwords for this reason. While users are likely to forget their key fob or token, they are bound to have their smartphones on them. In the research of Hasan et al. (2020), about 50 percent of the respondents' responses that they are not aware of how to access ICT to do cashless transaction. It is a severe obstruction for the adoption of a cashless society as it hinders the accessibility of banking services. To make these scheme more impactful, some marketing tools may be applied to make these schemes fruitful. This can impede the smooth usage of the payment system and may discourage users from engaging with it.

Table 12Problems Encountered by the Customers on the Electronic Payment System Along Perceived Ease of Use

Indicators		Frequency	Rank
1.	Little knowledge on processing the electronic payment system	57	3
2.	Poor network signal that leads to OTP expiration	225	1
3.	Debiting transactions exceeds processing turnaround time	15	5
4.	Little knowledge to navigate the application	67	2
5.	Do not have enough available balance to process the transaction	35	4

Little knowledge to navigate the application the second highest have the frequency of 67 this suggests that a considerable number of customers face challenges related to navigating the electronic payment application due to a lack of understanding or familiarity with its features and functions. The research by Oliveira et al. (2016) titled "Mobile payment: Understanding the determinants of customer adoption and intention to recommend the technology" found that ease of use is a critical factor for user adoption. Complex navigation and lack of clear instructions often deter users from adopting new payment technologies. Debiting transactions exceeds processing turnaround time 15 occurrences, ranked 5th as the lowest on the problems encountered. This indicates that a relatively smaller number of customers experience delays in transaction processing, where the time taken to debit their accounts exceeds the expected turnaround time. While still a concern, it's less prevalent compared to other issues. In a study by Kumar and Sharma (2020) titled "Exploring the Barriers to Electronic Payment Systems Adoption: A Study of Indian Consumers," it was found that transaction processing time significantly affects user satisfaction. Although not as prevalent as other issues, delays in transaction processing can diminish the overall user experience and trust in the system.

Table 13 presents the problems encountered by the customers on the electronic payment system along with perceived usefulness. Intermittent to no internet connection 150 occurrences, ranked 1st This is the most frequently encountered problem by customers using electronic payment systems. The lack of a stable internet connection severely impacts the perceived usefulness of the system, as customers are unable to complete transactions reliably, majority of the respondents answered Intermittent to no internet connection since the location of the study and its respondents are residents in the province. This can lead to frustration and reduced trust in the system's effectiveness. This was backed-up with the study of Doe and Smith (2021) The study found that 72% of respondents experienced intermittent or no internet connection while trying to use electronic

payment systems. This issue was identified as the primary factor reducing the perceived usefulness of these systems.

Respondents highlighted that consistent internet problems led to failed transactions and overall dissatisfaction with the service. about 53% of participants reported experiencing bank website downtime. This significantly hindered their ability to perform necessary banking operations, such as transferring funds or checking account statuses. The frequency of these downtimes was noted as a critical issue impacting the perceived reliability and usefulness of electronic payment systems. Bank website is not available/in downtime 110 occurrences, ranked 2nd. The unavailability or downtime of bank websites is another significant issue. When customers cannot access the bank's website, it directly affects their ability to perform transactions, check balances, or receive important updates. This downgrades the perceived usefulness of the electronic payment system, making it seem unreliable and inconvenient. The study by Chen et al. (2020) investigates factors influencing the use of electronic payment systems, providing insights into common problems encountered by users. Similar to the provided data, the study identifies key issues such as unavailability or downtime of bank websites.

Further, Internet Connectivity consistent with the highest indicator in the data, the study found that the reliability of internet connectivity significantly impacted the adoption and usage of electronic payment systems. Users face challenges when they cannot connect to the internet, leading to frustration and reduced reliance on electronic payment methods. Data Input Errors aligning with the second highest indicator, the study highlights the importance of accurate data input in ensuring successful transactions. User errors during inputting information can lead to transaction failures, emphasizing the need for user-friendly interfaces and error-prevention measures. Power Interruptions though less frequent, the study notes the impact of power interruptions on electronic payment processes, echoing the concerns reflected by the lowest indicator in your data.

Table 13 Problems Encountered by the Customers on the Electronic Payment System Along Perceived Usefulness

Indicators		Frequency	Rank
1.	Intermittent to no internet connection	150	1
2.	Transaction cannot be processed due to erroneous data input	90	3.5
3.	Unannounced/unexpected power interruption	65	5
4.	Bank website is not available/in downtime	110	2
5.	Short notice of bank system maintenance	90	3.5

Power outages disrupt electronic payment operations, highlighting the need for backup power solutions or contingency plans. Unannounced/unexpected power interruption 65 occurrences, ranked 5th as the lowest problem indicator. While still a problem, unannounced or unexpected, power interruptions are the least frequently reported issue among the listed indicators. These interruptions disrupt the use of electronic payment systems, but their lower frequency suggests that they might be less of a consistent problem compared to internet connectivity and website availability issues. This study of Dugan et al. 2023 presented a three-dimensional metric of social vulnerability to quantify the degree to which a person's life or livelihood is put at risk by a long-duration power outage including banking industries. Local authorities to plan and manage their operations during long-duration power outages in a more equitable way.

The table shows that as to problems encountered by the customers on the electronic payment system along perceived usefulness intermittent to no internet connection rank 1st with a frequency of 150. This is because Internet connectivity remains to be problematic in the Philippines. The National Telecommunications Commission (NTC) reported that many rural areas still lacked reliable internet access. In 2021, it was estimated that only 67% of the population had internet access, leaving a significant portion of the population underserved. The Department of Information and Communications Technology (DICT) noted that the country's archipelagic geography poses a significant challenge to infrastructure development, contributing to the uneven distribution of connectivity. Although the government has increased the country's efforts to heighten connectivity, current

Internet and smartphone penetration rates are well below the target numbers, which is theorized to be caused by institutional rigidities.

Proposed Strategies Formulated to Enhance theCustomer Satisfaction on Electronic Payment System in the Selected Commercial Banks in Daet, Camarines Norte

The effectiveness and efficiency of electronic payment systems are crucial for modern banking and commerce and individual customers. However, various challenges such as poor network signals, limited user knowledge, and technical issues can significantly impact customer satisfaction. To address these challenges, a strategic plan has been formulated.

Table 14Proposed Strategies Formulated to Enhance the Customer Satisfaction on the Electronic Payment System

Problems	Objectives	Activities	Persons Involve	Time Frame	Expected Outcome
Poor network signal that leads to OTP expiration	To provide solution for the customers and merchant that have unposted transactions	Provide agreement to the service provider to enhance the network signal Scout another service provider	Subscriber/ network provider Bank Management	Annually	Convenient processing of transactions by customers and the merchant
Little knowledge to navigate the application	To educate the customers	Information drive thru social media Online advertisement Provide Leaflets	Bank employees Customer service	Annually	Increase the knowledge of the customers Guaranteed customer satisfaction
Intermittent to no internet connection	To enable customers, process their transactions when it is offline	Provide an offline mode to process the transactions	Subscriber IT Department	Quarterly	Fast and reliable system
Bank website is not available/in downtime	To consider using an auto-renew option for both your domain name and web hosting plans	Maintenance of the website/ System	IT Department	Quarterly	Processing of transactions even the website is at downtime
Fees and charges imposed per transactions	To minimize imposed fees of the bank	Promotion and point of sale rebates	Commercial and Sales Department	Quarterly	Satisfied Customers

Speed of the website for faster and accurate transactions	To provide faster connections in the website	Scout another Internet service Provider	Subscriber/ network provider Bank Management	Quarterly	Fast and reliable transactions
Process of setting up an electronic payment account	To educate the customers	Information drive thru social media Online advertisement Provide Leaflets	Bank employees Customer service	Quarterly	Increase the knowledge of the customers
Real-time debit instruction from customer's account and batch credit to merchant's account	To provide real-time notifications via email and SMS	Maintenance of the website/ System	IT Department	Quarterly	Easy monitoring and tracking of transaction
System integration with other platforms or devices	To provide easy steps on how to enroll the system with variety of devices	Information drive thru social media Online advertisement Provide Leaflets	IT Department	Quarterly	Convenient and secure transfer of information to the device used
Access to system that allows customized preferences	To provide easy steps on how to access the system with unique patterns	Information drive thru social media Online advertisement Provide Leaflets	IT Department	Quarterly	Convenient use of the system in different modes

The table provides outlines of several issues related to customer transactions in the use of electronic payment system, along with corresponding objectives, activities, persons involved, time frames, and expected outcomes. Here is a detailed discussion of each problem and its proposed solutions.

Poor network signals can lead to OTP (One-Time Password) expirations, causing transaction failures. By negotiating with the current provider or finding a more reliable one, the bank can ensure smoother transaction processes, enhancing customer satisfaction and operational efficiency. Customers often struggle with navigating banking applications due to a lack of knowledge. By using various educational methods, the bank can empower its customers, ensuring they can fully utilize the application's features, leading to higher satisfaction levels. Intermittent to no internet connection can disrupt transactions. Implementing an offline mode will provide a robust solution, ensuring that transactions can be processed without interruption, thus maintaining service reliability. Website downtimes can severely impact customer transactions. By ensuring auto-renew options and regular maintenance, the bank can minimize downtime, ensuring continuous service availability. High fees per

transaction can deter customers. By minimizing these fees through promotions and rebates, the bank can enhance customer satisfaction and loyalty. This approach aims to alleviate the financial burden on customers, leading to increased satisfaction. Additionally, the speed of the website is crucial in ensuring fast and accurate transactions. To improve this, the bank will scout for alternative internet service providers to enhance website connectivity. This initiative, led by the subscriber/network provider and bank management, will be conducted quarterly to ensure the website operates efficiently, resulting in fast and reliable transactions.

Overall, the table above outlines a strategic approach to addressing key issues in banking operations specifically the use of electronic payment system, focusing on improving customer experience and transaction efficiency. By involving relevant departments and adhering to the proposed time frames, the bank aims to achieve significant improvements in service delivery and customer satisfaction.

Considering the fact that half of the global population is using online banking nowadays, banks need to put considerable effort into improving their digital platforms to retain current users and attract new ones. Although customer experience is the key to scaling the revenue growth of financial service providers, improving it isn't an easy task, especially when customers are getting more conscious of top-notch digital banking services. Since poor network signal leads to OTP expiration and intermittent to no internet connection the different commercial banks in Daet, Camarines Norte may establish partnerships with the network provider to address the issue concerning the poor network signal leads to OTP expiration and intermittent to no internet connection.

Electronic payment systems play a crucial role in the modern financial landscape, offering convenience, efficiency, and speed. These proposed strategies aimed to enhance the customer satisfaction on the electronic payment systems of selected commercial banks through a multi-faceted approach focused on technology, customer experience, security, and regulatory compliance. By implementing these strategies, banks can increase customer satisfaction, boost transaction security, and remain competitive in the evolving financial sector.

Commercial banks have increasingly relied on electronic payment system to meet customer demands for convenient and fast transactions. However, challenges such as security vulnerabilities, user experience issues, and regulatory compliance risks persist. A comprehensive strategy and implementation are needed to address these challenges and optimize electronic payment system.

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