The Impact of Customer Satisfaction on Loyalty in the Ghana Banking Sector: The Effect of Trust Mediation

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ABSTRACT

Customer satisfaction, trust and loyalty have been extensively researched, but the continuous changing of customer needs and the changing banking regulatory environment necessitates a correspondingly continuous evaluation of these construct. This study analysed the impact that customer satisfaction has on customer loyalty. In addition, the study investigated the mediating role of trust in the relationship between customer satisfaction and customer loyalty. The study was conducted on 825 useable responses which represented 82.5% of questionnaires distributed. Explanatory research design was used and Stata version 13 and IBM Statistical Package for Social Sciences version 20 were the software used in data analysis. The study used Structural Equation Model for data analysis to explored direct, indirect and total effect relationships. Confirmatory Factor Analysis was used for data purification. The study concludes that customer satisfaction has positive and significant relationship with customer loyalty in the banking sector. The study also found that customer satisfaction positively and significantly affects customer trust in the banking sector. In addition, customer trust also affects customer loyalty positively and significantly. The study also revealed that customer trust partially mediates between customer satisfaction and customer loyalty. However, customer trust does not mediate between specific dimensions of customer satisfaction and customer loyalty. This means that researchers and managers of banks should find innovative ways to build service performance and aligned their services to as a way to increase customer satisfaction to promote customer loyalty. The customer trust partial mediation role and customer trust failure to mediate customer satisfaction specific dimensions with customer loyalty need future research.

Key word: customer satisfaction, customer trust, customer loyalty, service performance, and 'self' concept.

INTRODUCTION

The Ghana banking sector is undergoing regulatory transformation amidst financial sector competitiveness. As financial intermediaries, banks facilitate capital access that enhances productivity thereby promoting economic growth. However, banks' ability to play the positive role in economic growth and development depends on the health, soundness and stability of the financial sector as well as customer management in the financial service delivery process.

The Bank of Ghana which is the Central Bank in Ghana from time to time revise banks' deposit threshold. In 2009, the Bank of Ghana issued a directive for all banks and non-bank financial

institutions to increase their equity capital. Class one banks were to increase their capitalisation to GH¢60 million. In 2012, another directive was issued compelling new entrant class one banks to have a minimum capitalisation of GH¢120 million. These measures were to help expand Ghana's economy and strengthen existing banks to be able to invest in 'big ticket' deal and serve as a safety net for banks in their credit supply. In accordance with Section 28 (1) of the Banks and Specialised Deposit-Taking Institutions Act, 2016 (Act 930), the Bank of Ghana announced for the information of banks and the general public that it has revised upward the minimum paid up capital for existing banks and new entrants from GH¢120 million to a new level of GH¢400 million effective Monday, September 11, 2017. This review forms part of the comprehensive financial sector reform plan to further develop, strengthen, and modernize the financial sector to support Ghana's economic vision and financial transformation agenda. In this process, Bank of Ghana has revoked the licenses of two insolvent banks and has consolidated five banks under one new bank. A strategic review of this development requires that banks should have a holistic view on their capital framework as well as customers' life time value management which have antecedents in satisfaction, loyalty and trust.

In service firms like bank, satisfaction and trust have become crucial factors to build and maintain customer loyalty. Theoretically, customer satisfaction influences loyalty of customers. [1], [2], [3], [4], [5] have reported that there is significant influence of satisfaction on customer loyalty. Similar phenomenon was shown by the study of [6] and [3] who found that customer loyalty was affected by satisfaction and trust.

From the point of view of banking supply, customer loyalty is an important driver of profitability. The high cost of acquiring new customer means that relationship with customer tends to reduce transaction cost over time and it improves profitability [7]. Banks must offer innovative banking services that meet customer satisfaction and trust since such services have the capacity to increase customer loyalty. Trust issues and risk perception have been found to be crucial drivers of modern banking which is internet base [8] and [9]. The aim of this study is in twofold: the first is about investigating the relationship among customer satisfaction, trust and loyalty in a banking regulatory environment which has registered the collapse of seven banks. The second part is to evaluate the mediating role of trust in the relationship between customer satisfaction and customer loyalty.

LITERATURE REVIEW

Recent research findings have indicated that trust has a remarkable influence on customer willingness to engage in financial transaction and exchange of personal sensitive information. In addition, customers who do not trust business environment will not be loyal, despite being generally satisfied with the service [10]. Although the relationship between satisfaction and loyalty seems almost intuitive, it has also been proved that the strength of the relationship may vary significantly under different conditions [10], making it crucial to analyse the mediating effects of variables such as trust.

[11] propose in their conceptual framework that in the first stages of a consumer-brand relationship, loyalty is determined in terms of brand satisfaction. Subsequently, as customer relationship prolong, satisfaction is replaced by trust [12]. According to [13], trust is at the core of the value that organisation provides to its customers as it enables them to understand the offering and to face the perceived risk associated with buying and consuming product. Customers who trust in organisation offering are more willing to remain loyal to it, to pay premium price, to buy new products introduced under it in the existing and in new categories,

and to share some information about their tastes, preferences, and behaviour with others [14]. Consequently, trust has been identified as a major driver of loyalty.

Customer Satisfaction

Satisfaction has often been in the context of job performance as a pleasurable or positive emotional state resulting from the appraisal of one's job. This explanation was also extended by [15] to the consumption context to mean the summary of psychological state resulting from the emotion surrounding disconfirmed expectations and coupled with the consumer's prior feelings about the consumption experience. The expectancy disconfirmation theory posits expectation as a determinant of satisfaction because expectation provides the baseline and reference level for customers to form evaluative judgment about organisation's product [16]. In this regard, satisfaction can be conceptualised in the framework of the expectancy disconfirmation model as the result of a process of evaluation in which the benefit that organisation provides is compared with the expected benefits [17].

Customer overall satisfaction is generally defined as a positive affective state resulting from general evaluation of performance based on past exchange and consumption experience [18 and 19]. Therefore, satisfaction has become an affective customer condition that results from a global evaluation of all the aspects that make up the customer relationship [20]. [21] explains customer satisfaction as a post consumption evaluation of a product and defines it as the ability to provide performance that exceeds customer expectations. [22] have stated that customer experiences cumulative satisfaction after having a good experience of using a product. These authors have grouped satisfaction into two types: transaction specific where satisfaction is after a given service encounter, and general satisfaction where the overall rating is based on previous experience [22]. [23] emphasised that customer satisfaction is the confirmation and positive disconfirmation of customer expectations. [24] have defined satisfaction to include output and process aspects. The output aspect looks at customer satisfaction as a cognitive or mental state where customers feel that they are adequately or inadequately compensated. As regards the process, customer satisfaction occurs when customer experience matches or exceeds the expectation. In this study, satisfaction is defined as the contentment of customers in relation to their previous service encounter in the banking sector.

Customer Trust

Customer trust is the confidence that customers have in the reliability and competence of organisations [25]. In the works of [26], customer trust consists of affective and cognitive trust. The cognitive trust is the confident that an organisation is competent and reliable in keeping promises, whiles affective trust is the belief that an organisation maximizes profit with genuine concern for customer needs. [27] believe that customers trust organisation if they believe that the product of the organisation gives them benefits. Customer trust influences the development of customer commitment to an organisation because of the positive experiences they had with the product [28]. This shows that banks need to make sure that their service encounters satisfy customers in order to ensure trust and loyalty by customers. [25] have asserted that customer trust is a key component of customer relationship building. Customer trust involves taking certain degree of risk as customers are vulnerable to organisations [29]. Therefore to gain customer trust, the banking sector should be reliable and competent in financial service delivery.

Customer Loyalty

The intense competition in the market place has caused businesses to implement customer retention strategies to maximize the lifetime value of customers [25]. [22] have explained that

customer loyalty is about the commitment by customers to make consistent repeat purchases of a preferred brand in spite of situational and marketing efforts to influence switching behaviour. [29] assert that customer loyalty indicates the customers' psychological attachment to the product as well as attitudinal advocacy towards organisation. By strengthening customer loyalty, organisations are able to retain customers and consequently increase profits [30]. [22] have pointed out that customer loyalty is a predictor of long term viability of organisation as loyal customers are not influenced by bad publicity and they provide free word of mouth advertisement and referrals. According to [25], the benefits of customer loyalty include that the loyal customers are cheap to maintain, price insensitive, spread free positive word of mouth, always provide suggestions, and are willing to try new products. This demonstrates that banks need to retain loyal customers because it is cost-effective and predicts high chances for business survival and growth.

Conceptual Framework and Hypothesis

The figure 1 below shows the conceptual model depicting the three constructs. It is presented according to the conceptualised research model that customer satisfaction can create trust and loyalty among customers. The trusting beliefs in businesses also increase customer loyalty levels.
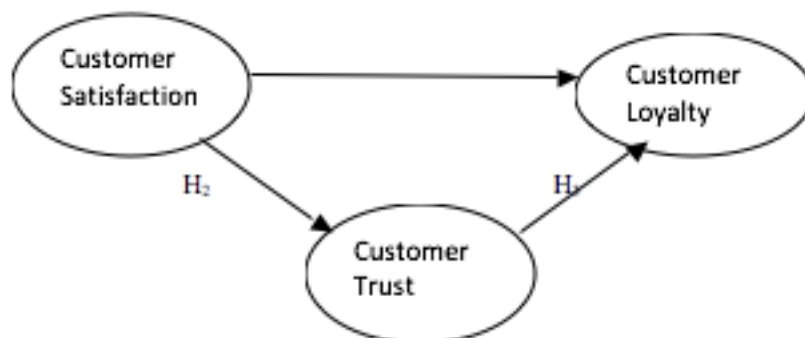

Figure 1: Conceptual Framework

Customer Satisfaction and Customer Loyalty

There are two thoughts on the relationship between customer satisfaction and loyalty. One school of thought thinks that customer satisfaction does not have significant influence on customer loyalty. [31] have found that there is no significant correlation between customer satisfaction and loyalty. [32] has observed that the reasons for customers to buy product from same or different firm may not base on whether there is trust or satisfaction. It may be that customers want to try the product, affected by opinion leaders and opinion formers suggestion, or want to get the offered gift.

The other group of researchers also belief that customer loyalty is affected by factors such as customer satisfaction, trust, and commitment [33], [34]. [33] have concluded that customer satisfaction has direct and significant effect on customer loyalty. The reason they offered for this relationship is that customers are loyal because they are satisfied with the product they have bought. [35] have suggested that satisfied customers are more likely to use the same service, to resist competing brands, and spread positive word of mouth. The study of online banking in Morocco by [36] found a positive relationship between customer satisfaction and customer commitment and loyalty. The results corroborated with the findings of a Taiwanese Fast Food industry which show that satisfied customers become loyal to brands. [30] studied the predictors of customer loyalty in the Korean Mobile Phones and found that there is positive relationship between customer satisfaction and customer loyalty. These findings demonstrate that to create and maintain customer loyalty, banks should satisfy customer expectations. This

study has the opinion that customer satisfaction has relationship with loyalty. Therefore, this study proposes that:

H₁: Higher levels of customer satisfaction are positively and significantly associated with higher levels of customer loyalty

Customer Satisfaction and Customer Trust

Literature shows bi-directional relationships between satisfaction and trust. The reason is that no general consensus among scholars exists as to which of these variables is a dependent and independent. [37] and [4] have proposed that trust precedes satisfaction. What this means is that customers trust organisations probably basing on the organisation's image rather than the experience. This study argues that customers first deal with organisations and evaluate them based on their experiences. If the experiences meet their expectations then they become satisfied and will later on trust the organisation. However, this study considers satisfaction as the predictor of trust. This position is supported by [27] who argued that when customers have satisfied experience, they begin to have trusting belief about the organisation. [38] study recommended that in order to strengthen customer trust of internet customers, e-retailers need to firstly satisfy internet shoppers on privacy and security issues. Similarly, [28] assert that the positive experiences that customers have lead to satisfaction and the satisfying experiences consequently result in customer trust. According to [25], trust is crucial in relationships and that customers need to have prior pleasing experiences which lead to satisfaction and trust. [22] studied China instant message industry and also found that customer satisfaction is a significant predictor of customer trust. Deducing from the foregoing discussions, this study hypothesized that:

H₂: Higher levels of customer satisfaction are positively and significantly associated with higher levels of customer trust

Customer Trust and Customer Loyalty

According to [22], when customers trust organisation they are likely to be loyal towards it and that achieving customer trust is the main contributor to customer loyalty. Trustworthiness has been noted to create and maintain customer loyalty [29]. Other researchers have consistently indicated that there is significant and positive relationship between customer trust and loyalty [35], [39] and [37] (Bansal et al., 2004; Yee, 2004; and Lin & Wang, 2006). [40] study in the Swiss Financial system revealed that customer trust predicts customer loyalty. The positive relationship between customer trust and loyalty was again substantiated by [41] who developed a framework of understanding customer trust and loyalty relationship in the airline and retail industry. This study can conclude that when organisations build customer trust, customers would perceive low risk and would have more confidence in the organisation's reliability and integrity that will lead to become loyal. This study again proposes that:

H₃: Higher levels of customer trust are positively and significantly associated with higher levels of customer loyalty

Mediating effect of Trust on Customer Satisfaction and Customer Loyalty

The concept of 'trust' has gained considerable importance in the field of business studies during the last decade and is seen as a mediator of customer relationship marketing. But upon a closer look at the literature, the construct 'trust' is conceptualised and measured very differently. The desirable culminating effect of service encounters and customer satisfaction is the future behaviour of customer's actions that can be predicted from customer loyalty. The relationship is noted to be mediated by the relationship-quality dimensions of trust and commitment [42]. [43] study on community services revealed that trust has no significant impact on customer loyalty. To the contrary, [44], using data from restaurant customers found trust to have impact on customer loyalty. Since trust has a long term orientation [45] and

forward looking in nature, then logically it can be asserted that trust will have an influence on customer loyalty. This study posits the following hypothesis:

H₄: Customer trust mediates the relationship between customer satisfaction and customer loyalty

RESEARCH METHODOLOGY
Research Design and Demographic information
The design of this study used explanatory research approach. This study was done at Kumasi, the second largest city in Ghana. The population was bank customers who use banking service at least since two years ago. This study involves a sample of 825 respondents. A descriptive summary of the respondents shows that 446 representing 54.06% are males and 379 representing 45.94% are females. Even though the females are more than males in Ghana, more males are in employment with consequential effect to do business with banks. The general observation is that, most people regardless of profession and nature of employment do business with banks. This is a healthy development as financial inclusion is important for national economy.

Looking at the nature of profession distribution of the respondents, it is observed that the majority of the respondents, 258 (representing 31.27%) have wide range of varied profession that the study cannot categorised. However, this varied professional background offer this study the opportunity to include a number of useful respondents. Another interesting about this varied professional background is the gender participating is relatively same. In terms of numbers, more teachers (115 representing 13.94%) participated in the study and this is followed by administrators (105 representing 12.72%) and bankers (103 representing 12.48%). The table 1 below shows the descriptive information on the profession of the respondents.

Table 1: Profession of Respondents

S/N	Profession	Male	Female	Total
1	Accountant	51	17	68
2	Banker	44	59	103
3	Marketer	26	12	38
4	Administrator	51	54	105
5	Teacher	73	42	115
6	Entrepreneur	42	31	73
7	Health Worker	28	37	65
8	Others	131	127	258
Total		446	379	825

As regards the nature of employment, public sector employees constitute the highest number of the respondents with 301 participants representing 36.48% with appreciable gender equality. This is followed by private sector employees and self employed in the order of second and third. Table 2 shows the statistical information on the respondents' nature of employment.

Table 2: Nature of Employment of Respondents

S/N	Sector	Male	Female	Total
1	Public Sector Employee	161	140	301
2	Private Sector Employee	161	112	273
3	Self Employed	124	127	251
Total		446	379	825

Data collection and sample size adequacy assessment
For the study reported herein, data collected were on customer satisfaction, trust and loyalty. The data collection instrument used was questionnaire. One thousand questionnaires were distributed to Local Bank customers who reported their perceived satisfaction, trust and loyalty with banks to do business with. Elimination of incomplete data resulted in 825 useable surveys. This valid response rate of 82.5% is appropriate for a study of this nature [46]. The data was collected using personal contact at the official premises of respondents and this is in line with the recommendations by Sureshchandar et al [47] and [48] that personal contact provides detail engagement to survey.

Before performing the statistical analyzes, the n=825 sample was examined for sample size adequacy and was found to be sufficient. Regarding reliability analysis, Yurdugul [49] has proved that the minimum sample size required for coefficient alpha depends on the largest eigenvalue of Principal Components Analysis (PCA). For a value exceeding 8.00, the sample alpha coefficient is a robust estimator of the population alpha even with samples as low as n=30.

As regards factorial analysis, Fabrigar et al [50] have proved that the minimum sample size should depend on the extent to which factors are over-determined and the level of communalities. A sample in the area of n=100 would produce accurate results if all factors are over-determined and communalities exceed 0.70 on average (67). In this study all the Constructs and their dimensions are over-determined (variables range between 2 and 8) and communalities are around 0.70 on average. These, in combination with the KMO statistic (customer stisfaction-0.943; customer trust-0.951; customer loyalty-0.963) and the Bartlett's test of sphericities (significant at $p < 0.001$), clearly indicate that the n=825 sample is sufficient for both reliability and factorial analysis. The table 3 below shows statistical information on the constructs in this study.

Table 3: Construct Statistical Information

Construct	Number of Dimensions	Total Variance Explained	KMO	Chi-square	Degree of Freedom	P-Value
Satisfaction	2	72.13%	0.943	6,751.48	55	0.000
Customer Trust	2	70.67%	0.951	6,500.64	55	0.000
Customer Loyalty	4	80.48%	0.963	9,049.47	78	0.000

Scale Purification
Before the data was collected, the drafted questionnaire was put to test with 50 customers of Local Banks. These customers were selected at convenience at work places and Local Banks' premises and were requested to give their opinion on the state of the questions in the area of clarity, omissions and errors. The feedbacks received were on clarification of some statements and repetitive nature of some statements. The researchers agreed with such inputs and corrections were made on those statements. The revised questions were sent to two faculty members whose specialties are in marketing and statistics, and one professional banker and they all agreed to the revised questionnaire.

The CFA was used to purify the measurement scales, evaluate their internal consistency, and assess their discriminant validity. The objective was to derive a relatively rich and manageable number of factors that capture as much information as possible in the observed variables [51]. The satisfaction has 2 dimensions, namely performance and self-concept. The performance dimension looks at how service of banks are performed and self-concept considers how bank service relates to customer's 'self'. The customer trust has 2 dimensions as were adapted from [52] trust measurement scale. The trust dimensions [52] used are fiability and intentionality.

The fiability dimension is on customer motivation to trust that a firm has interest in customer welfare. The intentionality dimension also focuses on the trust that a firm has the required expertise to perform core activities, carry out obligations and accomplished promises made to customers. The loyalty dimension has four dimensions. They are affection, emotion, action and advocacy. The affection dimension looks at customers' preference for local banks services. The emotion dimension is also on customers' inner most feeling about local banks services. The action dimension measure customers' prefer dealings with local banks, and lastly advocacy dimension measures customers' communication role in local banks.

The alpha coefficients of higher than 0.7 [53, 54 and 55], and coefficient of determination values which are greater than 0.8 indicated that the measurement scales are appropriate for the research. Therefore, the researchers concluded that the items measured the variables being observed correctly. The Cronbach alpha coefficient showing the internal consistencies of the variables also proved acceptable.

The dimensions in the constructs were presented as statements with rating scales ranging from 1 (very strongly disagree) to 7 (very strongly agree).Cronbach's [56] alpha reliability analysis was employed for initial scale purification. The table 4 below shows dimensions, number of items retained and their Cronbach's Alpha values.

Table 4: Dimensions and Cronbach's Alpha

S/N	Dimension	Number of Items Retained	Crobach's Alpha
		Customer Satisfaction	
1	Performance	3	0.904
2	Self Concept	8	0.929
		Customer Trust	
3	Fiability	6	0.900
3	Intentionality	5	0.908
		Customer Loyalty	
5	Affection	3	0.859
6	Emotion	4	0.915
7	Action	2	0.842
8	Advocacy	3	0.883

DATA ANALYSIS AND DISCUSSIONS OF RESULTS

Regression Analysis of Customer Satisfaction, Customer Trust and Customer Loyalty

The study analysed the relationships among customer satisfaction, customer trust and customer loyalty. It is noted that customer satisfaction accounts for 56.91% of variance in customer trust. In addition a unit change in customer satisfaction would cause customer trust to positively change by 80.41%. As regards the relationship between customer satisfaction and customer loyalty, customer satisfaction contributes 62.03% to customer loyalty variance. A unit change in customer satisfaction causes customer loyalty to favourably change by 79.78%. Customer trust contributes 72.55% to the variances in customer loyalty, and a unit change in customer trust causes customer loyalty to change by 80.95%. in all the cases, the effects are positive and significant. Table 5 below shows the regression information on the individual relationships among the constructs.

Table 5: Relationship among customer satisfaction, customer trust and customer loyalty

Path	Coefficient	OIM	T-Value	P-Value	R-Square	RMSE
CS → CT	0.8041131	0.024392	32.97	0.000	0.5691	0.78559
CS → CL	0.7978163	0.0217582	36.67	0.000	0.6203	0.7374
CT → CL	0.8094616	0.017354	46.64	0.000	0.7255	0.58814

CS=Customer Satisfaction   CT=Customer Trust   CL=Customer Loyalty

The study used Structural Equation Model to show the relationship among the constructs. The figure 2 below shows the output from the SEM output.
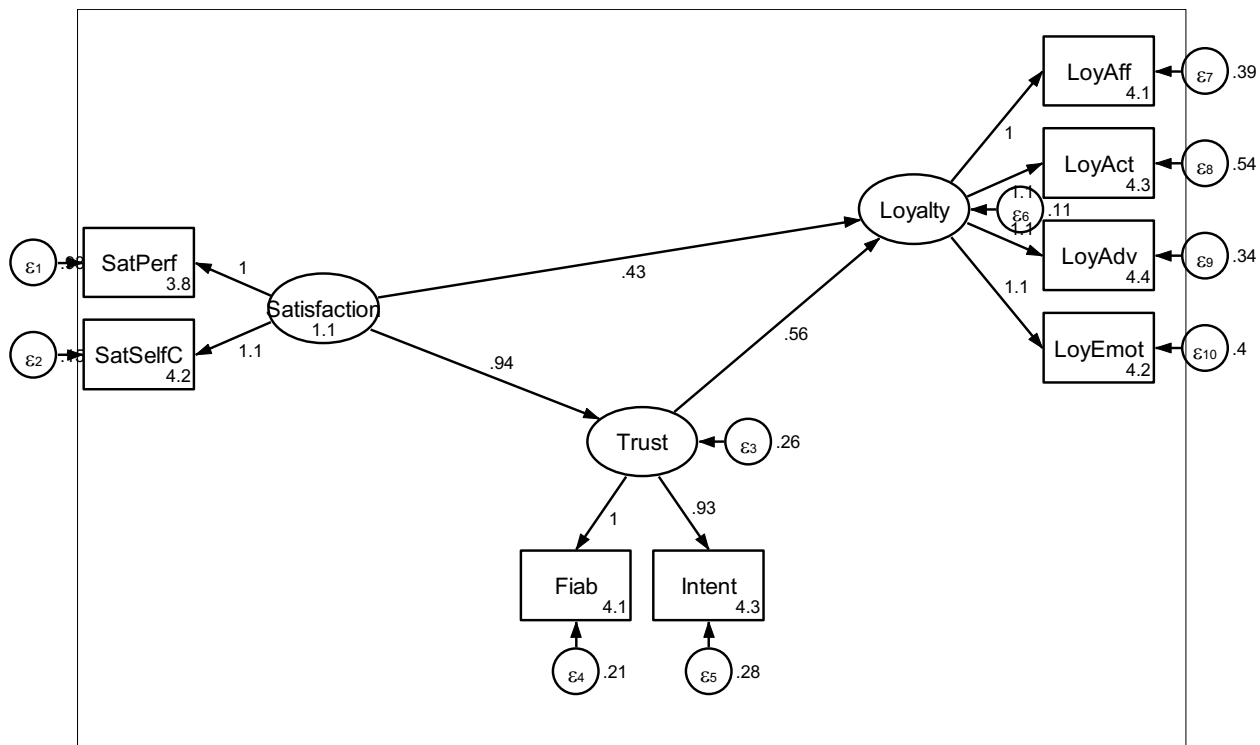

Figure 2: SEM Output for the Customer Satisfaction Relationship with Customer Trust and Customer Loyalty

The output shows that customer satisfaction has positive relationship with customer trust and customer loyalty. Customer trust also has positive relationship with customer loyalty. The goodness of fit test shows that the model is good for use. The model has the following Goodness of Fit statistics: pclose =0.000; chi square=181.869; p-value=0.000; RMSEA=0.108; CFI=0.974; TLI=0.957; SRMR=0.02; and CD=0.937.

Effect of Customer Satisfaction Dimensions on Customer Trust and Customer Loyalty
The study analysed the effect of customer satisfaction dimensions on customer trust and customer loyalty. On customer trust, the customer satisfaction dimension that has the highest effect is customers' self concept ($\beta=0.827$; p-value=0.000). As regards customer loyalty, customers' self concept again has greater effect ($\beta=0.819$; p-value=0.000). This means that customer self concept has positive and significant effect on customer trust and customer loyalty. The table 6 below shows the statistical information on the relationship among constructs and dimensions.

Table 6: Relationship between Customer Satisfaction Dimensions (Self Concept and Performance), and Customer Trust and Customer Loyalty

Path	Coefficient	OIM	T-Value	P-Value
CSS ⟶ CT	0.8273588	0.0220090	37.59	0.000
CSS ⟶ CL	0.8193950	0.0193074	42.44	0.000
CSP ⟶ CT	0.7811253	0.0347428	22.48	0.000
CSP ⟶ CL	0.7762499	0.0320539	24.22	0.000

CSS= self concept dimension   CSP= performance dimension
CT=customer trust   CL=customer loyalty

The Mediating Role of Customer Trust on Customer Satisfaction and Customer Loyalty Relationship

Mediation seeks to identify and explicate the mechanism that underlies an observed relationship between an independent variable (customer satisfaction) and a dependent variable (customer loyalty) via the inclusion of a third explanatory variable, known as the mediator (customer trust). Rather than hypothesizing a direct causal relationship between customer satisfaction and loyalty, a mediation model hypothesizes that customer satisfaction causes the mediator variable (customer trust), which in turn causes the dependent variable (customer loyalty). Having certified the measurement instrument's suitability for statistical analysis, the structural equation modeling was used to explore the relationship between the variables. [57] believed that, there are many ways that can be used to test hypotheses with respect to establishing mediation. One of the commonly method that is adopted has to do with causal steps strategy, propounded by [58]. Thus, the investigator estimates the paths of the model, using Ordinary Least Square (OLS) regression or SEM, that ascertain the degree to which many criteria are met. [58] propose some important but not sufficient conditions which must be met in order to claim mediation is happening. For mediation conditions: X (Independent variable) is significantly related to M (Mediator); M is significantly related to Y (Dependent variable). The relationship of X to Y diminishes when M is in the model. That means that, each of the constructs should show proof of a nonzero monotonic association with each other, and the relationship of X to Y must decrease substantially upon adding M as a predictor of Y [59].

The study expects customer trust in the banking sector to mediate between customer satisfaction and customer loyalty. Examining the standard estimates of the mediation model, it is observed that the direct paths from customer satisfaction to customer loyalty is positive and significant (β=0.43; p<.000). The indirect path from customer satisfaction through customer trust to customer loyalty is also positive and statistically significant (β=0.52; p<.000). The total effect for customer satisfaction through customer trust to customer loyalty is positive and significant (β=0.95; p<0.000). Base on the assumption by [58], customer trust plays partial mediation role between customer satisfaction and customer loyalty. The implication is that, customer satisfaction on its own can positively and significantly impact on customer loyalty in the banking sector. There is also another way customer loyalty can be achieved thus through trust that customers have in the banking services. The table 7 below shows the direct, indirect and total effect of service quality on behavioural intentions through trust.

Table 7: Direct, Indirect and Total Effect for Customer Satisfaction on Customer Loyalty through Customer Trust

Path	Direct effect (D)	Indirect Effect (I)	Total Effect (TE) (D+I)	Form of mediation
CS ⟶ C T ⟶ CL	0.4305222**	0.5221918**	0.952714**	Partial mediation

** Significant at 95% confidence level CS=customer satisfaction
CT=Customer Trust CL=Customer Loyalty

Effect of Performance Dimension of Customer Satisfaction on Customer Loyalty and the Mediating Role of Customer Trust

The analysis of the effect of customer satisfaction dimensions on customer loyalty offers the opportunity to know how far Performance dimension of customer satisfaction affect customer loyalty, and the mediating role of customer trust in the relationship. The structural equation model for the relationships for the constructs is shown in figure 3 below.
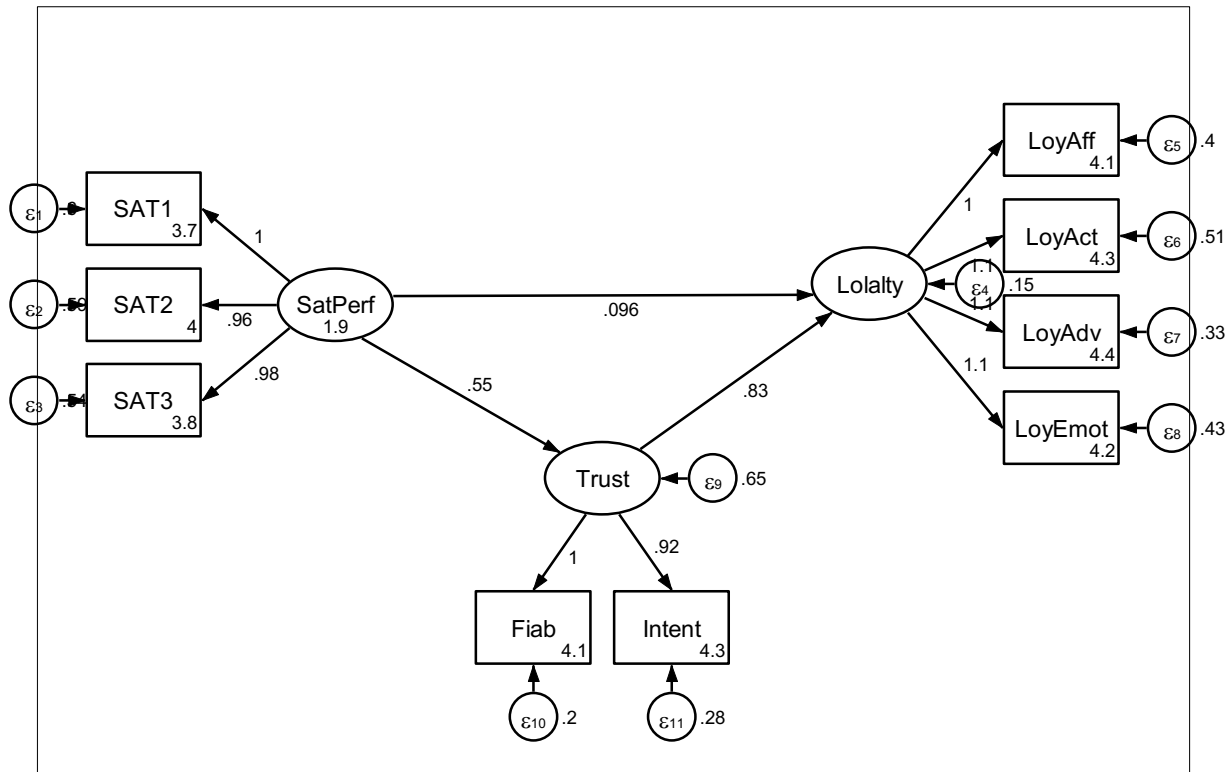
Figure 3: SEM Output for the Performance Dimension of Customer Satisfaction Relationship with Customer Trust and Customer Loyalty

The output shows that Performance dimension of customer satisfaction has positive relationship with customer trust and customer loyalty. Customer trust also has positive relationship with customer loyalty. The goodness of fit test shows that the model is good for use. The model has the following Goodness of Fit statistics: pclose =0.000; chi square=181.642; p-value=0.000; RMSEA=0.089; CFI=0.977; TLI=0.965; SRMR=0.024; and CD=0.913.

As regards the mediating role of customer trust, there is no mediating effect of customer trust on the relationship between customer satisfaction and customer loyalty. This means that customer loyalty can be achieved when banks performs creditably to make customers satisfied without recourse to trust. The summary of statistic information in table 8 below confirms this no mediation effect.

Table 8: Direct, Indirect and Total Effect for Customer Satisfaction on Customer Loyalty through Customer Trust

Path	Direct effect (D)	Indirect Effect (I)	Total Effect (TE) (D+I)	Form of mediation
CSP ⟶ C T ⟶ CL	0.5504638**	No path	0.5504638**	No mediation

** Significant at 95% confidence level   CT=Customer Trust
CL=Customer Loyalty   CSP=Performance dimension of customer satisfaction

Effect of Self Concept Dimension of Customer Satisfaction on Customer Loyalty and the Mediating Role of Customer Trust

The analysis of the effect of Self Concept dimension of customer satisfaction on customer loyalty offers the opportunity to know how far customers' Self Concept dimension can affect customer loyalty and the mediating role of customer trust in the relationship. The structural equation model for the relationships for the constructs is shown in figure 4 below.
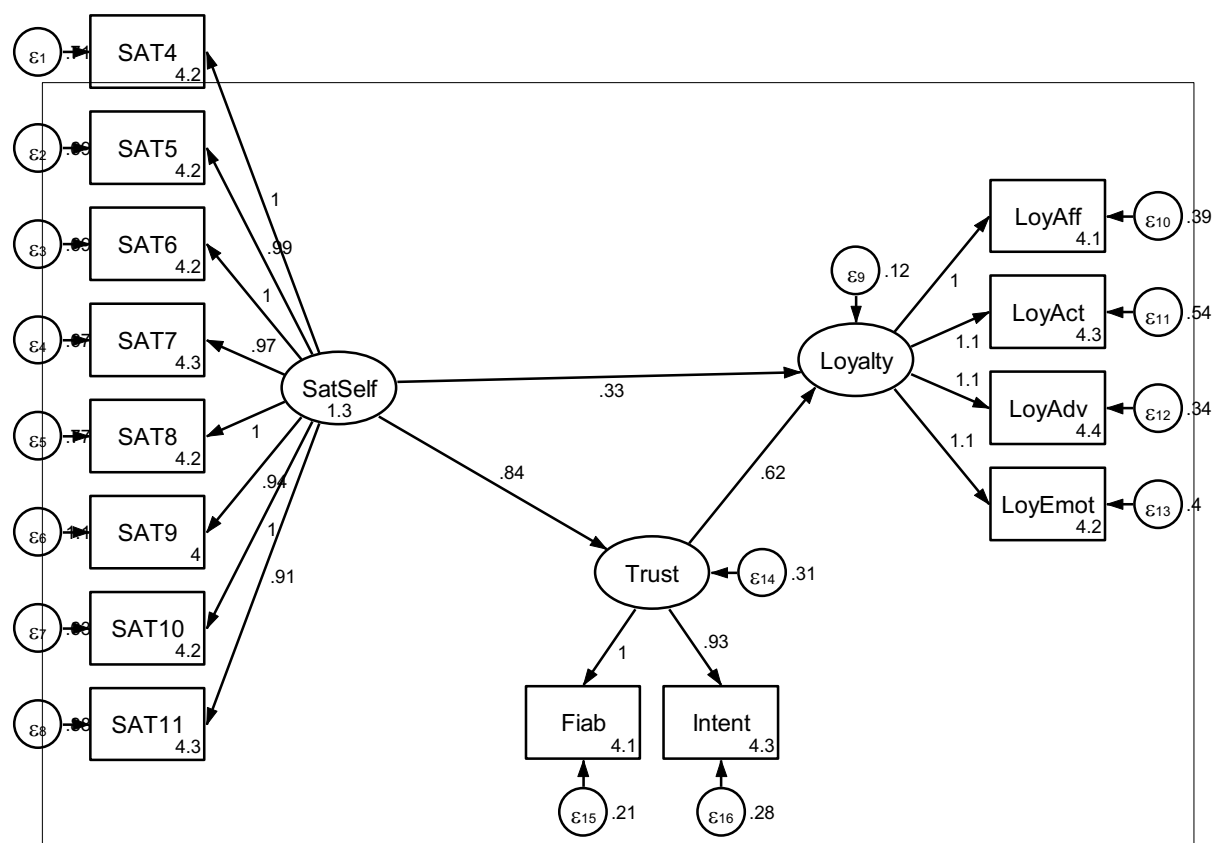
Figure 4: SEM Output for the Self Concept Dimension of Customer Satisfaction Relationship with Customer Trust and Customer Loyalty

The information in figure 4 above shows that Self Concept dimension of customer satisfaction has positive relationship with customer trust and customer loyalty. Customer trust also has positive relationship with customer loyalty. The goodness of fit test shows that the model is good for use. The model has the following Goodness of Fit statistics: pclose =0.000; chi square=496.170; p-value=0.000; RMSEA=0.083; CFI=0.959; TLI=0.950; SRMR=0.028; and CD=0.947.

With regard to the mediating role of customer trust, there is no mediating effect of customer trust on the relationship between Self Concept dimension of customer satisfaction and customer loyalty. This means that customer loyalty can be achieved when banks aligned their services to customers' 'self' to make them satisfied without recourse to trust. The summary of statistic information in table 9 below confirms this no mediation effect.

Table 9: Direct, Indirect and Total Effect for Self Concept Dimension of Customer Satisfaction on Customer Loyalty through Customer Trust

Path	Direct effect (D)	Indirect Effect (I)	Total Effect (TE) (D+I)	Form of mediation
CSS ⟶ C T ⟶ CL	0.8366452**	No path	0.8366452**	No mediation

** Significant at 95% confidence level   CT=Customer Trust
CL=Customer Loyalty   CSS=Self Concept dimension of customer satisfaction

CONCLUSION

This study has provides an insight into customer satisfaction, customer trust, and customer loyalty relationship. The study concludes that customer satisfaction has positive and significant relationship with customer loyalty in the banking sector. This finding supports the works of [[33], [30] and [36]. However, the results is in contrast with the findings [31] obtained. The

study also found that customer satisfaction positively and significantly affects customer trust in the banking sector. This finding is in line with the studies of [27], [38], [28], [22] and [25]. In addition, customer trust also affects customer loyalty positively and significantly. This finding also confirms the study by [22], [29], [35], [37], [40] and [41]. The study also revealed that customer trust partially mediates between customer satisfaction and customer loyalty. However, customer trust does not mediate between specific dimensions of customer satisfaction and customer loyalty. Based on these findings, the researchers have the following conclusions on the hypothesises set in the study in table 10 below.

Table 10: Summary Results of Hypothesis Tested

S/N	Hypothesis	Coefficient	p-value	Status of hypothesis
1	H$_1$: Higher levels of customer satisfaction are positively and significantly associated with higher levels of customer loyalty	0.7978163	0.000	Confirmed
2	H$_2$: Higher levels of customer satisfaction are positively and significantly associated with higher levels of customer trust.	0.8041131	0.000	Confirmed
3	H$_3$: Higher levels of customer trust are positively and significantly associated with higher levels of customer loyalty	0.8094616	0.000	Confirmed
4	H$_4$: Customer trust mediates the relationship between customer satisfaction and customer loyalty	-	-	Not confirmed

MANAGERIAL AND THEORETICAL IMPLICATIONS

This research has implications for theory and practice. On the practical side, the results have shown that customer satisfaction is a powerful driver to customer loyalty with or without customer trust in the banking sector. Therefore, banks should find innovative ways to build customer satisfaction through service performance and service alignment to customers' 'self' concept to promote customer loyalty. When banks successfully achieve customer satisfaction, customers will continue to conduct financial transactions with them and will remain with them in the face of attractive competitive offers from other banks. Theoretically, customer trust has shown partial mediation in the customer satisfaction and customer loyalty relationship. However, customer trust has failed to mediate customer satisfaction specific dimensions with customer loyalty.

LIMITATIONS OF THE STUDY

This study has some limitations. First, the research has used convenience-sampling techniques in data collection because of the difficulty in using random sampling in Ghana's financial sector market. This limits the generalizability of the results. Second, the 2018 Bank of Ghana Re-Capitalisation regime is still ongoing. Two banks have been taken over by another bank and 5 more banks have been merged into a consolidated bank. At present, the banking sector environment is tensed with media publicity. This development can affect customers' response to surveys like this type.

FUTURE RESEARCH DIRECTION

Another study is recommended after Bank of Ghana Re-Capitalisation requirement is over to measure any possible differences of findings contrary to what this study has revealed. The failure for customer trust to mediate between specific customer satisfaction dimensions and customer loyalty should be investigated in future research. This research is a cross-sectional study and as customer satisfaction and loyalty are dynamic, a longitudinal study is recommended for future studies to provide further insights into customer satisfaction, trust and loyalty.

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