

## **DETERMINANTS OF CUSTOMER SATISFACTION WITH FINTECH PAYMENT PLATFORMS IN SAVINGS AND LOANS COMPANIES IN GHANA**

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### **ABSTRACT**

This study examines the factors influencing customer satisfaction with FinTech payment platforms in Ghana's Savings and Loans Companies, utilising the Expectation-Confirmation Model (ECM) as the theoretical framework. The study focused on three key constructs: security and reliability, integration and compatibility, and usage cost, to determine their influence on customer satisfaction. A quantitative research design was employed, and data were collected from 402 customers of various Savings and Loans Companies through a structured questionnaire. The findings revealed that security and reliability had the strongest positive, statistically significant effect on customer satisfaction, followed by integration and compatibility. The usage cost had no statistically significant effect. Mediation analysis showed that integration and compatibility partially mediated the relationship between security and reliability and customer satisfaction. Effect size analysis indicated that security and reliability had a medium effect, whereas integration and compatibility had a small effect. These results underscore the importance of aligning customer expectations with security and technical integration to enhance satisfaction with FinTech payment platforms. The findings confirm that customer satisfaction with FinTech payment platforms is primarily driven by system security, reliability, and technical integration rather than cost considerations.

### **KEYWORDS**

FinTech Payment Platforms, Savings and Loans Companies, Customer Satisfaction, Security and Reliability, Integration and Compatibility, Usage cost, Expectation Confirmation Model

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## 1. INTRODUCTION

The FinTech payment platforms revolution has transformed the financial services industry, making transactions more efficient, secure, and convenient. The Ghanaian financial sector has undergone a significant transformation due to advancements in FinTech payment platforms. FinTech payment platforms have revolutionised how customers interact with financial institutions by providing convenience. These platforms offer a comprehensive range of services, including mobile payments, digital wallets, online banking, and peer-to-peer transfers, thereby enhancing financial inclusion and accessibility (Ozili, 2022).

In Ghana, the adoption of FinTech payment platforms has been particularly pronounced in the savings and loans sector, where financial institutions cater to a diverse customer base, including individuals, small businesses, and rural communities. Savings and Loans Companies are non-bank financial institutions (NBFIs) that provide a range of services, including savings accounts, personal loans, microcredit, and, increasingly, digital payment platforms. Globally, these institutions play a critical role in promoting financial inclusion, particularly among the unbanked and underbanked populations (Ledgerwood, 2013). Customers of Savings and Loans Companies are typically individuals and small business owners who may not qualify for commercial bank loans due to insufficient collateral or poor credit history. These customers value proximity, personalised services, flexible lending conditions, and, increasingly, technological convenience (CGAP, 2020). Amin (2016) observed that the introduction of digital financial services within non-bank financial institutions increased customer satisfaction. Khattab (2019) observes that customer satisfaction is a customer's sentiment of satisfaction or disappointment after the individual has recognised the performance of product services in relation to their anticipation. According to Khattab (2019), customer satisfaction in the banking sector increases when they utilise Fintech services. Their exploration (Asiyanbi & Ishola, 2018) showed that customer satisfaction in the banking sector increases when e-banking services are utilised. According to the Ghana Association of Savings and Loans Companies (2022), Savings and Loans Companies are leveraging technology to improve customer service delivery. The association believes that Savings and Loans Companies embracing technology and the right business model will be game changers in the future (Ghana Association of Savings and Loans Companies, 2022). Despite the increasing adoption of FinTech payment platforms by Savings and Loans Companies in Ghana and their potential to improve customer satisfaction, customer satisfaction remains a significant concern for these companies. Customers of Savings and Loans companies appear dissatisfied with FinTech payment platforms. This affects the usage of FinTech payment platforms by customers of Savings and Loans Companies in Ghana, adversely affecting the government's financial inclusion and digitalisation agenda. Prior studies have identified several factors contributing to customer satisfaction with FinTech payment platforms.

Huparikar and Schinde (2022) found that security, trust, and data confidentiality are major concerns for customers of commercial banks in Pune when using FinTech services. Hadid et al. (2020) highlighted that reliability and assurance are significant factors in service quality that enhance satisfaction with digital banking in Malaysia. Alkhanzaleh and Haddad (2021) and Junego et al. (2019) emphasised that ease of use, accessibility, and performance influence satisfaction, though the significance varied across studies. Junego et al. (2019) found that these variables had a positive but insignificant impact, suggesting that these relationships may be context-specific or moderated by other factors. Both Alkhanzaleh and Haddad (2021) and Ajina et al. (2023) found that cost is a significant factor in determining customer satisfaction with

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FinTech services. Al-Hawary and Al-Smeran (2017) demonstrated that electronic service quality, particularly responsiveness, significantly impacts customer satisfaction. Responsiveness may reflect the availability of customer support and the technical reliability. Areas that are especially critical in FinTech systems, where downtime or errors can lead to trust issues. Existing studies primarily focus on commercial banks in non-African settings, which limits their applicability to Savings and Loans Companies in Ghana, which serve a unique customer demographic. Prior research has largely neglected the Savings and Loans sector, which plays a critical role in financial inclusion in Ghana and differs from commercial banks in terms of structure, customer needs, and service delivery. The determinants of customer satisfaction with FinTech payment platforms remain underexplored within the Ghanaian context, especially among users of Savings and Loans Companies. Therefore, it is imperative to understand the factors influencing customer satisfaction with FinTech payment platforms in Ghana's Savings and Loans companies. This study, therefore, examines the influence of security and reliability, integration and compatibility and usage cost and customer satisfaction with the FinTech payment platform. Understanding these relationships will help financial institutions optimise their FinTech payment platform services, improve security measures, enhance system compatibility, and offer competitive pricing to increase customer satisfaction and trust.

## **2. REVIEW OF LITERATURE**

### **2.1 Expectation-Confirmation Model (ECM)**

This model extends Oliver's expectation–confirmation theory (ECT) (1980). The expectation confirmation model primarily explains the continued use behaviour of an information system (IS) and technology. It was adapted by Bhattacharjee (2001) to examine continuance, specifically why users continue to use a system or technology after initial adoption. According to the model, users have expectations or pre-use beliefs about a technology. This is primarily what users believe a technology will offer before they use it. Users evaluate how well these pre-use beliefs align with expectations through technology usage. Satisfaction is the primary indicator of how well expectations are met. Satisfaction is the confirmation or disconfirmation of expectations. The researcher postulates that fintech payment platforms are innovative technologies, and that customers in savings and loans companies have many expectations (pre-use beliefs) as they use them in their daily financial activities. Meeting these expectations enhances their satisfaction with fintech payment platforms. This will encourage continuous use, thereby strengthening the Bank of Ghana's digitalisation agenda. Based on the researcher's observations and preliminary interactions with customers of savings and loan companies, the researcher identifies three key factors influencing customer satisfaction in this unique context: security and reliability, integration and compatibility, and usage cost. The expectation confirmation model (ECM) thus helps examine the influence of these factors on customer satisfaction with savings and loans companies in Ghana. The expectation confirmation model (ECM), initially developed by Oliver (1980) and later adapted by Bhattacharjee (2001) for the study of technology usage, is a well-established framework for explaining post-adoption satisfaction. ECM posits that initial expectations, perceived performance and confirmation or disconfirmation of those expectations influence satisfaction. This makes ecm ideal for the study, which seeks to explain how specific perceptions about fintech payment

platforms—such as security and reliability, integration and compatibility, and cost—affect customer satisfaction after use. ECM aligns conceptually with the study’s goal: understanding how customers’ expectations about fintech payment platforms are confirmed or violated and how that shapes their satisfaction. ECM is widely used in information systems and fintech research to evaluate customer satisfaction and continuance intention. It has proven effective in explaining post-adoption behaviours related to online banking, mobile payment systems, e-government platforms, and e-commerce systems. Bhattacharjee (2001) used ecm to explain user satisfaction with online services. Lin et al. (2005) applied ECM in mobile banking contexts to understand satisfaction and reuse intention. This study aligns with this lineage by applying ECM to fintech payment platforms used by savings and loans companies. In this post-adoption environment, customer experiences significantly influence satisfaction. Unlike adoption models such as TAM or UTAUT, which focus on initial acceptance, ECM is explicitly designed for post-usage evaluation, the focus of the study. The research participants have already used fintech services; the study measures their satisfaction by comparing expectations with actual experiences. Ecm allows the researcher to evaluate how confirmation (or disconfirmation) of expectations regarding security, integration, and cost translates into satisfaction. This makes ECM a stronger theoretical fit than purely adoption-based models. ECM is adaptable; it allows the inclusion of context-specific constructs, such as security and reliability, integration and compatibility, and usage cost. These constructs align well with ECM’s core structure: perceived performance(how users evaluate platform functionality (e.g., security, compatibility)), confirmation(whether the platform met expectations) and satisfaction (the emotional response to performance confirmation). This flexibility enhances the model’s ability to capture nuanced relationships within the fintech and slc customer context.

## **2.2 Fintech Payment Platform Usage in Savings And Loans Companies**

Savings and Loan companies are regulated financial institutions licensed by the Bank of Ghana under the Non-Bank Financial Institutions Act. They operate as part of Ghana’s Tier 2 category of financial institutions. Savings and Loan Companies offer Savings and fixed deposit accounts and provide loans, especially to Small and Medium Enterprises and low-income earners. As of the end of December 2025, there were 26 Savings and Loans Companies (Bank of Ghana, 2025). The number of Savings and Loans companies in Ghana exceeds that of commercial banks, which also stood at 23 as of the end of December 2025 (Bank of Ghana, 2025). Thus, savings and loans companies in Ghana are pertinent to Ghana’s agenda of increasing financial inclusion and achieving a cash-lite society. Savings and Loan Companies are now partnering with FinTech firms, Telcos, and other third-party service providers to ensure that their solutions help meet their customers’ rapidly evolving needs and expectations (Ghana Association of Savings and Loans Companies, 2022).

Common FinTech payment platforms used by savings and loan companies include mobile money platforms, internet banking apps, and USSD codes. Savings and loans companies can utilise FinTech payment platforms as a quick, easy, and contemporary way to conduct banking business, streamlining payment processes and enhancing consumer satisfaction (Nasr et al., 2020). In the 1990s, when FinTech payment platforms were not yet established in the Ghanaian financial sector, the banking system was plagued by numerous customer complaints, including delays, longer service times, and poor staff attitudes (Nnamani & Makwe, 2019). The advent of

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FinTech payment platforms alleviated significant customer dissatisfaction. Customers can manage their accounts from the comfort of their homes without visiting a bank. FinTech payment platforms are digital tools and technologies that enable individuals and businesses to make financial transactions electronically. The world's payment system is gradually shifting from coins and paper-based money to electronic forms, enabling faster, more convenient, and more secure payment processes for individuals and organisations (Odia & Mamudu, 2017). Customers can use FinTech payment platforms to transfer money, pay bills, and make purchases without using actual currency or cheques (Odusina & Onakoya, 2017). Hence, they have altered how customers interact with financial institutions and conduct transactions. Globally, banks have transitioned from manual operations to digital systems as information and communication technology (ICT) has developed (Omodele & Onyeiwu, 2019). Several digital channels have been developed to facilitate e-payment operations, easing customers' service burden (Oney et al., 2017). In Ghana, Savings and Loan Companies have invested in various FinTech payment platforms to compete, remain relevant in the financial sector, and replace manual systems. They have leveraged FinTech payment platforms to improve customer satisfaction.

### **2.3 Fintech Payment Platform And Customer Satisfaction**

Customers are the bedrock of every organisation as they constitute the source of income and contribute to its success. Customers should be treated in ways that encourage them to repeat their experience with the company, thereby ensuring customer satisfaction. Customer satisfaction can increase a customer-focused firm's bottom line (Kilay et al., 2022). Customers feel satisfied when their expectations are met by the company offering the product or service. Customer happiness is vital to business growth and continuity. It should be noted that without customers, there can be no revenue or income for the organisation; hence, customer satisfaction plays a significant role in business continuity and ongoing concern. According to Amanda et al. (2017), satisfaction is the enthusiastic post-utilisation evaluative judgment of products and services. Customer satisfaction is the evaluation of how actual products and services align with consumer expectations. Customer satisfaction is a customer's reaction to assessing the perceived discrepancy between their expectations and the actual outcome after use (Aleksandra, 2018). Customer satisfaction is crucial to the adoption and usage of FinTech in the financial services industry. It refers to the degree to which customers perceive the FinTech payment platform as meeting or exceeding their expectations. Rhanoui (2022) found that customers who support the expansion of FinTech are more likely to be satisfied with digital banking. Customer satisfaction with FinTech payment platforms refers to the degree to which an organisation's customer service interactions or experiences meet customer expectations through e-payment options (Mohammed et al., 2022). Rahayu et al. (2022) highlighted that customer satisfaction brings about competitive power and the survival of a forward-looking organisation. They emphasised innovation as a crucial factor in enhancing bank customer satisfaction. Customer satisfaction leads to existing customers referring prospective customers (Rahayu et al., 2022). It could also be understood as the capacity of FinTech payment platforms to provide user-friendly services. According to Lovelock and Wright (2011), customer satisfaction refers to a customer's short-term emotional reaction to the performance of specific services. Satisfaction is a function of the difference between perceived service performance and expectations. If service performance falls short of expectations, customers will be disappointed. If performance matches expectations, consumers will feel satisfied. Meanwhile, according to Kotler and Keller (2012), customer satisfaction refers to the level of one's feelings after comparing the perceived performance with their expectations.

### **3. EMPIRICAL REVIEW**

#### **3.1 Security & Reliability**

The ability of the Fintech payment platform to provide secure transactions, protect user data, and consistently perform without service interruption or technical failures. Doraisamy et al. (2022) examined the factors influencing customer satisfaction in Sungai Petani. The study quantitatively analysed data using Pearson's correlation and multiple regression. The study found that security has a significant impact on customer satisfaction. The study's scope was limited to commercial banks in Sungai Petani, Kedah, thereby limiting the generalizability of the research findings. Alwi et al. (2019) examined factors affecting customer satisfaction in Malaysia's FinTech mobile payment services. The quantitative study analysed data using Pearson's correlation and multiple regression. The study found that security and privacy are the most influential factors affecting customer satisfaction. The study was limited to Malaysian commercial banks, restricting the application of the findings to other financial institutions. Muhtasim et al. (2022) examined key security factors influencing customer satisfaction with digital wallet services. The study employed multiple regression analysis. The study found that security factors, including transaction speed, authentication, encryption mechanism, software performance, privacy details, and the information provided, influence customer satisfaction with digital wallet services. The study's scope was limited to students and professors at a single university, limiting its generalisability. Alkhazaleh and Haddad (2021) examined key factors influencing customer satisfaction with FinTech services using multiple regression analysis. The study found that service security influences customer satisfaction with FinTech services. The study was limited to three banks, limiting its generalisability to other banks and financial institutions. Ajina et al. (2023) examine the impact of mobile wallet service quality on customer satisfaction using structural equation modelling (SEM). The study found that security has a significant impact on customer satisfaction. The study was limited to Jordan, restricting the generalisation of the findings. Tarigan et al. (2023) examined the effects of perceived ease of use and trust on customer satisfaction with Go-Pay, a FinTech payment service in Medan City, Indonesia. The quantitative study analysed data using Partial Least Squares – Structural Equation Modelling (PLS-SEM). The study found that trust significantly influences customer satisfaction. The study was limited to Go-Pay. Rhanoui (2022) examined key factors influencing customer satisfaction using analysis of variance (ANOVA) and the chi-square test. The study found that trust in FinTech services is strongly linked to the perception of security. Using descriptive statistics, AlHaliq and AlMuhirat (2016) examined key factors influencing customer satisfaction with electronic banking services in the Saudi Banking sector. The study found that customers trust e-banking services but express concerns about the resolution of problems. Information security is highly rated, but concerns exist regarding user awareness. The study was limited to Saudi commercial banks, limiting the applicability of its findings. Khanal et al. (2023) used logistic regression to investigate the key factors influencing customer satisfaction in the FinTech industry. The study found that assurance influences customer satisfaction. However, the study focused only on one FinTech firm, making it hard to generalise its findings to other fintech providers. Al-Hawary and Al-Smeran (2017) found that reliability has an insignificant impact on customer satisfaction. Junego et al. (2019) examined the impact of three key variables on customer satisfaction using multiple regression analysis. The study found that safety, reliability and service security significantly influence customer satisfaction. The study focused

only on Allied Bank of Pakistan, making it difficult to generalise the findings to other banks. Using multiple regression, Hutapea (2020) analysed the relationship between FinTech service dimensions and customer satisfaction. The study found that reliability and assurance have a significant positive impact on customer satisfaction. Several studies (Ajina et al., 2023; Alkhanzaleh & Haddad, 2021; Doraisamy et al., 2022; Alwi et al., 2019; Muhtasim et al., 2022) have established that security, including data confidentiality, system reliability, authentication mechanisms, and customer trust, significantly influences customer satisfaction with FinTech platforms. Most studies were conducted in Asia and the Middle East (e.g., Jordan, Malaysia, India), limiting their applicability to the Ghanaian FinTech environment. Additionally, existing studies primarily focus on commercial banks or mobile wallet users, overlooking the unique service conditions and customer profiles of Savings and Loans Companies, which serve low-income and semi-formal market segments. Few studies have applied the Expectation Confirmation Model (ECM) to explain how perceived or actual security confirms or disconfirms customer expectations, ultimately affecting satisfaction. In conclusion, although prior studies highlight the importance of security in shaping customer satisfaction with FinTech payment platforms, they are geographically and institutionally limited and fail to examine how customers of Savings and Loans Companies in Ghana evaluate security within the Expectation Confirmation Model framework.

### **3.2 Integration & Compatibility**

The extent to which FinTech Payment Platform seamlessly connects with other financial systems, banking applications and mobile wallets while aligning with unique lifestyles, behaviours and financial literacy levels of customers in Savings and Loans companies. Using multiple regression, Hutapea (2020) analysed the relationship between FinTech service dimensions and customer satisfaction. The study found that responsiveness and empathy significantly improve customer satisfaction. Ajina et al. (2023) examined the impact of mobile wallet service quality on customer satisfaction using structural equation modelling (SEM). The study found that ease of use and usefulness significantly impact customer satisfaction. However, the study was limited to Jordan, which restricted the generalizability of the findings. Tarigan et al. (2023) examined the effect of perceived ease of use and trust on customer satisfaction with Go-Pay, a FinTech payment service in Medan City, Indonesia. The quantitative study analysed data using Partial Least Squares – Structural Equation Modelling (PLS-SEM). The study found that perceived ease of use has a significant positive impact on customer satisfaction. The study was limited to Go-Pay. Using descriptive statistics, AlHaliq and AlMuhirat (2016) examined key factors influencing customer satisfaction with electronic banking services in the Saudi Banking sector. The study found that customers are satisfied with the ease of use of e-banking services. Effective communication and transaction speed contribute to customer satisfaction. The study was limited to Saudi commercial banks, limiting the applicability of its findings. Khanal et al. (2023) examined the key factors influencing customer satisfaction in the FinTech industry using logistic regression analysis. The study found that ease of use and compatibility influence customer satisfaction. The study focused only on one FinTech firm, making it hard to generalise findings to other fintech providers. Amin (2016) examines the impact of Internet banking service quality on e-customer satisfaction. The study employed a quantitative approach and analysed data using Structural Equation Modelling (SEM). The study found that website efficiency, site organisation, and user-friendliness are significant predictors

of customer satisfaction. Doraisamy et al. (2022) examined the factors influencing customer satisfaction in Sungai Petani. The study quantitatively analysed data using Pearson's correlation and multiple regression. The study found that convenience and service quality significantly impact customer satisfaction. The study's scope was limited to commercial banks in Sungai Petani, Kedah, thereby limiting the generalizability of the research findings. Alwi et al. (2019) examined factors affecting customer satisfaction in Malaysia's FinTech mobile payment services. The quantitative study analysed data using Pearson's correlation and multiple regression. The study found that convenience and ease of use influence customer satisfaction with FinTech mobile payment services in Malaysia. The study was limited to Malaysian commercial banks, restricting the application of the findings to other financial institutions. Rhanoui (2022) examined key factors influencing customer satisfaction using analysis of variance (ANOVA) and the chi-square test. The study found that online financial transactions have the highest impact on customer satisfaction. Hadid et al. (2020) examined the key service quality factors influencing customer satisfaction in Malaysian banks. The study employed a qualitative approach using Partial Least Squares Structural Equation Modelling (PLS-SEM). The study found that empathy significantly impacts customer satisfaction in digital banking. The scope of the study has been limited to commercial banks in Malaysia, restricting the application of the findings to other financial institutions and other geographic or economic regions. Gupta (2023) explored the impact of FinTech services on customer satisfaction across different countries. The study employed a systematic literature review. The study found that the flexibility and efficiency of FinTech services positively impact customer satisfaction. The study methodology lacked primary data, which affected the accurate representation of the customer experience. Choudhary et al. (2023) used descriptive statistics to examine the key factors influencing customer satisfaction with FinTech services. The study revealed that customers appreciate the efficiency, transparency, and ease of use of digital banking. The study focused on the banking sector, limiting the applicability of its findings to other financial institutions. Integration and compatibility—defined as the ability of FinTech platforms to integrate seamlessly with existing customer technologies such as mobile wallets and apps—have been shown to influence satisfaction in various contexts (Khanal et al., 2023; Amin, 2016; Tarigan et al., 2023). However, they are often treated under broader constructs, such as ease of use or usability. Integration and compatibility are not often treated as independent constructs but are subsumed under “ease of use” or “performance,” making it difficult to assess their unique impact on satisfaction. There is a lack of empirical work examining how integration challenges affect customer satisfaction in low-resource environments, such as Ghana, particularly within Savings and Loans Companies, where customers often rely on basic mobile phones, USSD platforms, or third-party agents. No existing study links integration and compatibility to customer satisfaction using the Expectation Confirmation Model, which can explain how functional ease or difficulty affects satisfaction by confirming prior expectations. To conclude, current research has not sufficiently examined how the integration and compatibility of FinTech payment platforms affect customer satisfaction in Ghana's Savings and Loans Companies, where interoperability and mobile system usability are crucial for the adoption of digital services.

### **3.3 Usage Cost**

Customers' direct and indirect financial expenses when using FinTech payment platforms, including transaction fees, service charges, and hidden costs, can affect their perception and

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willingness to adopt these platforms (Asongu & Odhiambo, 2021). Customers prefer platforms that offer transparent, affordable, and competitive pricing, particularly in developing economies where cost sensitivity is high. Ajina et al. (2023) examined the impact of mobile wallet service dimensions (service quality, ease of use, usefulness, cost, and security) on customer satisfaction. The study collected data from 557 mobile wallet users in Jordan. Multiple regression and structural equation modelling (SEM) were used to analyse the data collected. The study found that perceived cost had a significant and positive influence on customer satisfaction. Alkhazaleh and Haddad (2021) employ multiple regression analyses to investigate the impact of FinTech service delivery on customer satisfaction in Jordanian banking. The study found that transaction costs have a positive and significant impact on customer satisfaction in Jordanian banks. Several studies (Ajina et al., 2023; Alkhazaleh & Haddad, 2021; Alwi et al., 2019; Gupta, 2023) have confirmed that perceived cost or transaction fees significantly influence customer satisfaction in FinTech environments. Lower or transparent costs increase the perceived value of the service. Most studies were conducted in Jordan, Malaysia, and India. They do not accurately reflect the cost-related realities faced by users of Savings and Loans Companies in Ghana, including income instability, reliance on mobile money, and high sensitivity to transaction fees. There is limited research focused on non-bank financial institutions, such as Savings and Loans Companies, which often employ different pricing models and serve financially vulnerable groups. Although cost has been empirically tested, most studies do not apply the Expectation Confirmation Model to explore how customer expectations regarding cost—whether met or unmet—affect satisfaction. To sum up, while studies have linked usage cost to customer satisfaction in FinTech environments, they have not examined this relationship in Ghana's Savings and Loans Companies or within a theoretical framework, such as the Expectation Confirmation Model, which explains satisfaction based on value perception and expectation matching.

### **4. CONCEPTUAL FRAMEWORK**

Yosef (2004) explains a conceptual framework as a network of interlinked concepts that comprehensively understand a phenomenon. A conceptual framework is a structured approach that helps to define the key concepts, relationships, and variables within a research study. It provides a theoretical foundation that guides the research design, data collection, and analysis. The study examines the factors influencing customer satisfaction with FinTech payment platforms in Ghana's Savings and Loans companies. The study, however, focused on three main factors in the unique context of Savings and loan companies: security and reliability, integration and compatibility and usage cost. The researcher postulates that key determinants of customer satisfaction with FinTech payment platforms include platform security and reliability, integration with other banking systems, compatibility with customers' daily financial activities, and the affordability of the services it provides. The researcher further explains that Customer satisfaction with FinTech payment platforms is highly dependent on the system's level of security and reliability. Customers expect their personal and financial information to be protected from fraud, cyber threats, and unauthorised access. Moreover, they expect transactions to be processed accurately and efficiently without system failures or delays. Besides, Customer satisfaction is closely linked to how well FinTech payment platforms integrate with existing banking systems, mobile wallets, and other financial services. Customers prefer platforms that

fit seamlessly into their daily financial activities and lifestyles. Lastly, Customers are highly price-sensitive when it comes to digital financial services. Customer satisfaction decreases if a FinTech payment platform imposes high transaction fees, hidden charges, or expensive service costs. Based on the above, the conceptual framework consists of three independent variables (Security and reliability, integration and compatibility and usage cost) and one dependent variable (Customer satisfaction). This is illustrated diagrammatically below.

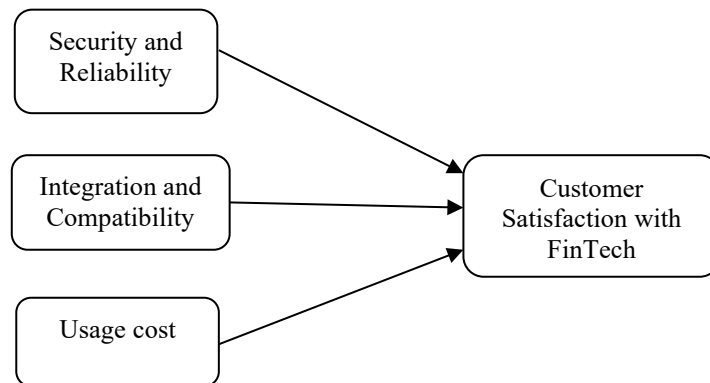


Figure 1. Conceptual framework for the study

## 5. METHODOLOGY

### 5.1 Research Paradigm, Research Approach, and Research Design

Research philosophy is defined as the nature of knowledge and how researchers construct that knowledge to answer the research problem. According to Saunders (2015), research philosophy is a system of beliefs and assumptions about the development of knowledge. Creswell (1998) defined research philosophies as a set of beliefs and philosophical assumptions that guide research. The research paradigm for this study is post-positivism. According to post-positivist theory, there is an objective reality that the researcher seeks to describe; thus, reality is considered independent of the observer. This reality is discovered through scientific research methods. Post-positivists view social entities as real, just as physical objects and natural phenomena are. Therefore, the researcher uses universal rules and laws to explain and predict behaviour and events in social events. The post-positivists do not allow the researcher to bring their bias into the research process. Post-positivists hold a deterministic philosophy in which causes (probably) determine effects or outcomes. Thus, the problems studied by the post-positivist reflect the need to identify and assess the causes that influence outcomes. This study involves quantitative analysis and the measurement of relationships among variables (Security and reliability, Integration and compatibility, Usage Cost, and Customer Satisfaction). Post-positivism emphasises objectivity, quantifiable data, and statistical analysis, making it the best fit for the study. The post-positivist paradigm typically employs a quantitative approach. The study was based on the expectation-confirmation model, which examined the relationships among the independent variables (security and reliability, integration and compatibility, and usage cost) and the dependent variable (customer satisfaction). The study, therefore, employed

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a deductive approach. The deductive approach is used in hypothesis-driven research where relationships between variables are tested through statistical methods. The aim is to confirm or reject relationships based on empirical evidence, characteristic of deduction. The study also employed the exploratory research design. Explanatory research is used in quantitative studies where researchers investigate the impact of independent variables on a dependent variable. According to Creswell (2002), the quantitative method investigates phenomena by collecting numerical data and applying mathematical models and statistical techniques for analysis. In social science, Williams (2011) explained that quantitative research often questions relationships between variables, yielding predictive, explanatory or confirmatory results.

### **5.2 Data Collection**

The study conveniently sampled 402 customers from Ghana's 26 Savings and Loan companies. Ghana has over 20 licensed Savings and Loans Companies (Bank of Ghana, 2024), and a sample of 402 allows for coverage across multiple branches, customer demographics, and locations. A sample of 402 ensures sufficient statistical power to detect meaningful relationships (Hair et al., 2014). Data were collected from customers using a seven-point Likert-scale research questionnaire. The research design influences the data collection instruments used to collect data from the research participants. The research design is quantitative; hence, questionnaires are suitable for data collection. Diamantopoulos and Schlegelmich (1996) state that the questionnaire is the most widely used method for collecting primary data. Zikmund (2003) explained that a questionnaire can collect data from a large, geographically dispersed sample, providing broad statistical analysis options. Questionnaires are typically completed at respondents' convenience and can yield valuable information (Evans & Mathur, 2005; Bryman, 1992). According to Ghauri and Grohang (2005), an explanatory questionnaire adopts a more analytical perspective, focusing on investigating the relationships between variables. They therefore require predetermining the variables to be examined before the questions.

### **5.3 Data Analysis**

The data analysis aimed to assess the influence of three key factors: security and reliability, integration and compatibility, and usage cost on customer satisfaction with FinTech payment platforms in Savings and Loans Companies in Ghana. The analysis was conducted in two main stages: descriptive statistics, followed by inferential analysis using Partial Least Squares Structural Equation Modelling (PLS-SEM). Descriptive statistics were first used to summarise the respondents' demographic characteristics (age, gender, education, and frequency of use of the FinTech platform). Partial Least Squares Regression Modelling was employed to examine the relationships among security and Reliability, Integration and compatibility, usage, and customer satisfaction. Bootstrapping with 5000 resamples was used to assess the statistical significance and stability of the structural relationship, including direct, indirect, and total effects. To ensure the internal consistency of the measurement items, Cronbach's Alpha coefficients were calculated for each construct, with values of 0.70 or higher considered acceptable (Hair et al 2019). Convergent Validity was evaluated using Composite Reliability (CR) and Average Variance Extracted (AVE), with CR and AVE values of 0.70 or higher indicating satisfactory convergence (Fornell & Lacker, 1981). Discriminant Validity was assessed by comparing the square root of each construct's AVE with its inter-construct correlations. Indicator reliability was examined by assessing the standardised factor loadings of

each measurement item on its respective construct. Items with factor loadings below 0.50 were excluded. One item from the Integration and Compatibility (IC5) scale, with a factor loading of 0.44, was dropped. Two items from the usage cost (UC3) and (UC4) scales, with factor loadings of 0.40 and 0.42, respectively, were also dropped.

## 6. RESULTS/DISCUSSIONS

### 6.1 Descriptive Statistics

The results in Table 1 indicate that the respondents' average age is 35. This implies that customers are likely in their prime working years when convenience and efficiency in financial transactions are highly valued. Table 1 shows that 66.9% of the respondents are female, and 33.1% are male. This indicates a higher presence of female customers. This reflects the higher number of females than males in the country (Population and Housing Census, 2020).

Table 1. Demographic Information of Customers

<b>Average age of customers(yrs)</b>		
Minimum	24	
Average	35	
Maximum	49	
<b>Gender of customers</b>	<b>Frequency</b>	<b>Per cent</b>
Male	133	33.1
Female	269	66.9
Total	402	100.0
<b>Marital Status</b>	<b>Frequency</b>	<b>Per cent</b>
Married	211	52.5
Single	191	47.5
Total	402	100.0
<b>Level of education</b>	<b>Frequency</b>	<b>Per cent</b>
Masters	16	4.0
First Degree	95	23.6
HND/Diploma	53	13.2
WASSCE/SSSCE	152	37.8
BECE	63	15.7
Others	8	2.0
No Qualification	15	3.7
Total	402	100.0
<b>Level of Income</b>	<b>Frequency</b>	<b>Per cent</b>
Low Level	143	35.6
Average Level	130	32.3
High Level	129	32.1
Total	402	100.0
<b>Employment Status</b>	<b>Frequency</b>	<b>Per cent</b>
Self-Employed	251	62.4
Private entity	100	24.9
Government Entity	39	9.7
Unemployed	12	3.0
Total	402	100.0

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Table 1 shows that 52.5% of the respondents are married, while 47.5% are single. This suggests that married customers are more likely to use FinTech payment platforms, which are well-suited to support family-oriented financial needs. The results in Table 1 indicate that most respondents have completed the WASSCE/SSSCE (37.8%), followed by those with a first-degree qualification (23.6%). 15.7% of the respondents were BECE holders, 13.2% were HND/Diploma holders, and 4% were master's holders. 2% and 3.7% have other qualifications and no qualifications, respectively. This indicates a varied educational background among customers. Table 1 shows that the respondents' income levels are somewhat evenly distributed, with 35.6% at a low level, 32.23% at an average level, and 32.1% at a high level. This suggests that a FinTech payment platform should cater to diverse financial capabilities. The results in Table 1 also show that most respondents are self-employed (62.4%), followed by private employees (24.9%), government employees (9.7%), and unemployed individuals (3%). This implies that most of the customers are self-employed. Also, most self-employed (55.75%) have employees, while 44.22% do not. This indicates that many customers manage their businesses with employees.

Table 2. FinTech Payment Platforms used by customers

FinTech Payment Platform used		Frequency	Per cent
Mobile money	Yes	393	97.8
	No	9	2.2
	Total	402	100.0
Mobile banking	Yes	276	68.7
	No	126	31.3
	Total	402	100.0

The results in Table 3 indicate that 97.8% of the respondents use a mobile money platform, while 68.7% use a mobile banking platform. This suggests that mobile money is the preferred FinTech payment platform among Savings and Loans companies, surpassing mobile banking platforms.

Table 3. Uses of FinTech Payment Platform

		Frequency	Per cent
Making deposits	Yes	94	23.4
	No	308	76.6
	Total	402	100.0
Balance inquiry		Frequency	Per cent
	Yes	82	20.4
	No	320	79.6
	Total	402	100.0
Cash withdrawal		Frequency	Per cent
	Yes	107	26.6
	No	295	73.4
	Total	402	100.0
Money Transfer		Frequency	Per cent
	Yes	357	88.8
	No	45	11.2

	Total	402	100.0
Payment of bills		Frequency	Per cent
	Yes	50	12.4
	No	352	87.6
	Total	402	100.0

The results in Table 4 indicate that most respondents (88.8%) use mobile money platforms for money transfer and deposit purposes. 26.6% of the respondents used FinTech payment platforms for cash withdrawals, 20.4% for balance inquiries, and 12.4% for bill payments. This implies that depositing or making money transfers is the primary driver of FinTech payment platform usage among customers of Savings and Loans companies.

## 6.2 Construct Reliability

From Table 4, all Customer Satisfaction items exhibited strong loadings ranging from 0.76 to 0.88. Similarly, items measuring Security and Reliability demonstrated high factor loadings of 0.84-0.91, indicating strong associations between the observed indicators and the latent constructs. Usage Cost also demonstrated excellent indicator reliability, with both items loading strongly at 0.90 and 0.88. According to Hair et al. (2019), factor loadings above 0.70 indicate that the construct explains more than 50% of the variance in the observed indicator, thereby confirming indicator reliability. The strong factor loadings observed in this study indicate that the measurement items are robust indicators of their respective constructs and adequately capture the underlying theoretical dimensions.

Reliability was assessed using both Cronbach's alpha and Composite Reliability (CR), as recommended in SEM research (Hair et al., 2019; Nunnally & Bernstein, 1994). Cronbach's alpha values ranged from 0.81 to 0.91, exceeding the minimum acceptable threshold of 0.70, thereby confirming satisfactory internal consistency reliability. Composite Reliability values ranged from 0.86 to 0.95 and exceeded the recommended threshold of 0.70 (Hair et al., 2019). Convergent validity was evaluated using Average Variance Extracted (AVE), which measures the extent to which a construct accounts for the variance among its indicators (Fornell & Larcker, 1981). All constructs exceeded the recommended AVE threshold of 0.50, indicating satisfactory convergent validity.

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Table 4. Factor Loadings

Item	Factor Loadings	CR	AVE	Alpha( $\alpha$ )
<b>Items</b>	<b>Factor Loadings</b>	<b>CR</b>	<b>AVE</b>	<b>Alpha(<math>\alpha</math>)</b>
<b>Customer Satisfaction</b>		0.92	0.62	0.88
CS1	0.81			
CS2	0.84			
CS3	0.79			
CS4	0.83			
CS5	0.76			
CS6	0.88			
CS7	0.80			
<b>Security &amp; Reliability</b>		0.95	0.73	0.91
SR1	0.87			
SR2	0.89			
SR3	0.85			
SR4	0.91			
SR5	0.86			
SR6	0.84			
SR7	0.88			
<b>Integration &amp; Compatibility</b>		0.86	0.61	0.81
IC1				
IC2				
IC3				
IC4				
<b>Usage Cost</b>		<b>0.93</b>	<b>0.86</b>	<b>0.91</b>
UC1	0.90			
UC2	0.88			

### 6.3 Discriminant Validity

The results in Table 5 indicate that the square root of each construct's AVE exceeds its highest correlation with any other construct, thereby confirming discriminant validity based on the Fornell-Larcker Criterion. Discriminant validity was further assessed using the Heterotrait-Monotrait ratio (HTMT), which is considered a more robust and reliable method for evaluating discriminant validity in structural equation modelling (Henseler et al., 2015; Hair et al., 2019). The HTMT ratio assesses the degree of similarity between constructs by comparing correlations within and across constructs. According to Henseler et al. (2015), discriminant validity is established when HTMT values are below the conservative threshold of 0.85 or the more liberal

threshold of 0.90. Furthermore, bootstrapped confidence intervals provide additional statistical confirmation, and discriminant validity is supported if the 95% confidence interval does not include 1.00 (Hair et al., 2021). Bootstrapping with bias-corrected and accelerated (BCA) 95% confidence intervals was conducted to assess the statistical significance and stability of the HTMT values. The results indicate that all HTMT values are well below the conservative threshold of 0.85, ranging from 0.07 to 0.78. This confirms that the constructs are empirically distinct and measure different conceptual dimensions. All bootstrapped 95% confidence intervals do not include the critical value of 1.00, which provides strong statistical evidence of discriminant validity (Henseler et al., 2015; Hair et al., 2021). The absence of the value 1.00 within the confidence intervals confirms that the constructs are not perfectly correlated and represent distinct latent variables.

Table 5. Discriminant Validity using Fornell-Larcker

Construct	CS	SR	IC	UC
CS	<b>0.787</b>			
SR	0.681	<b>0.854</b>		
IC	0.581	0.627	<b>0.781</b>	
UC	-0.035	-0.008	0.034	<b>0.927</b>

Table 6. Discriminant Validity using HTMT Ratio with Bootstrapped Confidence Intervals

Construct Pair	HTMT	95% CI(BCA)
CS-SR	0.78	0.71-0.84
CS-IC	0.65	0.57-0.72
CS-UC	0.11	0.05-0.19
SR-IC	0.72	0.64-0.80
SR-UC	0.09	0.03-0.16
IC-UC	0.07	0.02-0.14

Table 7. Structural Model Fit Indices

Fit Index	Obtained Value	Recommended Threshold
$\chi^2$	412.36	—
Df	178	—
$\chi^2/df$	2.32	$\leq 3.00$
CFI	0.958	$\geq 0.90$
TLI	0.951	$\geq 0.90$
RMSEA	0.057	$\leq 0.08$
SRMR	0.041	$\leq 0.08$

The model fit was evaluated using multiple fit indices in accordance with contemporary structural equation modelling guidelines (Hair et al., 2021; Kline, 2016). From Table 7, the chi-square-to-degrees-of-freedom ratio was 2.32, which is below the recommended threshold of 3.00, indicating good model fit. The Comparative Fit Index (CFI = 0.958) and Tucker–Lewis Index (TLI = 0.951) both exceeded the recommended threshold of 0.90, indicating excellent incremental model fit. The Root Mean Square Error of Approximation (RMSEA = 0.057) was below the recommended threshold of 0.08, indicating good approximation of the population

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covariance matrix. The Standardised Root Mean Square Residual (SRMR = 0.041) was also below the recommended threshold of 0.08, confirming excellent model fit. Given the large sample size (N = 402), these results confirm that the structural model provides an excellent fit to the observed data and accurately represents the relationships among the constructs.

### 6.4 Determinant of Customer Satisfaction With Fintech Payment Platform

The structural model was evaluated to examine the relationships between Security and Reliability, Integration and Compatibility, Usage Cost, and Customer Satisfaction with FinTech payment platforms. Bootstrapping with 5,000 resamples and bias-corrected confidence intervals was employed to assess the statistical significance, strength, and reliability of the path coefficients, consistent with recommended structural equation modelling procedures (Hair et al., 2021; Henseler et al., 2009).

Table 8. Structural Model Assessment and Hypothesis Testing

Path	Std. Beta ( $\beta$ )	t-value	p-value	95% CI (LL)	95% CI (UL)	Decision
SR → CS	0.52	11.40	<0.001	0.43	0.60	Supported
IC → CS	0.26	5.60	<0.001	0.17	0.34	Supported
UC → CS	-0.04	1.11	0.266	-0.11	0.03	Not supported
SR → IC	0.63	16.20	<0.001	0.56	0.70	Supported

### 6.5 Effect of Security and Reliability on Customer Satisfaction

The results in Table 8 indicate that Security and Reliability have a strong, positive, and statistically significant effect on Customer Satisfaction ( $\beta = 0.52$ ,  $t = 11.40$ ,  $p < 0.001$ ). The bootstrapped confidence interval (0.43 to 0.60) does not include zero, confirming the robustness and statistical significance of the relationship. This finding indicates that customers who perceive FinTech payment platforms as secure and reliable are significantly more likely to report higher satisfaction levels. The magnitude of the standardised coefficient suggests that Security and Reliability is the most influential determinant of customer satisfaction in this study. This result is consistent with prior FinTech and digital banking research, which has consistently identified security as a critical determinant of customer satisfaction and trust. Ajina et al. (2023) found that transaction security and data protection significantly influence satisfaction with mobile wallet services. Similarly, Alwi et al. (2019) reported that security and privacy are among the strongest predictors of customer satisfaction in FinTech platforms. Muhtasim et al. (2022) also demonstrated that system reliability and secure authentication mechanisms significantly enhance customer trust and satisfaction. From the perspective of the Expectation Confirmation Model (ECM), this finding suggests that customers' expectations regarding system security and reliability are confirmed during platform use, leading to higher satisfaction (Bhattacharjee, 2001). When FinTech platforms provide secure transactions, protect customer data, and ensure reliable service performance, users experience confirmation of expectations, which strengthens satisfaction.

## **6.6 Effect of Integration and Compatibility on Customer Satisfaction**

The results also indicate that Integration and Compatibility have a positive, statistically significant effect on Customer Satisfaction ( $\beta = 0.26$ ,  $t = 5.60$ ,  $p < 0.001$ ). The confidence interval (0.17 to 0.34) confirms the stability and reliability of this relationship. This finding suggests that customers who perceive FinTech payment platforms as compatible with their devices, mobile money systems, and banking services are more likely to be satisfied. Integration and compatibility enhance system usability, convenience, and functionality, which contribute to positive user experiences. This result aligns with prior studies that highlight the importance of technical compatibility in FinTech adoption and satisfaction. Amin (2016) found that system integration significantly influences customer satisfaction in digital banking. Khanal et al. (2023) also demonstrated that system compatibility improves user satisfaction by enhancing convenience and accessibility. Tarigan et al. (2023) similarly reported that seamless integration across financial platforms enhances user satisfaction and trust. Within the ECM framework, this finding suggests that when FinTech platforms meet user expectations regarding interoperability and ease of use, customers experience confirmation of expectations, resulting in higher satisfaction (Bhattacharjee, 2001).

## **6.7 Effect of Usage Cost on Customer Satisfaction**

The results indicate that Usage Cost does not have a statistically significant effect on Customer Satisfaction ( $\beta = -0.04$ ,  $t = 1.11$ ,  $p = 0.266$ ). The confidence interval (-0.11 to 0.03) includes zero, indicating no statistically significant relationship. This finding suggests that cost is not a primary determinant of customer satisfaction in this context. This result is consistent with studies that found that cost has a limited or insignificant influence on customer satisfaction in digital financial services. Junego et al. (2019) and Al-Hawary and Al-Smeran (2017) reported that service reliability and trust are more influential determinants of satisfaction than cost. In the Ghanaian context, customers may perceive FinTech transaction costs as standardised or unavoidable, thereby reducing their impact on satisfaction. From an ECM perspective, this finding suggests that customers' expectations regarding cost are either neutral or met without significantly influencing their overall satisfaction.

## **6.8 Effect of Security and Reliability on Integration and Compatibility**

The results further indicate that Security and Reliability have a strong, positive, and statistically significant effect on Integration and Compatibility ( $\beta = 0.63$ ,  $t = 16.20$ ,  $p < 0.001$ ). The confidence interval (0.56 to 0.70) confirms the robustness of this relationship. This finding suggests that secure and reliable FinTech platforms are perceived as more functionally integrated and technically compatible. Secure system architecture often reflects a strong technical infrastructure, enhancing interoperability and system performance. This relationship also suggests an indirect pathway through which security influences customer satisfaction by improving system functionality and compatibility.

## 6.9 Direct, Indirect, and Total Effects Analysis

The study also examines the mechanism through which Security and Reliability influence Customer Satisfaction. Mediation analysis was conducted using bootstrapping with 5,000 resamples and bias-corrected confidence intervals. This approach enables the decomposition of total effects into direct and indirect effects and provides robust statistical inference for mediation analysis (Hair et al., 2021; Preacher & Hayes, 2008).

Table 9. Direct, Indirect, and Total Effects on Customer Satisfaction

Predictor → Customer Satisfaction	Direct Effect	Indirect Effect	Total Effect	95% CI for Indirect Effect	Mediation
Security & Reliability → CS	0.52	0.16	0.68	(0.11, 0.22)	Partial mediation via Integration & Compatibility
Integration & Compatibility → CS	0.26	—	0.26	—	No mediation
Usage Cost → CS	-0.04	—	-0.04	—	No mediation

From Table 9, the bootstrapped 95% confidence interval for the indirect effect ranges from 0.11 to 0.22 and does not include zero, confirming that the indirect effect is statistically significant (Preacher & Hayes, 2008; Hair et al., 2021). This finding indicates that Integration and Compatibility partially mediates the relationship between Security and Reliability and Customer Satisfaction. Partial mediation occurs when both the direct and indirect effects are statistically significant (Hair et al., 2021; Zhao et al., 2010).

In this study, Security and Reliability continue to exert a significant direct effect on Customer Satisfaction ( $\beta = 0.52$ ,  $p < 0.001$ ), and an indirect effect through Integration and Compatibility ( $\beta = 0.16$ ,  $p < 0.001$ ). The total effect of Security and Reliability on Customer Satisfaction is 0.68, reflecting their combined direct and indirect influences. This indicates that Security and Reliability is the most influential determinants of Customer Satisfaction in the structural model.

This finding suggests that secure and reliable FinTech payment platforms enhance customer satisfaction both directly, by providing safe and dependable transactions, and indirectly, by improving system integration, compatibility, and overall platform functionality. Integration and compatibility has a significant direct effect on Customer Satisfaction ( $\beta = 0.26$ ), indicating that seamless interoperability and system compatibility directly enhance user satisfaction. However, Integration and Compatibility does not have any indirect effects, as it functions as a mediator rather than an exogenous predictor in the structural model.

Usage Cost does not have a statistically significant direct or indirect effect on Customer Satisfaction ( $\beta = -0.04$ ,  $p = 0.266$ ). This finding suggests that customers prioritise system security, reliability, and functionality over cost considerations when evaluating FinTech payment platforms.

## 6.10 Effect Size ( $f^2$ ) Assessment and Explained Variance ( $R^2$ )

The results indicate that the model explains 50.4% of the variance in Customer Satisfaction ( $R^2 = 0.504$ ), with an adjusted  $R^2$  value of approximately 0.500. According to Hair et al. (2021),

$R^2$  values of 0.25, 0.50, and 0.75 correspond to weak, moderate, and substantial effects, respectively. Therefore, the  $R^2$  value of 0.504 indicates moderate-to-strong explanatory power, suggesting that the model provides a robust explanation of customer satisfaction with FinTech payment platforms.

Effect size ( $f^2$ ) was also assessed to determine the practical contribution of each exogenous construct to the explained variance in Customer Satisfaction. Effect size evaluates the relative impact of each predictor construct by examining the change in the coefficient of determination ( $R^2$ ) when the predictor is included versus excluded from the structural model (Cohen, 1988; Hair et al., 2021). According to Cohen (1988), effect size values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

Table 10. Effect Size ( $f^2$ ) for Customer Satisfaction

<b>Predictor</b>	<b><math>R^2</math> Included</b>	<b><math>R^2</math> Excluded</b>	<b><math>f^2</math></b>	<b>Interpretation</b>
Security & Reliability	0.504	0.390	0.23	Medium
Integration & Compatibility	0.504	0.460	0.09	Small
Usage Cost	0.504	0.503	0.00	Negligible

From Table 10, security and reliability demonstrated a medium effect size on Customer Satisfaction ( $f^2 = 0.23$ ), indicating that these constructs make a substantial contribution to the model's explanatory power. Integration and compatibility demonstrated a small effect size on Customer Satisfaction ( $f^2 = 0.09$ ), indicating that, while this construct contributes to explaining customer satisfaction, its relative contribution is smaller than that of Security and Reliability. Usage Cost demonstrated a negligible effect size ( $f^2 = 0.00$ ), indicating that this construct makes virtually no contribution to explaining customer satisfaction in the structural model.

## 7. CONCLUSION AND RECOMMENDATION

This study examined the influence of security and reliability, integration and compatibility, and usage cost on customer satisfaction with FinTech payment platforms in Ghana's Savings and Loans Companies. Guided by the Expectation Confirmation Model (ECM), the study employed a quantitative research design and analysed responses from 402 customers using Partial Least Squares Structural Equation Modelling. The findings revealed that security and reliability had a strong, positive, and statistically significant influence on customer satisfaction. This suggests that the more customers perceive FinTech platforms to be secure, dependable, and trustworthy, the more satisfied they are. Integration and compatibility also demonstrated a moderately positive and statistically significant relationship with customer satisfaction. Customers are more satisfied when the platforms are compatible with their mobile money wallets, devices, and other financial systems. Usage cost, however, exhibited a weak, negative, and statistically insignificant relationship with customer satisfaction. This suggests that while cost may be relevant in certain contexts, it does not significantly influence customer satisfaction in the study's setting.

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Savings and Loans companies and FinTech providers should prioritise system security and service reliability. This includes implementing strong authentication protocols and encryption technologies, Minimising system downtimes and failed transactions, providing real-time alerts and fraud protection mechanisms and communicating security measures transparently to build user trust. Efforts should be made to ensure that FinTech platforms are fully interoperable with mobile money platforms (e.g., MTN MoMo, Vodafone Cash), Compatible with multiple devices and channels (smartphones, feature phones, USSD, apps), and Able to seamlessly integrate with other banking or credit systems used by customers. Although usage cost was not a significant driver of satisfaction, SLCs should still ensure transparent fee structures and avoid hidden charges. The platform's value proposition (convenience, speed, reliability) should be emphasised in customer communications. Consider bundling services to enhance perceived value, rather than competing solely on pricing.

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