

Effect of CTOP on Behavioural Intentions in the Banking Sector: The Mediation Role of Trust

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ABSTRACT

The issue of service quality measurement is extensively researched, but the continuous changing banking regulatory environment necessitates a correspondingly continuous evaluation of service quality factors. This study uses CTOP (customer care, tangible value, operational value and product value) to measure service quality in the banking sector, and investigated its effect on customer behavioural intentions with trust as a mediator. 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 (SEM) for data analysis and explored direct, indirect and total effect relationships. Confirmatory Factor Analysis (CFA) was used for data purification. The research found that CTOP has positive and statistical significant relationships with customer trust and customer behavioural intentions. Customer trust also has positive and statistical significant relationship with customer behavioural intentions. On the mediation effect, customer trust partially mediates between CTOP and customer behavioural intentions. Customer trust fully mediates between product and tangible values on one hand and customer behavioural intentions on the other. Product value affects customer intentionality and in turn intentionality also affect customer advocacy. This means that researchers and managers of banks should consider CTOP effects on customer behavioural intentions with or without customer trust. However, researchers and service firm managers should note that for product and tangible values to affect customer behavioural intentions, trust must be considered.

Keywords: customer trust, customer behavioural intentions, customer care, tangible value, operational value, product value

INTRODUCTION

Existing literature on service quality is decisive on the importance of service excellence and superiority and the need for banks to improvise innovative means of monitoring their performance in meeting customer service preferences [1, 2, 3, and 4] and other behavioural intentions like continue to do business with banks. Although the issue of service quality measurement is extensively researched, the continuously changing banking regulatory environment necessitates a correspondingly continuous evaluation of quality factors. To enhance user-friendly service quality measurement in an evolving financial sector, this

research has used CTOP (customer care, tangibility value, operational value and product value) to measure service quality.

In service sector, customer longevity can only be achieved mainly through delivering high quality services [5, 6, 7, and 8] especially under regulated and volatile business environment. Banks need to understand customer service requirements and comprehend the impact of service delivery performance on customer behaviours intentions [9]. Continuous studies in service quality guarantees fast service flaw detection, which in turn, allows for fixing quality leakages that can affect customer behavioural intentions before real damage is done on institutional image [1 and 2].

Indeed, most findings from service quality and behavioural intention studies have provided general recommendations and this may not give adequate course of action to industry practitioners in understanding the difficulties of service quality concept to execute strategic marketing plans to accomplish service quality goals [10, 11, and 12].

This study has utilized CTOP (customer care, tangible value, operational value, and product value) to evaluate the mediating effect of customer trust in the relationship between service quality and behavioural intentions thereby informing theories of service quality and service industry practitioners on how to use service quality and trust to influence customer behavioural intentions. This research has built on the explicit connections between service quality dimensions and customer behavioural intentions by probing the link between the individual dimensions of service quality and customer behavioural intention dimensions. This approach has explored the consequent societal implications for customers and public policy makers in the financial sector. Linking the service quality and customer behavioural constructs at the dimensional level also increases the diagnostics of explaining customer behavioural intentions.

LITERATURE REVIEW

Lewis and Booms [79] have argued that service quality is a measure of how well service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations on a consistent basis. The literature conceptualizes service quality as the result of the comparison between delivered and expected service performance [5]. Customers perceive the relative inferiority or superiority of services by comparing a firm's actual performance with their expectations, shaped by experience and memories [13, 14, 15, and 16]. The outcome of perceived service quality is not equivalent to customer satisfaction which measures the overall excellence or superiority of a service [6].

Under the framework of the disconfirmation paradigm [17], Nordic [13 and 14], and the American [5 and 6] models, perceived service quality dominates the literature. The former distinguishes between "technical" and "functional" quality, reflecting the service outcome and process respectively. Customers' perceptions on these dimensions are filtered through corporate image. The American model, also known as the "gaps analysis model" defines service quality across five dimensions namely tangibility, responsiveness, assurance, empathy and reliability [5]. The disconfirmation paradigm is not without its critics. Cronin and Taylor [18] proposed that service quality is better operationalised in terms of "performance-only" rather than "performance-minus-expectations" and introduced SERVPERF, which in fact is the performance part of the SERVQUAL scale. Cronin and Taylor [18] have proved with statistics that SERVPERF performs better than SERVQUAL. Koushiki [19] and many other researchers have replicated and modified service quality elements to measure its effect on customer attitudes and behaviours. Existing studies have shown that organizations that are making

progress in their respective markets implement service quality in their daily marketing activities to significantly and positively impact customers' cognitive and attitude reactions [20]. In a customer behaviour perspective, customer satisfaction and trust are often viewed as a function of single and multiple transaction-specific satisfactions [21].

Customer trust is a psychological state interpreted in terms of perceived probabilities [22], confidence [23, 24, and 25] or expectancy [26] assigned to the occurrence of some positive outcomes on the part of the trusting party. Accordingly, to trust someone implicitly means that there is a probability that the trusting party will perform actions that will result in positive or at least non-negative outcomes for valued exchange. From previous theoretical treatments of trust, it is seen that this generalized expectancy or occurrence probability is based on the dispositional attributions made to the partner about behavioural intentions and qualities.

In a customer behavioural perspective, behavioural intentions are broadly viewed based on several approaches such as customers' will to remain with, or defect from other firms' services [27, 28, 29, and 30]. In most cases, customer behavioural intentions construct consists of two major types namely, favourable and unfavourable behavioral intentions. Favourable behavioural intentions concept is often related to customer's preference to use services delivered by service provider and this is manifested in terms of customers' readiness to recommend, purchase, deliver positive word-of-mouth, and to remain as loyal customer [30]. In contrast, the concept of unfavourable behavioural intentions is normally associated with negative customer responses, such as switching and complaint behaviour [31]. This indicates that behaviour intention is an important outcome of the relationship between service quality and customer trust. This study has categorised customers behavioural intentions into action where customer undertakes specific exchange transactions, and advocacy where customer communicate good about firm's value to improve corporate image.

In many service quality models, researchers have concluded that service quality, customer trust and behavioural intentions are highly interconnected constructs. The competency of service provider to appropriately implement service quality in executing service jobs is invoked by customer positive behavioural intention [32]. Though the nature of this relationship is important, the role of customer trust as a mediating variable has been given little emphasis in the context of business research [11].

Service Quality and Behavioural Intentions

Service quality has been assumed to be a key factor in explaining customer purchase intentions, but the relationship has not been fully explained [33]. Many research works have established a link between service quality and behavioural intentions, but only through value and satisfaction [34]. Other researchers have found a direct link between perceived service quality and behavioural intentions [6 and 27].

The relationship between service quality and customer behavioural intentions has been substantially examined by Cronin and Taylor [18] and Boulding et al [35]. Cronin and Taylor (18) works concentrated on repurchase intentions and they found that there is no significant relationship between the two constructs. Boulding et al. [35] focused on both repurchase intentions and willingness to recommend and they found significant and positive relationship among the constructs. Kumar et al. [36] research in the banking sector has shown that high service quality helps in gaining a competitive edge in terms of higher revenue, customer loyalty and customer retention. Kumari et al. [36] research works have also revealed that high levels of service quality promotes customers satisfaction, customer loyalty, new customer attraction, increased market share and profitability for the banking sector.

Few studies have explored the relation between service quality and customer behavioural intentions in the banking sector. Sing and Arora [37] study shows that the customers of nationalized banks were not satisfied with the employee behaviour and infrastructure, while respondents of private and foreign banks are not satisfied with high charges, accessibility and communication. Coudhury [38] studied private and public sector banks, explored the relation between service quality and customer behavioural intentions but with a small sample size of customers and banks. The results by Coudhury [38] provides a strong support for the predictive power of perceived service quality on customer purchase intentions and shows that reliability is most important for influencing customer purchase intentions. This is followed by employee behaviour, tangibles and convenience.

Kondasani and Panda [39] did a study on how patients' service quality perception can lead to behavioural intentions. These researchers found that service seeker and service provider relationship, quality facilities, and the interaction with supporting staff have positive effect on customer perception. Ismail et al. [40] analysis confirmed that relationship between service qualities features (tangible, reliability, responsiveness, assurance and empathy) with customer satisfaction were positively and significantly correlated with behavioural intentions. This result demonstrates that the effect of tangible, reliability, responsiveness, assurance and empathy on behavioral intentions was mediated by customer satisfaction. Ratna Rooshka [41] examined empirical data from 186 respondents in Yogyakarta, Indonesia and the results revealed that there is indirect relationship between service quality and loyalty through trust. This study therefore hypothesis that:

H₁ : Service quality has positive and significant effect on behavioural intentions.

Service Quality and Trust

The trust literature suggests that beliefs in trust results in reliability, high integrity, and qualities of service that is consistent, competent, honest, fair, responsible, helpful and good [42]. Trusts arise from a long process until parties involved trust each other. If trust is established between a customer and a firm, the mutual benefit is overwhelming. In the process of forming trust, Doney and Canon (1997) as cited by Johnson and Grayson (43) offered the factors that influence it which is not limited to corporate reputation. Unidha and Sentani [44] studied the effect of service quality on customer trust and loyalty among Giant Shopping Cards holders in Malang. The results of their research shows that service quality directly affects customers trust, service quality directly affects customer loyalty, and customer trust is able to mediate the influence of service quality on customer loyalty.

Seigyoung [45] found evidence that perceived performance excellence has effect on trust. Yuswanto [46] study also revealed that the quality of services as measured by tangibles, reliability, responsiveness, assurance and empathy has potential to increase public confidence in transactions through e-commerce in Indonesia. Contrary to these findings, Chiou and Droge [47] have found that service quality facilities do not affect satisfaction and trust, but interactive service quality affects satisfaction and trust. Based on the result of empirical study, this research hypothesis as follows:

H₂: Service quality has positive and significant affect on customer trust.

Trust and Behavioural Intentions

Trust has received a great deal of attention from researchers in several disciplines such as psychology [24, 26 and 48], sociology [49], and economics [50], as well as in more applied areas like management [23] and marketing [51, 52 and 42]. Although this multidisciplinary interest has increase the wealth to the construct, such a diversity of academic learning makes it difficult to integrate the various perspectives on trust to find a consensus on its nature [53and

54] has indicated that not only do different researchers address trust concept from different approaches and methods, they have also offered predictable differences of opinion over its nature. Contrary to personality, psychologists analyse trust as an individual characteristic [48], social psychologists think about trust as an expectation that is specific to a transaction and the person with whom one is transacting. Economists and sociologists view trust as how institutions and incentives reduce uncertainty, and in turn increase value associated with transactions. In more applied areas like management and marketing, numerous authors suggest that trust is an element of relationships in business environment [52, 25, 55 and 42].

Deutsch [24] defines trust as the confidence that one will find what is desired from another, rather than what is feared. Mayer, Davis, and Schoorman [56] affirm that trust is the willingness of a party to be vulnerable to the actions of another party. Barney and Hansen [23] suggested that trust is the mutual confidence that one party has not exploited the other's vulnerability in an exchange process. Therefore, to make the attribution that another person is trustworthy, there should be the possibility to show that an entity is trustworthy [26]. In other words, trust is based on the notion that one party attempts to understand the other in terms of acts, dispositions, and motives that would predict positive responses [26]. The trust literature in psychology discipline mostly focus on the motivational dimension of the concept. This dimension is related to the attribution that the exchange partners' behaviour (verbal or nonverbal) is guided or motivated by favourable and positive intentions towards the welfare and interests of all the parties involve [51].

Given the complexities in the definition of trust, this study concludes trust to be customers' sense of security held in the dealings with a firm based on the perceptions that the firm is reliable and responsible for the interests and welfare of the customer. This means that trust is an important variable affecting human relationships at all levels [48]. Therefore, trust should be analysed as an important facet of customer behavioural intentions. Customer trust requires willingness to take personal risk base on the over reliance of firm's promised value, general expectancy of positive outcomes (fiability), and the disposition attribute to firm's value as reliable and dependable (intentionality). Therefore, when a customer trust a firm, the customer would not have the intention to lie, break promises, or take advantage of a firm's defenselessness. This study hypothesized that:

H₃: Trust has positive and significant effect on behavioural intentions.

Mediating effect of Trust on Service Quality and Behavioural Intentions

The studies conducted in different service sectors such as retail, banking, online environment and luxury brand related context [57, 58, 59, and 60] indicate that trust has a significant and positive relationship with behavioural intentions. From practical point of view, it is obvious that increasing trust results in positive customer behavioural intentions. Mayer et al. [61] has pointed that an increased trust leads to positive customer perception in acceptance of electronic banking but the complexities of other construct relationships such as service quality and behavioural intention may not make it automatic. Tonder et al. [62] discovered that customers who trust luxury motor vehicle dealership may be more committed which can strengthen the relationship between customer satisfaction and favourable behavioural intention towards the dealership. Osman and Ilham [63] study on Malaysia rural tourism revealed that trust partially mediates the relationship between customer satisfaction and customer loyalty. These authors' study also showed that customer satisfaction enhances trust in Malaysia rural tourism. With this background, the researchers are convinced that it is important to investigate trust mediation dynamics in service quality-behavioural intention relationship. Therefore this research hypothesized that:

H₄: Trust fully mediates service quality-behavioural intentions relationship.

RESEARCH METHODOLOGY

Demographic information

This study involved a sample of 825 respondents. A descriptive summary of the respondents shows that most of them are male (446) representing 54.06% 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 have behavioural intentions on banks services. 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 categorise. However, this varied professional background offer this study the opportunity to include a number of useful respondents. 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%. 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 were collected through questionnaire from 1000 Local bank customers who reported their perceived service quality, trust and behavioural intentions to do business with Local banks. Elimination of incomplete data resulted in 825 useable surveys. This valid response rate of 82.5% is appropriate for a study of this nature [64]. 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 [65 and 66] that personal contact provides detail engagement to survey.

Before performing the statistical analyzes, the n=825 sample was examined for size adequacy and found sufficient. Regarding reliability analysis, Yurdugul [46] 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 [67] 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 4 and 6) and communalities are around 0.70 on average. These, in combination with the KMO statistic (service quality-0.967; customer trust-0.951; behavioural intention-0.907) 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
Service Quality	4	66.11%	0.967	10,444.57	210	0.000
Customer Trust	2	70.76%	0.951	6,500.64	55	0.000
Customer Behavioural Intentions	2	81.55%	0.907	3,709.86	15	0.000

SCALE PURIFICATION AND DATA ANALYSIS

Scale purification

The drafted questionnaire was put to test with 50 customers of Local banks. They 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. Corrections were made on those statements as the researchers agreed with them. The revised questions were sent to two faculty members whose specialties are in marketing and statistics, and one professional banker and the feedback was positive.

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 [68]. The service quality has 4 dimensions namely customer care value, product value, tangible value and operational value. The customer care value measures the extent to which staff care in dealing with customers. The product value looks at how different level of service on offer meets customer needs. The tangible value considers the physical aspects of services and how they relate to customers' expected value, and the operational value evaluates service delivery processes in line with customers' expectations. The customer trust has 2 dimensions and was adapted from Delgado et al. [69] trust measurement scale. The trust dimensions they 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 behavioural intention has 2 dimensions. The dimensions are action and advocacy. The action dimension of behavioural

intention considers the positive action to act in an exchange transaction and that of advocacy dimension is about communicating the good works of a firm to increase corporate image.

The alpha coefficients of higher than 0.7 [70, 71 and 72], and coefficient of determination values which are greater than 0.8 indicated that the measurement scales are appropriate for the research. Therefore, it can be concluded that the items measured the variables of observation 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 [73] alpha reliability analysis was employed for initial scale purification. On the basis of the "alpha increase if item deleted" criterion [74], 2 items were deleted from the service quality construct. 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	Cronbach's Alpha
Service Quality			
1	Customer Care Value	5	0.887
2	Product Value	4	0.847
3	Tangible Value	6	0.879
4	Operational Value	4	0.847
Customer Trust			
5	Fiability	6	0.900
6	Intentionality	5	0.908
Customer Behavioural Intentions			
7	Action	3	0.842
8	Advocacy	3	0.876

Regression Analysis of Service Quality, Customer Trust and Customer Behavioural Intentions

The study analysed the relationships among service quality, customer trust and customer behavioural intentions. It is noted that service quality accounts for 45.73% of variance in customer behavioural intentions. In addition a unit change in service quality will cause customer behavioural intentions to positively change by 58.23%. As regards the relationship between service quality and customer trust, service quality contributes 56.49% to customer trust variance. A unit change in service quality causes customer trust to favourably change by 71.30%. Customer trust contributes 58.53% to the variances in customer behavioural intentions, and a unit change in customer trust causes customer behavioural intentions to change by 69.46%. Table 5 below shows the regression information on the individual relationships among the constructs.

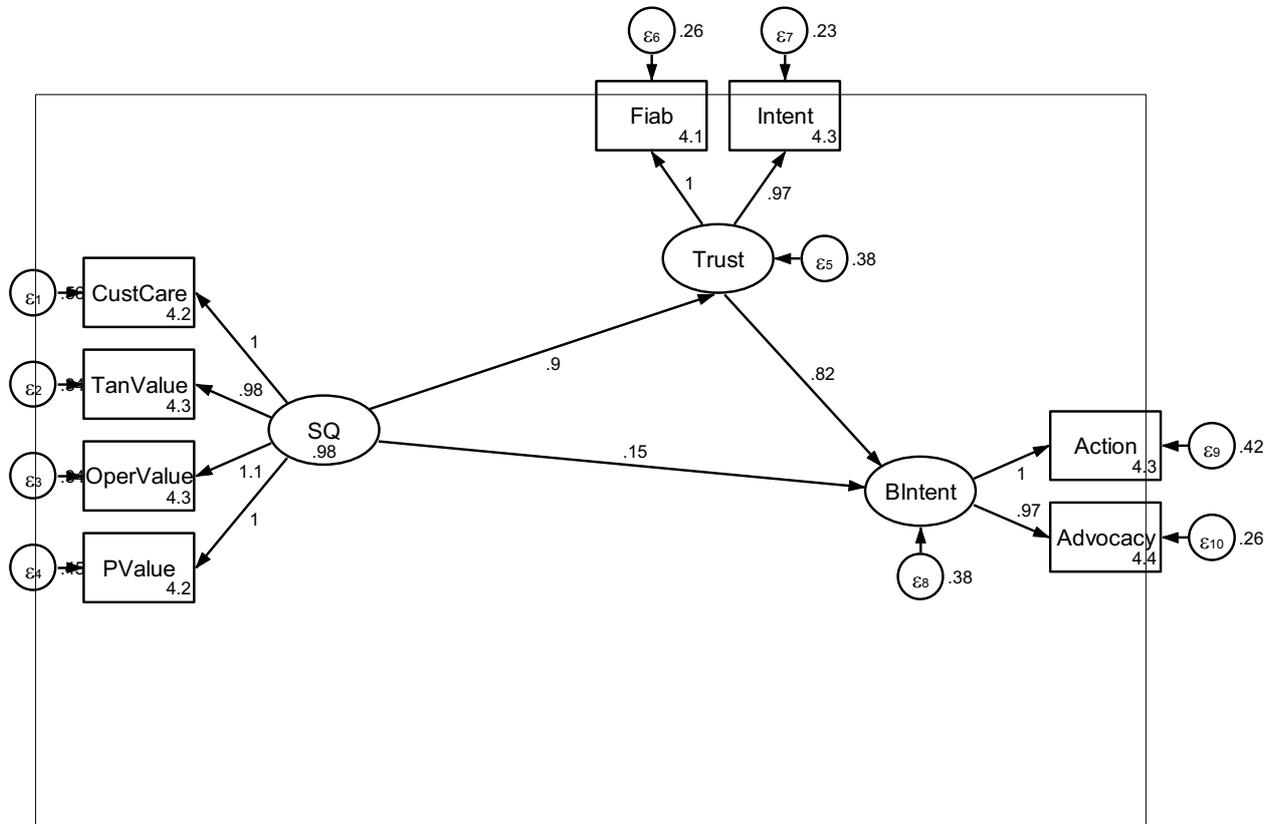
Table 5: Relationship among Service Quality, Customer Trust and Customer Behavioural Intentions

Path	Coefficient	OIM	T-Value	P-Value	R-Square	RMSE
SQ → CBI	0.5823488	0.0220834	26.37	0.000	0.4573	0.78371
SQ → CT	0.7130104	0.0217882	32.72	0.000	0.5649	0.70173
CT → CBI	0.6945969	0.0203594	34.12	0.000	0.5853	0.72252

SQ=Service Quality CBI=Customer Behavioural Intentions CT=Customer Trust

The study used Structural Equation Model to show the relationship among the constructs. The figure 1 below shows the output from the SEM output.

Figure 1: SEM Output for the Service Quality Relationship with Customer Trust and Customer Behavioural Intentions



SQ=Service Quality Trust=Customer Trust BIntent=Customer Behavioural Intentions

The output shows that service quality has positive relationship with customer trust and customer behavioural intentions. Customer trust also has positive relationship with customer behavioural intentions. The goodness of fit test shows that the model is good for use. The model has the following Goodness of Fit statistics: pclose =0.008; chi square=88.541; p-value=0.000; RMSEA=0.071; CFI=0.987; TLI=0.978; SRMR=0.021; and CD=0.926.

Effect of Service Quality Dimensions on Customer Trust and Customer Behavioural intention

The study analysed the effect of service quality dimensions on customer trust and customer behavioural intentions. On customer trust, the service quality dimension that has the highest

effect is product value with coefficient value of 0.298054. Customer care and tangible values follow in the order of second and third.

As regards customer behavioural intentions, service quality dimension with the highest effect is customer care with coefficient value of 0.1721893 and is followed by operational value with 0.0842654 with significant values. Product and tangible values cause minimal changes to customer behavioural intentions and are not significant. The table 6 below shows the statistical information on the relationship among constructs and dimensions.

Table 6: Relationship between Service Quality Dimensions, and Customer Trust and Customer Behaviour Intentions

Path	Coefficient	OIM	Z-Value	P-Value
CC → CT	0.2157979	0.0310046	6.96	0.000
PV → CT	0.2980540	0.0335953	8.87	0.000
TV → CT	0.1541950	0.0392844	3.93	0.000
OV → CT	0.1235361	0.0384195	3.22	0.000
CC → CBI	0.1721893	0.0333209	5.17	0.000
PV → CBI	0.0088510	0.0367253	0.24	0.810
TV → CBI	0.0015205	0.0414130	0.04	0.971
OV → CBI	0.0842654	0.0403790	2.09	0.031

CC=customer care CT=customer trust PV=product value TV=tangible value
OP=operational value CBI=customer behavioural intentions

Effect of Service Quality on Behavioural Intention and the Mediating Role of Trust

Mediation seeks to identify and explicate the mechanism that underlies an observed relationship between an independent variable (service quality) and a dependent variable (behavioural intentions) via the inclusion of a third explanatory variable, known as the mediator (trust). Rather than hypothesizing a direct causal relationship between service quality and behavioural intention, a mediation model hypothesizes that service quality causes the mediator variable, (trust) which in turn causes the dependent variable (behavioural intention). Having certified the measurement instrument's suitability for statistical analysis, the structural equation modeling was used to explore the relationship between the variables. MacKinnon et al [75] 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 Baron and Kenny (76). 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. Baron and Kenny (76) 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 [77].

The study expects trust in the banking sector to mediate between service quality and customer behavioural intentions. Examining the standard estimates of the mediation model, it is observed that the direct paths from service quality to behavioural intentions is positive and significant ($\beta=0.15$; $p<0.016$). The indirect path of service quality through customer trust to customer behavioural intentions is also positive and statistically significant ($\beta=0.74$; $p<0.000$). The total effect for service quality through customer trust to customer behavioural intentions is 0.89 and significant ($p<0.000$). Base on the assumption by Baron and Kenny [76] customer

trust plays partial mediation role between service quality and customer behavioural intentions. The implication is that, service quality on its own can positively and significantly impact on customer behavioural intentions in the banking sector. There is also another way customer behavioural intentions 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 Service Quality on Behavioural Intentions through Trust

Path	Direct effect (D)	Indirect Effect (I)	Total Effect (TE) (D+I)	Form of mediation
SQ → C T → CBI	0.1515518**	0.741248**	0.8927998**	Partial mediation

** Significant at 95% confidence level SQ=Service Quality CT=Customer Trust CBI=Customer Behavioural Intentions

Effect of Service Quality Dimensions on Behavioural Intention and the Mediating Role of Trust

The analysis of the effect of service quality dimensions on behavioural intentions offers the opportunity to know how specific service quality dimensions affect customer behavioural intentions when customer trust mediates.

Mediating role of Trust between Customer Care and Behavioural Intention

The study expects trust in the banking sector to mediate between customer care and behavioural intentions. Examining the standard estimates of the mediation model, it is observed that the direct paths from customer care to behavioural intention is positive and significant ($\beta=0.172$; $p<.000$). The indirect path of customer care through trust to behavioural intention is also positive and statistically significant ($\beta=0.141$; $p<.000$). The total effect for customer care is 0.313 and significant ($p<.000$). Base on the assumption by Baron and Kenny [76] there is partial mediation. The implication is that, customer care on its own can positively and significantly impact on behavioural intentions in the banking sector. There is also another way behavioural intentions can be achieved by customer care influencing customer trust in the banking sector.

Mediating role of Trust between product value and Behavioural Intention

The study expects trust in the banking system to mediate between product value and behavioural intention. Examining the standard estimates of the mediation model, it is observed that the direct paths from product value to behavioural intention is positive but not significant ($\beta=0.009$; $p>0.810$). The indirect path of product value through trust to behavioural intentions is also positive and statistically significant ($\beta=0.194$; $p<.000$). The total effect for product value is 0.203 and significant ($p<.000$). Base on the assumption by Baron and Kenny [76] there is full mediation. The implication is that, product value on its own will not significantly impact on behavioural intention in the banking sector. One of the ways product value can impact on customers behavioural intentions in the banking sector is through trust.

Mediating role of Trust between tangible values and Behavioural Intentions

The study expects trust in the banking system to mediate between tangible values and behavioural intentions. Examining the standard estimates of the mediation model, it is observed that the direct paths from tangible values to behavioural intentions is positive and but not significant ($\beta=0.002$; $p>0.971$). The indirect path of tangible values through trust to behavioural intentions is also positive and statistically significant ($\beta=0.100$; $p<.000$). The total effect for tangible values is 0.102 and significant ($p<.035$). Base on the assumption by Baron

and Kenny (76) there is full mediation. The implication is that, tangible values on its own will not significantly impact on behavioural intentions in the banking sector. One of the surest ways tangible values can impact on customers behavioural intentions in the banking sector can be through trust.

Mediating role of Operational Value between customer care and Behavioural Intention

The study expects trust to mediate between operational values and behavioural intentions. Examining the standard estimates of the mediation model, it is observed that the direct paths from operational values to behavioural intention is positive and statistically significant ($\beta=0.084$; $P=0.037$). The indirect path of operational value through trust to behavioural intention is also positive and statistically significant ($\beta=0.080$; $P=0.002$). The total effect for social media usage is also positive and statistically significant ($\beta=0.165$; $P=0.000$). Base on the assumption by Baron and Kenny (76) trust partially mediates the relationship between operational values and behavioural intentions. The implication is that, the adoption of operational values on its own will impact positively and significantly on behavioural intentions in the banking sector. There is also another way that operational values can impact on behavioural intentions in the banking sector through trust.

The table 8 below shows the statistical information on the mediating role of trust between service quality dimensions relationship and behavioural intentions in the banking sector.

Table 8: Direct, Indirect and Total Effect for Service Quality Dimensions on Behavioural Intentions through Trust

Path	Direct effect (D)	Indirect Effect (I)	Total Effect (TE) (D+I)	Form of mediation
CC \longrightarrow C T \longrightarrow CBI	0.1721893**	0.1405218**	0.3127112**	Partial mediation
PV \longrightarrow CT \longrightarrow CBI	0.008851	0.1940849**	0.2029358**	Full mediation
TV \longrightarrow CT \longrightarrow CBI	0.0015205	0.1004077**	0.1019282**	Full mediation
OV \longrightarrow CT \longrightarrow CBI	0.0842654**	0.0804434**	0.1647089**	Partial mediation

** Significant at 95% confidence level

CC=customer care PV=product value TV=tangible value OV=operational value
CT= customer trust CBI= customer behavioural intentions

The information in table 8 above has revealed that trust fully mediates the relationship between product and tangible values, and customer behavioural intentions. This means that for product and tangible values of bank to influence behavioural intentions, customer must have trust in banking services. As regards the effect of customer care and operational value on behavioural intentions, trust mediation can or cannot be present. This means that customer care and operational value influence behavioural intentions with or without the influence of trust.

The study has revealed that product value relationship with the two dimensions of trust is positive (fiability: $\beta=0.35$; intentionality: $\beta=0.41$) and significant ($p=0.000$ for both). Intentionality relationship with advocacy is positive ($\beta=0.45$) and significant ($p=0.000$). This means that trust mediation between product value and customer advocacy behavioural intentions is strong. The relationships among product value, tangible value, fiability, intentionality, action and advocacy is shown in table 9 below.

Table 9: Effect of Customer Care and Operational Value on Behavioural Intentions Dimensions

Path	Coefficient	OIM	T-Value	P-Value
Product value → Fiability	0.3494745	0.04544118	7.70	0.000
Product value → Intentionality	0.4098055	0.0471371	8.69	0.000
Tangible value → Fiability	0.3155152	0.044109	7.15	0.000
Tangible value → intentionality	0.3437644	0.0457848	7.15	0.000
Fiability → Action	0.3039585	0.0354687	8.57	0.000
Fiability → Advocacy	0.3980055	0.0380633	10.46	0.000
Intentionality → Action	0.2343946	0.033666	6.96	0.000
Intentionality → Advocacy	0.4524765	0.0361287	12.52	0.000

CONCLUSION

This research paper provides an insight into service quality, customer trust, and customer behavioural intention. The study concludes that service quality has positive and significant relationship with customer behavioural intentions in the banking sector. This finding supports the works of [20, 6, 27, 35, 38, 39, and 40]. However, the finding is inconsistent with the work of Cronin and Taylor (18) who found no significant relationship between service quality and behavioural intentions. The study also found that service quality positively and significantly affect customer trust in the banking sector. This finding is in line with the studies of Seigyoung [45] and Yuswanto [78]. In addition, customer trust also affects customer behavioural intentions positively and significantly. This finding also confirms the study by Tonder et al [62]. The study also revealed that trust partially mediates between service quality and behavioural intentions. However, trust fully mediates the relationship between specific service quality dimensions (product and tangible values) customer behavioural intentions. In this regard, the researchers have concluded on the test of the hypothesis as shown in table 10 below.

Table 10: Summary Results of Hypothesis Tested

S/N	Hypothesis	Coefficient	p-value	Status of hypothesis
1	H ₁ : service quality has positive and significant effect on behavioural intentions.	0.5823488	0.000	Confirmed
2	H ₂ : service quality has positive and significant effect on trust.	0.7130104	0.000	Confirmed
3	H ₃ : trust has positive and significant effect on behavioural intentions.	0.6945969	0.000	Confirmed
4	H ₄ : trust fully mediates between service quality and behavioural intentions.	-	-	Not confirmed

The study concludes that, though trust mediation between service quality and customer behavioural intentions is not confirmed, the valued relationship between specific service quality dimensions (product and tangible values) and customer behavioural intentions is fully mediated by trust.

MANAGERIAL AND THEORETICAL IMPLICATIONS

This study has implications for research and practice. On the practical side, the results have shown that service quality is a powerful driver to customer behavioural intentions to do business with banks with or without trust mediation. Therefore, banks should seek ways and means to build service quality to promote transactional exchange and advocacy role of customers. When banks offer good service quality, customers will continue to conduct financial transactions with them and will advocate such values to other prospective customers.

However, banks should improve customer trust especially fiability (welfare) and intentionality (capacity to deliver) thereby reducing customer perceived risk to scale up their behavioural intentions.

Theoretically, CTOP dimensions have successfully measured service quality in the banking sector. Service quality has been noted to influence customer behavioural intentions. In the banking sector, trust partially mediates between service quality and behavioural intentions. Product and tangible values have been identified as important service quality dimensions that influence customer behavioural intentions with trust mediation.

LIMITATIONS OF THE STUDY

This research 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 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

Researchers need to explore other market-base factors that can promote banking success like convenience, security, social influence and personal innovativeness that may affect the intention to do business with banks. Another study is recommended after Bank of Ghana Re-Capitalisation requirement is over to measure any possible differences of findings contrary to what this research has revealed. The CTOP dimensions to measure service quality should be applied in different financial sectors in another cultures and/or different service environment. This research is a cross-sectional study and as customer behaviour is dynamic, a longitudinal study may provide further insights into customer trust and behaviour intentions marketing value creation.

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