



## **The Impact of using e-services application through mobile phones on achieving competitive advantage in Jordanian commercial banks**

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### **Abstract**

The study aimed to measure the impact of the using E-Services services by mobile phones to achieve competitive advantage in Jordanian commercial banks. The study relied on descriptive analytical methodology. The study population consist of (13) commercial banks in Amman City. The study sample was use the comprehensive survey of the banks managers departments, deputies and the heads of the departments in Jordanian commercial banks. A set of questionnaire were designed and developed to covered the study variables with total of (400) questionnaires were distributed, (392) questionnaires were retrieved which equal (98%), and (8) survey sets were rejected which equal to (2%). The results of the study shows a significant impact of mobile banking applications of all dimensions (personal account management, e-payment, e-transfer, credit card services, e-services) on Achieving competitive advantage of all dimensions (speed, confidentiality and security, diversity) in Jordanian commercial banks.

**Keywords:** e-services services by mobile phones, personal account management, e-payment, e-transfer, credit card services, e-services, competitive advantage, speed, confidentiality and security, diversity

### **Introduction**

Business banks are a standout amongst the most essential monetary organizations that add to raising the level of business movement in the nation by giving a scope of managing an account administrations, which incorporate gathering cash, conceding advances and credit, gathering checks, And others.

With the advancement of innovation and expanded rivalry between banks, not just remain the elements of certainty and security and certainty are just influencing the upper hand of the bank, as the managing an account tasks of saving money administrations are portrayed by the decent variety and assorted variety notwithstanding the need to accomplish rapidly and precisely high for the high affectability that describe, which Has prompted expanded enthusiasm for the adaptability and lucidity of crafted by banks and quick to keep pace with mechanical improvement, which demonstrated successful in the administration of the universe of business and back.

Versatile saving money is a standout amongst the most developed mechanical devices through correspondence and data organizations. The banks have depended on them to give their administrations to their clients. The point of these administrations is to give keeping money administrations without the need to get to the save money with security. Clients have more noteworthy accommodation and decreased cost and time on the customer when leading money related exchanges at the bank.

Portable keeping money applications offer an assortment of saving money administrations including individual record administration, e-installment, e-exchange, charge card administrations and e-administrations. Such managing an account administrations are the focal point of banks' to fulfill

them from one viewpoint and accomplish upper hand on the other. The electronic applications through cell phone empowers the client to direct numerous electronic keeping money tasks, and has turned into the utilizations of electronic telephone among the components that vie for the banks as a result of the immense significance to clients.

Along these lines, this investigation came to know "the effect of the utilization of electronic keeping money benefits by cell phone in accomplishing the upper hand in Jordanian business banks."

### **Research Problem**

The dispute of Jordanian business banks in their numbers and the decent variety of their electronic keeping money administrations has expanded rivalry among them. Keeping in mind the end goal to accomplish upper hand at all levels and administrations, which has prompted the advancement of the banks and their frameworks fundamentally in accordance with the cutting edge innovation to end up the administration through the PCs and cell phones for clients.

The purpose of this study is to determine the impact of the use of mobile banking applications in achieving the competitive advantage of Jordanian commercial banks.

The purpose of this study can be achieved by answering the following questions:

### **Research Questions**

The main question: Is there an impact on the use of mobile banking applications (personal account management, e-payment, e-transfer, credit card services and e-services) in achieving the competitive advantage of its dimensions (speed, confidentiality, security and diversity) in Jordanian commercial banks?

A number of the following sub-questions arise from this question:

1. Is there an impact for the use of e-banking services by mobile phone (personal account management, electronic payment, e-transfer, credit card services and e-services) in the speed of service delivery with Jordanian commercial banks?
2. Is there an impact on the confidentiality and security of the services of Jordanian commercial banks for the use of mobile banking e-banking applications (personal account management, electronic payment, electronic transfer, credit card services and e-services)?
3. Is there an impact on the use of mobile banking e-banking applications (personal account management, e-payment, e-transfer, credit card services and e-services) in the diversification of services at Jordanian commercial banks?

### Theoretical Literature

#### E-Services Application by Mobile Phones

Managing an account is a standout amongst the most imperative financial exercises in any nation, and on the off chance that we think of it as a monetary movement, it has numerous qualities. There is presumably that the accessibility of these attributes implies the need to keep pace with managing an account necessities of advancement in all parts of financial movement and social in any nation, paying little mind to the idea of its monetary framework or political theory. (Bauer *et al.*, 2005) <sup>[3]</sup>.

To put it plainly, managing an account administrations, as different parts of monetary exercises, have experienced numerous phases of improvement. The movement moved from the negligible loaning and store tasks inside the outskirts of the concerned nation to the section of banks into speculation fields and owning them for some mechanical undertakings and business administrations. Past the fringes of the state and the spread of branches of numerous banks in many nations of the world, the rise of multinational banks. (Lustisk, 2002).

There is most likely that this incredible change and the momentous assorted variety in keeping money administrations or in the managing an account industry when all is said in done was a need forced by the truth of quick advancement and development in different financial exercises in various nations of the world. This has influenced numerous scholars and professionals in the keeping money industry to trust that the genuine issue confronting men Banks are obstructing overseeing and adapting to fast change and quick development in financial and social fields, notwithstanding the change and improvement in the very focused managing an account advertise. (Himani, 2011) <sup>[11]</sup>.

Keeping money administrations are characterized as a scope of monetary exercises attempted by a few organizations and budgetary foundations for the administration and venture of assets, for instance banks, for example, banks, insurance agencies and fund organizations, which spread generally on account of the triumphs accomplished here, we likewise specify that these saving money administrations are not constrained In a specific setting, they interfaced firmly with taxpayer supported organizations and enabled them to incorporate. (Vyas, 2009) <sup>[21]</sup>.

E-Banking is utilized as a complex and extensive articulation of the ideas that solidified in the mid-1990s, for example, the idea of tele-keeping money, e-managing an account, home saving money, web based saving money or self-saving money (Self-Service Banking). All identified with the client dealing with his records and finishing his business related to the bank through the house or office or some other place and at the time he needs. (Shivenai, 2013) <sup>[19]</sup>.

The electronic managing an account tasks implies the bank's customary or propelled saving money benefits through electronic channels, which are approved to enter the bank subsequent to satisfying the participation necessities indicated by the bank. The bank in this way accomplishes numerous advantages, particularly lessening the expenses of abuse and enhancing operational effectiveness and quality principles. (Omari and Bataineh, 2012) <sup>[18]</sup>.

It is known as the programmed conveyance of customary and new saving money benefits straightforwardly to the client through intuitive electronic channels. These administrations incorporate frameworks that empower clients of money related foundations, people or organizations to get to ledgers or acquire data on monetary items and administrations through a private or open system In that Internet. (Josiah and Nancy, 2012).

#### Competitive Advantage

At display, the idea of upper hand has turned into a noteworthy worry for monetary specialists. On this premise, entering rivalry does not mean taking out contenders, but rather giving administrations that fulfill clients and contrast from contenders.

David (2011) <sup>[7]</sup> characterizes it as the capacity to address the client's issues or the esteem got from the managing an account administrations gave.

It additionally perceives that it is the selective obligation of the bank and the additional esteem it gives the clients in a way that is more prominent or not quite the same as that offered by rivals in the market. (Hitt, *et al.*, 2009) <sup>[12]</sup>

Stupid (2008) characterizes upper hand as the arrangement of abilities, advancements, assets and capacities that administration can organize and contribute to accomplish more significant administration and client benefits than contenders.

Through the definitions, the specialist closes from her perspective that the upper hand is the capacity to accomplish the desires of clients as the customer is the administration in the market, fulfillment is the essential target that banks look to accomplish, and the upper hand implies the arrangement of saving money administrations unmistakable from the rivals in the market and consumer loyalty The Bank can accomplish an upper hand by building up a system for rivalry in light of the aftereffects of inner investigation of the encompassing condition.

There are two principle wellsprings of upper hand: particular aptitudes, (for example, specialized information, abilities and insight), and extraordinary assets (eg, money related assets, incredible administration limit, and so forth.) The endeavors to clarify the upper hand of numerous banks have demonstrated that their source isn't connected to great area These banks can abuse their interior assets, which are abilities,

learning and quality as one of their fundamental components, and by giving these two sources and successfully misusing the accompanying last assets: (Wheelen and Hunger, 2012) [22].

1. Proficiency: effectiveness is reflected in the ideal usage of accessible assets and is estimated by the measure of sources of info used to create particular yields. The Bank is an instrument for changing over contributions to yields. The higher the proficiency of the bank, the less sources of info required to create certain yields. The administration is exceptionally gainful contrasted with its rivals, enabling it to construct upper hands. (Wheelen and Hunger, 2012) [22].
2. Quality: because of fast changes and progressive improvements, expanded enthusiasm of banks to meet the desires of clients and fulfillment, as the cost is not any more the motor of the conduct of the client, however quality is the primary premium and the esteem looked for by the banks. Remain in rivalry to give top notch administrations. Koontz, 2011) [15].
3. Learning: Intellectual resources are a basic establishment for the Bank's proceeded with movement in a data and information based aggressive condition. The enthusiasm of those banks in view of quantifiable scholarly resources, for example, learning, has turned into a basic state of their venture arrangements. Uncommon exchanges, licenses, and particular trademarks. Effective banks put resources into what they know, exchanging that learning through their administrative channels to exploit them in saving money tasks or in the advancement of structures, capacities and procedures. (Wheelen and Hunger, 2012) [22].

**Previous studies**

Khalaf (2011) [14] noted that the characteristics of e-banking services: security, privacy, accessibility, speed, content, and design have a positive impact on the satisfaction and customer loyalty of Jordanian commercial banks. A study by Abraheem (2011) [1] showed that the quality of banking services is an important requirement for customers to continue to deal with the bank and that there is a positive relationship between the level of quality provided by commercial banks and customer satisfaction. The study (Worku *et al.*, 2016) [23] referred to the relationship between e-banking and demographic characteristics, and that e-banking currently provided is limited to savers and current account holders only. Finally, Arcand *et al.* (2017) [2] noted that the confidence factor positively and positively affects commitment and satisfaction. The QoS factor also affects trust, commitment and satisfaction, and trust is linked to a sense of security and privacy. No correlation was found between interface design and trust or commitment and satisfaction.

**Study Approach**

In this investigation, the analysts utilized the diagnostic expressive strategy to get the important information with the end goal of information examination and arrangement to portray the example of the investigation and to show it in tables and structures. A poll was intended to gather the information examined utilizing the SPSS program, The survey was utilized as an instrument for gathering information

identified with ponder factors.

The examination network is one of the thirteen Jordanian business banks as indicated by the area of the Securities Depository Center.

The legitimacy of the examination instrument has been checked as takes after:

**Apparatus Validation**

The survey was judged by a gathering of Jordanian college teachers and additionally experienced and capable individuals who took their suppositions in drafting the last form of the poll.

**Security of the apparatus**

The inside consistency of the apparatus was checked by figuring the Cronbach's alpha coefficient (.964) and is satisfactory in such examinations.

**Table 1:** Cronbach's Alpha value for each research measures from the pilot study

Variable	Stability coefficient
Cronbach's Alpha	.964

The table shows that the overall stability coefficient of the independent variable (e-Banking Services) and the dependent variable (the competitive advantage) was higher than 70%, indicating that there is an internal consistency between the paragraphs of the study instrument by 95.9% Study in the hypothesis test and a large percentage (Abu Saleh, 1989).

**Testing hypotheses**

To answer Study questions, the statistical averages and standard deviations of teachers' responses were calculated in the sample of this study to estimate the reasons for the low level of achievement of students in the basic stage according to the gender variable.

The results of the main hypothesis test, which states: "There is no statistically significant effect at the level of significance (= 0.05  $\alpha$ ) for mobile banking applications (personal account management, electronic payment, electronic transfer, credit card services, services To achieve competitive advantage in terms of (speed of service delivery, confidentiality and security of services, diversity of services) of Jordanian commercial banks."

Multiple regression was performed to test this hypothesis and the result was as follows:

**Table 2:** Results of the multiple regression test of sample responses on the paragraphs on the main hypothesis <sup>b</sup> Model Summary

Std. Error of the Estimate	Adjusted R Square	R square	R	Model
.12256	.938	.941	.970 <sup>a</sup>	1

Table (2) shows that the correlation value of the independent variable (mobile banking applications) and variable (competitive advantage) was 0.97. The value of the (R2) was 0.941, meaning that the model accounted for 94.1% of the total variance and the rest was explained by other factors.

Multiple regression test:

**Table 3:** shows ANOVA analysis as follows

Sig	F	Mean Square	Df	Sum of Squares	Model
.000	79.536	9.140	5	45.702	Regression
		.115	386	44.360	Residual
			391	90.062	Total

Table (3) shows the value of F (79.536), and the statistical significance level is (0.00), which is less than (0.05). Thus, the null hypothesis was rejected and the alternative hypothesis is accepted. There is a significant effect at ( $\alpha = 0.05$ ) For mobile e-banking applications (personal account management, e-payment, e-transfer, credit card services, e-services) to achieve competitive advantage in terms of (speed of service delivery, confidentiality and security of services, diversity of services) Jordanian Trading Company.

**First Hypothesis**

There is no statistically significant effect at the level of significance ( $= 0.05 \alpha$ ) for mobile e-banking applications (personal account management, e-payment, e-transfer, credit card services, e-services) on the speed of service in Jordanian commercial banks.

To examine this hypothesis, the researcher conducted a multiple regression analysis in order to demonstrate the effect of the use of e-banking services by mobile phone combined on the speed of service in Jordanian commercial banks at the level of  $\alpha = 0.05$  and the result is as follows:

**Table 4:** Summary table for dimension (speed of service) b (Model Summary)

Std. Error of the Estimate	Adjusted R Square	R square	R	Model
.45092	.522	.529	.727 <sup>a</sup>	1

Table (4) shows that the correlation value of the independent variable (e-banking applications by mobile phone) and distance (speed of service delivery) amounted to (0.727). (R229), meaning that the model accounted for 52.9% of the total variance, and the remainder is explained by other factors. This indicates a very high correlation between the independent variable in its dimensions and the speed in providing banking services in Jordanian commercial banks.

**Table 5:** ANOVA variance analysis (speed of service)

Sig	F	Mean Square	Df	Sum of Squares	Model
.000 <sup>b</sup>	149.57	12.221	7	85.545	Regression
		.082	168	13.726	Residual
			175	99.272	Total

Table (5) shows that the level of statistical significance is (0.00), ie, it is less than (0.05), thus rejecting the null hypothesis and accepting the alternative hypothesis that there is a statistically significant effect at the level of ( $\alpha = 0.05$ ) (Personal account management, e-payment, e-transfer, credit card services, electronic administrative services) on the speed of service in Jordanian commercial banks.

**Conclusion**

The Results demonstrate the graphic investigation are spoken to by mean midpoints and standard deviations of the free

factor. Portable e-keeping money applications (individual record administration, electronic installment, e-exchange, charge card administrations, e-administrations) Jordanian business banks apply all measurements yet at various levels (Credit card administrations) was high with a mean of (3.9747) and a standard deviation (0.74352). At long last, after (electronic installment), his mean was 3.7402 and his estimation is high. The aftereffects of the number juggling mean of the reliant variable demonstrated that the measurement (secrecy and security) was high with a mean of 4.2066 and a standard deviation of 0.45739. The separation (speed) came at a mean of 4.1046 and a standard deviation of 0.6525. At long last, the measurement (assorted variety) arrived in a mean of (4.0910) and a standard deviation (0.59714). also, There is a factually huge impact at the level of ( $\alpha = 0.05$ ) for the utilizations of versatile saving money administrations (individual record administration, electronic installment, e-exchange, charge card administrations, e-administrations) to accomplish upper hand as far as speed, Security and decent variety) in Jordanian business banks. The measurements (e-installment, e-exchange, electronic authoritative administrations) have a factual impact at a level of (0.00), which is under (0.05) to accomplish the upper hand in the entirety of its measurements. Alternate measurements don't have a factual impact at (0.05). There is a measurably critical too impact at the level of ( $\alpha = 0.05$ ) for the utilizations of e-keeping money benefits by cell phone (individual record administration, electronic installment, e-exchange, Visa administrations, e-administrations). The measurements (e-installment, e-exchange, Mastercard administrations, e-administrations) achieved a level of centrality (0.000), implying that they have a factually critical impact on the speed of administration conveyance. It has no factually huge impact at (0.05). what's more, There is a factually noteworthy impact at the level of ( $\alpha = 0.05$ ) for the utilizations of e-keeping money benefits by cell phone (individual record administration, electronic installment, e-exchange, Mastercard administrations, e-administrations) on the classification and security of administrations at Jordanian business banks. At long last The measurements (individual record administration, electronic installment, e-administrations) achieved a level of centrality (0.000), implying that they have a factually critical impact at the level of (0.05) on the secrecy and wellbeing of administrations. Alternate measurements have no factually critical impact at the level (0.05). There is a factually critical impact at the level of ( $\alpha = 0.05$ ) for the uses of e-saving money benefits by cell phone (individual record administration, e-installment, e-exchange, Mastercard administrations, e-administrations). The measurements (individual record administration, e-change, e-administrations) have a level of importance of under (0.05), implying that they have a measurably huge impact at the level of (0.05) on the assorted variety of administrations. Alternate measurements have no factual impact At the level of (0.05).

The analyst suggests The need of expanding the enthusiasm of the Jordanian Commercial Banks Department in the idea of electronic keeping money administrations and electronic applications utilized by cell phone and consciousness of every one of its representatives to give imaginative thoughts and thoughts that expansion the bank's development and

advancement of promoting execution of managing an account administrations and the execution of workers and their effectiveness and hence accomplish the upper hand of banks. The requirement for the consideration of the Jordanian Commercial Banks Department to build up the utilizations of e-keeping money benefits by cell phone as far as individual record administration, electronic installment, electronic exchange and every one of its subtle elements, due to the colossal significance in encouraging techniques on clients, which adds to pick up their trust and reliability to the bank, Develop elective designs and projects that can be utilized when there is any adjustment in nature encompassing Jordanian business banks. The need of expanding the enthusiasm of the Jordanian business banks' administration to examine and comprehend the attributes of the stages and techniques for successful upper hand in which banks create and develop. What's more, how to deal with these phases in a way that accomplishes improvement and development, and stay away from and maintain a strategic distance from emergencies that may go with the procedure of advancement of banks and development. The requirement for the consideration of the Jordanian business banks administration with current innovation and its applications keeping in mind the end goal to empower them to complete their obligations and duties such that the banks have a focused edge that upgrades their intensity among different banks by utilizing the interior qualities of the banks in advancing the open doors accessible in the business condition, And snatch openings before its rivals.

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