

An Evaluation of E-Banking Services among Filipino Senior Citizen Population in the National Capital Region

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Abstract

Banks are rapidly transitioning their traditional services to online platforms to meet the increasing demand for convenience. However, certain demographics, like the elderly, engage with technology differently. This study evaluates how senior citizens in the National Capital Region of the Philippines utilize electronic banking (e-banking) services. It examines unique technological, physiological, and societal factors influencing the elderly's use and satisfaction with these systems. Both quantitative and qualitative data were collected through surveys administered to Filipino citizens aged 60 to 80 with e-banking experience in the past 3 years. Statistical analysis, specifically partial least squares structural equation modeling (PLS-SEM) using WarpPLS 8.0, was conducted on the gathered data. Findings reveal that user-friendliness and perceived trust significantly impact senior citizens' satisfaction, with gender having a minor effect. The study suggests prioritizing user experience in e-banking services, emphasizing digital inclusiveness for the elderly, which can benefit all demographics. Additionally, enhancing perceived trust through cybersecurity measures is recommended. By focusing on these aspects, banks and financial institutions can better cater to the needs of elderly users while improving overall service quality and security for all customers.

Keywords

e-banking, senior citizens, PLS-SEM, user-friendliness, perceived trust

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