



UBT College

Department: "Management, Business and Economics"

"The impact of digitalization on the banking system"

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Abstract

The development of technology and digitalization of financial services has completely changed the traditional way banks used to work, such as the classic face-to-face system. Digitalization of the banking sector as an issue was put in a spotlight for its importance and necessity during the COVID-19 era, one of the biggest transformations that the pandemic forced upon banks and other industries was moving all their interactions with clients to digital. Digitalization revolutionized the way the banking system works but even so we still have “traditional methods” in use and it perplexes economists and analysts to question what the future holds.

In order to illustrate the impact of digitalization on the banking system towards customer satisfaction, this paperwork objectives was to point out the need for digitalization and customer usage satisfaction within Kosovo market. Evaluating the other authors' approaches towards the digitalization, respectfully with focus on the banking system, this paper can easily define the necessary information needed at the primary research. The primary data from the field with electronic survey (questionnaire) was hold within 48hours and contained 19 closed question with 108 respondents and all of them were citizens of Kosovo.

By the end of this paperwork, one can be able to understand the banking system digitalization impact on the customer satisfaction and should take to concern as a crucial fact from now on that banks should upgrade their system constantly to keep up with the digitalizing era, since customers' need for digitalization is only growing deeper and technology changing is rapidly and soon enough it will reach most of the people on the planet

Keywords: digitalization, banking system, services, customer satisfaction,
JEL Classification: G2, O, M15, C8, P46

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1. Introduction

The development of technology has changed the life of people all around the globe, especially in the last five decades. The industry of technology is expected to have the biggest growth and development among other industries in the next decade as well. Nevertheless, technology has brought new opportunities and changes to other industries and the way the market works overall, therefore the banking sector in order to adapt to these changes and trends had to change the classic face-to-face system.

Furthermore, banks may have to modify their products, business processes of services, and their organizational structures and architecture probably, to keep pace with the digital change (Balkan, 2021). In 2021, opening a bank account, depositing money or taking a loan has taken a whole other meaning because of ATMs, E-banking, telephone banking and other versatile options. However, according to (Carbo-Valverde, 2017): *“Although a basic assumption of technology improvement is the ability to make things simpler, from a strategic point of view, many financial institutions are facing digitalization as a conundrum”*.

In terms of data, digitalization has been a turning point for this sector, banks can gather and analyze confidential data in a much easier way although this poses the issue of cyber security. In contemplation of protecting the data, the client and the bank itself; it is always a good idea to invest in the cyber security department, otherwise there is a risk for data leaking, data misuse and other illegal activities. An essential push towards digitalization and the emphasis of the need to have a digital plan was imposed by COVID-19, one of the biggest transformations that the pandemic forced upon banks and other industries was moving all their interactions with clients to digital.

A lot of commercial banks have launched their own website and/or app to simply and ease the process of transactions, insight and overall communication with their clients, due to COVID-19 this aspect has been put in a new light and has been given a new significant importance. Digitalization revolutionized the way the banking system works but even so we still have “traditional methods” in use and it perplexes economists and analysts to question what the future holds.

1.1 Purpose of this study

This study aims to analyze how the digitalization of the banking system reflect on financial and transactional processes, and how this phenomenon affects the client’s experience and satisfaction. To open a bank account before the digitalization era, clients had to enter physically in the bank environment and often wait in line to complete a process that is considered very quick and easy nowadays. This option still exists for non-online banks but it has become almost a necessity to provide the clients with an online platform too.

The research of this study was conducted through a survey to measure in metrics the relation between Clients’ Satisfaction towards Digitalization of the Banking System in Kosovo. The survey was accessible only to inhabitants from Kosovo who possess a bank account in respected commercial banks within the country, the participants of the survey answered anonymously.

Nevertheless, the study is focused to define the Impact of Digitalization on the Banking System from other authors (secondary research) and will contain data gathered from the field (primary research). The survey used the Google Form platform and the link was forwarded through social medias, ironically the questionnaire about digitalization was shared through digital tools too.

1.2 Research Questions

In order to elaborate further this paperwork, the author seeks to give answers by analyzing the following research questions:

RQ1 – *Which services of the banks in Kosovo are digitalized?*

RQ2 – *Do clients prefer to complete banking processes online or offline (face to face)?*

RQ3 – *Is the age of clients a factor on their preferences of online or offline banking?*

RQ4 – *How did COVID-19 impact the digitalization of the banking system in Kosovo?*

2. Literature Review

To define the study, art of literature is in need. Therefore, in this section the intertwining of other authors' opinions towards digitalization approach was presented, respectfully in focus of the banking system. *“Digitalization means converting the data, sound, text, photos, music, and all kinds of information into ‘bits’ (0s and 1s) and converting them to computer language via microprocessors”* (Balkan, 2021).

In the other hand, banks as financial institutes may be defined in various ways as stated by (Prabhavathi K & Dinesh G P, 2018):*“The bank is a financial institution which deals with debits and credits. It lends, accepts and deposits money, builds the gap between the lenders and the borrowers. Banks are not only dealing with money but are also producers of money”*. According to W. Hock¹: *“Bank is such an institution which creates money by money only”*, Due to the rapid development of technology and its benefits other industries including banks have started implementing digital methods.

¹ Dee Ward Hock - the founder and former CEO of the Visa credit card association.

Hence, (Balkan, 2021) regarding digital banking, stated that: “...*transactions by the realization or presentation of information via the Internet, mobile, ATM, and similar technology-based channels through digitizing information using technology. Digital banking can provide services that are less costly, more convenient, and contain fewer errors*”. Furthermore (Balkan, 2021) pointed that: “...*digitalization provides banks with a cost advantage, it is reflected to the customer as better customer experience, more usable and less costly products*”.

2.1 Digitalization of the banking system

The need for digitalization of the banking system has been occurring in this decade but after facing COVID-19 it made it a necessity for all banks to have a remote online space to keep offering their services. In addition to that, there are different ways that digital transformations will impact the banking system to move forward.

- ***Traditional Banks Will Need To Move Online*** - Mobile banking is more popular than ever before, with no sign of slowing down. In fact, nearly one-third of people in the United States use mobile banking more than any other app on their smartphone, according to a Mobile Banking Study published by Citi Bank. The study also found that eight out of ten people now use their smartphone to manage their money on a regular basis (The Hartman Team, 2021), (Balkan, 2021).
- ***Mobile Applications Are Essentially Mandatory*** - Customer using mobile application to transact online. Digital transformation comes a myriad of new technologies. The banking industry is becoming more technologically savvy due to the rapid growth of mobile technologies. While some financial institutions have deferred the development of mobile applications, this move has essentially become mandatory in recent years (The Hartman Team, 2021).

- ***New Technologies Must Be Adapted*** - With digital transformation comes a myriad of new technologies that banks must adapt into their existing infrastructure, such as Artificial Intelligence (AI). AI refers to the intelligent actions of applications or devices without human interference, such as machine analytics, machine learning, algorithms and natural language processing (The Hartman Team, 2021), (Balkan, 2021).
- ***Privacy And Security Of Data Are Critical*** - Customer use cash machine that has data protection icon. Digital transformation focuses on preventing fraud. Privacy and security concerns are always top of mind in the banking industry. Financial institutions are responsible for storing personal customer information and banking details, and without a strong security strategy in place, sensitive information could be lost, stolen or corrupted (The Hartman Team, 2021).

The rapid development of technology goes hand in hand with the digitalization of other industries especially the Banking industry. Banks will have to face and plan on implementing or competing with current technology trends like Cryptocurrency, AI (Artificial Intelligence) and Mobile Wallets. Therefore, it is important that a financial institution to have a digital plan, to be flexible to change and continuously invest in the digitalization of their services in the interest of challenging their competition or at least maintain its market share.

2.2 Advantages of Digital Banking

The advantages of digital banking, incorporate: Reasonable cost and reasonable price, convenience in offering new products and services, easy collection of customer information for banks and reduction in operational risks, ease of access and uninterrupted service, potential to increase customer satisfaction, loyalty, and profitability (Balkan, 2021), (The Hartman Team, 2021).

Digital banking eliminates the need of a physical place to complete banking services, therefore it reduces costs which bring it to a reasonable ratio of cost vs. price. Banks can offer products and services more easily in the market through a digital environment, it collects accurate information over the clients' demographics and needs by reducing the operational risk whereas digital banking offers its services 24/7. If the digitalization of the banking system is properly used it can increase customer satisfaction, increase customer loyalty, and support profitability (Balkan, 2021).

2.3 Disadvantages of Digital Banking

Contrary to the advantages, the disadvantages of digital banking incorporate: The threat of increased customer security and fraud risks, fast-changing technology, infrastructure deficiencies, weakening of one-to-one relationship with customers (Balkan, 2021). One of the biggest criticisms of digital banking would be the risk of data corruption and identity theft because this system is easy to use and it is accessible in every other online platform. The malfunction or deficiencies of the technological infrastructure decreases the service quality and the weakened contact with clients due to the virtual environment can decrease customer satisfaction (Balkan, 2021).

2.4 COVID-19's Impact on the Digitalization of the Banking System

Industries in the market, such as the banking industry, have been aware on the need for digitalizing its services and having a thorough digital plan despite that it was the pandemic that actually emphasized the importance of digitalization and its methods had to be implemented in order to keep the business running even through numerous lockdowns. Hence, the pandemic coerced banks to focus on their online platforms such as their websites and apps to offer their services remotely to clients.

As claimed by (Marcu, 2021): *“The COVID-19 pandemic has accelerated digitalization in the banking system although, the need for innovation and digital strategies have been an important*

factor in banking even before the pandemic had started” and (The Safe Systems Team, 2020) also states that the pandemic has drastically reshaped the way banks and credit unions operate today. *“This change impacts not only how financial institutions conduct their business and interact with customers and members, but also how they keep their institutions secure”* (The Safe Systems Team, 2020).

According to (Marcu, 2021): *“This accelerated digitalization is expected to continue its growth curve, especially as uncertainty is high during this period and conventional or traditional banks are more vulnerable to a sharp decline in their lending activity, while large banks are better prepared in this case”*. COVID 19 has driven clients to rely more in digital banking (The Hartman Team, 2021), therefore banks and credit unions must provide their services digitally all while keeping their clients’ information secure.

The rapid adjustment to technology should not take us by surprise as (Romdhane, 2021) states that: *“...digital technology is not a revolution for companies, but a natural evolution”*. In order to achieve digital success (Moden & Neufeld, 2020) suggest to redefine customer experience by putting the clients and their needs first so solutions around fulfilling them can be found, focus on giving its clients access to financial services through a mobile, developing a data strategy for personalization and selecting the right technology platforms which are subject to highly regulatory scrutiny.

2.5 The path towards Financial Digitalization, IBAS in Kosovo

IBAS is a mobile app that offers financial services digitally. Ibas was founded in 2019 by a group of enthusiasts whose idea was to digitalize the financial system in Kosovo. Apart from being

licensed by the Central Bank of Kosovo in 2019 as an Electronic Money Institution and lending, IBAS is in process of internationalization in EU market and beyond (ibas, n.d.). Services that IBAS offer are in the following: e-Wallet, pass through e-Wallet, e-POS, e-Transactions, e-Commerce and e-Loans.

The e-wallet is automatically created for each user who registers with IBAS. The e-wallet is very secure and can only be accessed through the credentials of the person who owns it. It is used to store your funds received at IBAS. The e-portfolio can be *credited from your bank account* and from accepting national and international payments or transfers. A secured electronic pass-through eWallet that is a passive interconnection as per industry standards with bank accounts. It is similar to Payment Initiation Services (PIS) which overpass credit/debit card transactions and turns to local settlements. ePOS is a virtual point of sale (payment) which is automatically created for each business account.

IBAS, free of charge, turns your smartphone into an electronic POS, in which you can accept payments, during all the time. Electronic POS at IBAS allows you to create unlimited sub-POS and manage them from a single point. IBAS also offers virtual POS in as sticker POS, or physical POS that can be connected with your computer at sales point. eTransactions is the most innovative and easiest way to carry out your transactions - whatever they are - payment or money transfer. As never before, your transaction will be executed in milliseconds once you have set a maximum of three inputs.

So, with the greatest ease you will be able to make payments in stores, restaurants, gas stations and anywhere else that have IBAS POS or even payments for utility bills, taxes, vehicle registration or any other type of payments for public institutions or transferring funds to your friends and relatives, in no time. Accepting digital payments is no longer an impossible

achievement for small and medium businesses. Implemented technology by IBAS enabled easy integration of advance payment gateway solution with an extremely low transaction fee and no maintenance or support cost (ibas, n.d.).

3. Methodology

In this section a case study will be presented that was conducted by the author of this paper.

3.1 General description

This case study presents the relationship between Client's Satisfaction towards Digitalization of the Banking System in Kosovo, throughout the results the study seeks to give answers to the research questions and acknowledge the significant influence of digitalization in daily life. There will be an in-depth analysis and comparison of the results which will lead to definite and accurate conclusions.

3.2 Methods

This case study is based on quantitative methodology using primary data. The data was gathered through a survey that was formulated and conducted by the author. There were 108 respondents that filled out the questionnaire in an anonymous way and all of them were citizens of Kosovo and had a bank account since that was the precondition to take part on the survey. The survey contained 19 closed question, some of them had the opportunity to add by the option "Other", 5 of the question focused on the demography of respondents while the remaining 14 were focused deliberately to elaborate the research questions.

3.3 Results from the field

Figure 1- Citizenship of the participants.

Are you a citizen of Kosovo?

108 responses

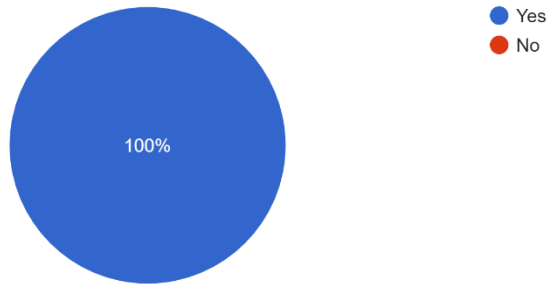
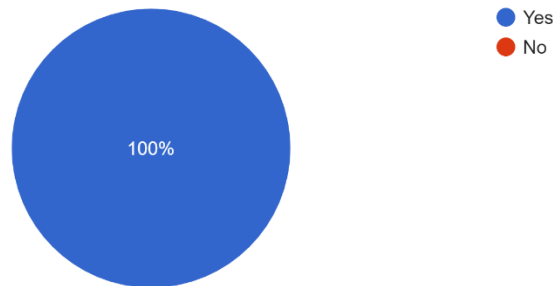


Figure 2 - Responses on owning a bank account.

Do you own a bank account?

108 responses



As expected, all participants who responded in the form were citizens of Kosovo and owned a bank account with a frequency of 108.

Figure 3 - Table of the participants' demographics.

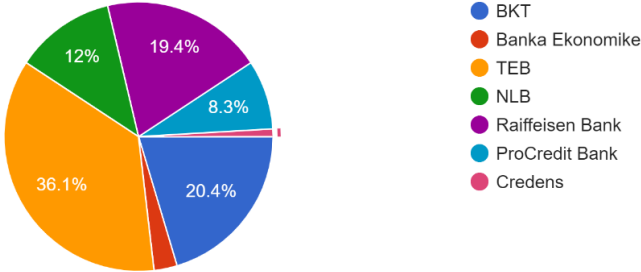
		Frequency	Percentage %
Gender			
	Male	61	56.48%
	Female	47	43.52%

Age of respondents	Frequency	Percentage %
18-25	49	45.37%
26-33	13	12.04%
34-41	15	13.89%
42-49	16	14.81%
50-57	11	10.19%
58-65	4	3.70%
65+	0	0.00%
Level of Education	Frequency	Percentage %
Primary School	0	0.00%
High School	4	3.70%
Undergraduate	24	22.22%
Bachelor Degree	34	31.48%
Master Degree	37	34.26%
Doctoral Degree	9	8.33%

The respondents have a relevant diversity which will help the in-depth analysis later on.

Figure 4 - Kosovo's banks in which the participants have an account.

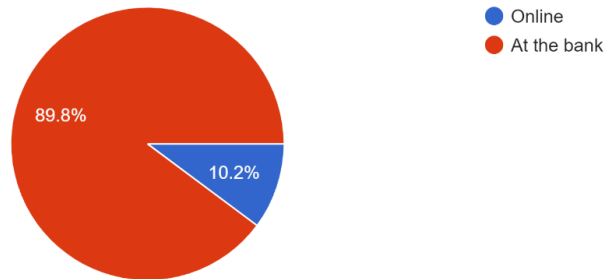
In which bank in Kosovo do you have an account?
108 responses



A majority of the participants owned an account in TEB (36.1%), Raiffeisen Bank (19.4%) and NLB (12%).

Figure 5 - Method used on opening a bank account.

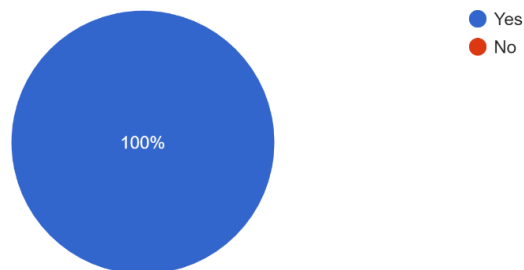
Did you open your bank account online or at the bank?
108 responses



Almost 90% of the participants have opened their bank account at the physical place the bank is established. This data shows that the banking sector in Kosovo faces a lack of digitalization for opening a bank account.

Figure 6 - Digitalized services (ATM).

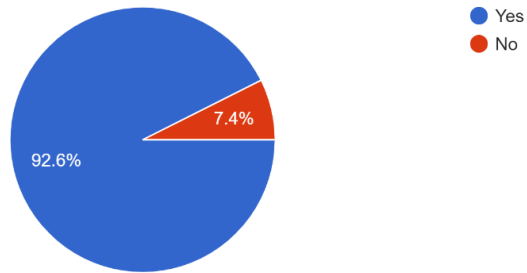
Does your bank have ATMs?
108 responses



Each one of the respondents stated that their bank has an ATM (100%). This shows that the banks are approaching its customers through their ATMs but actually this denies the increasement of the digitalization of money.

Figure 7 - Digitalized services (Telephone Services.)

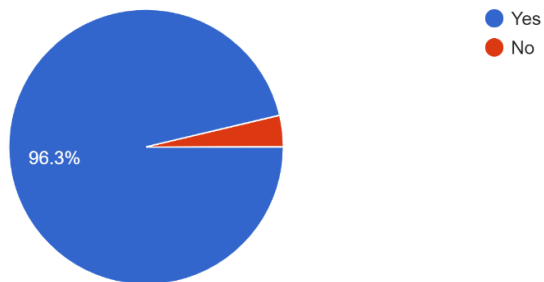
Does your bank offer services through telephone?
108 responses



Most of the respondents have answered that their bank offer telephone services (92.6%).

Figure 8 - Digitalized services (E-banking).

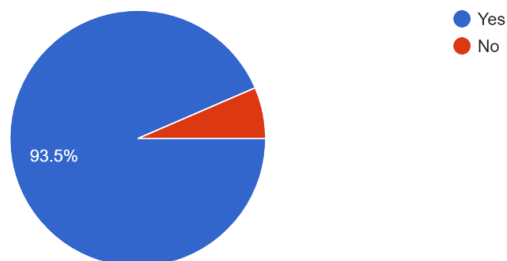
Does your bank offer E-banking services?
108 responses



Only four participants have PPstated that their bank does not offer E-banking services (3.7%).

Figure 9 - Digitalized services (Apps).

Does your bank offer an app?
108 responses



One hundred and one participants state that their bank offers an app (93.5%) while only 6.5% state that their bank does not offer an app.

Figure 10 - Satisfaction of clients on their bank's ATMs.

On a scale of 1 to 5, how good was your experience with your bank's ATMs?

108 responses

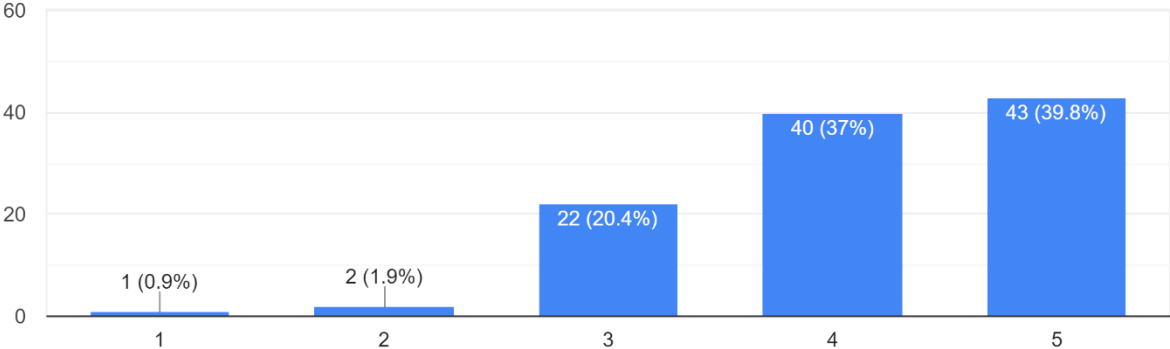


Figure 11 - Satisfaction of clients on their bank's E-banking service.

On a scale of 1 to 5, how good was your experience with your bank's E-banking services?

108 responses

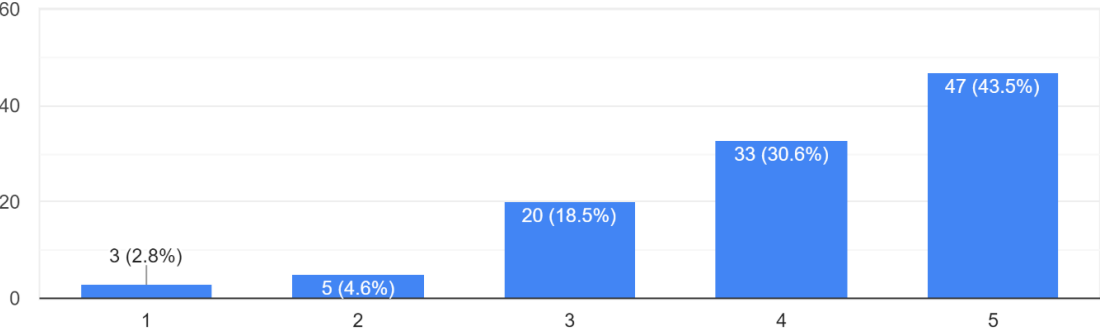
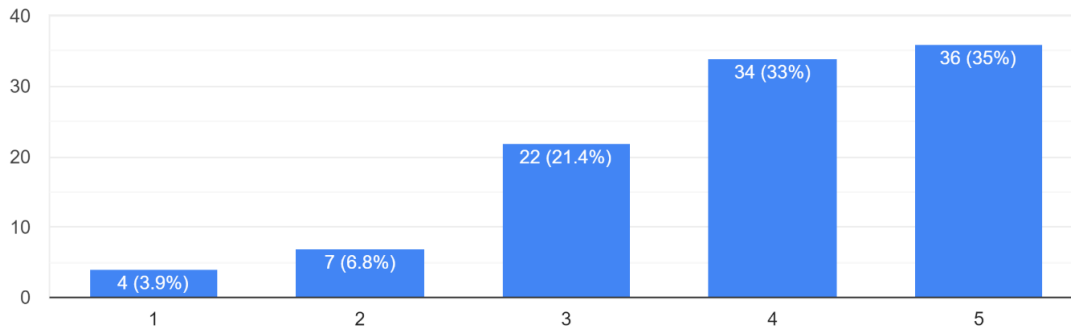


Figure 12 - Satisfaction of clients on their bank's app.

On a scale of 1 to 5, how satisfied were you with your bank's app? (If your bank has an app launched)

103 responses

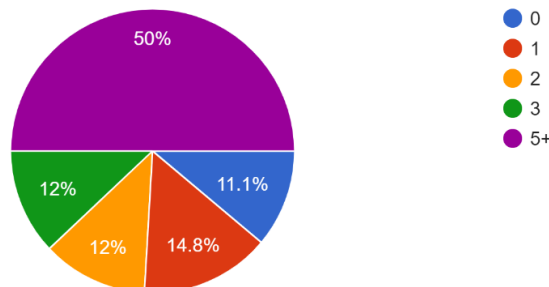


The last three figures show us that the participants would rate their experience with the digitalized processes of a banking system as good or very good. Among the figures 10,11,12 the analysis of variance ANOVA, the variances between the groups of data and the variances within the groups of data with degree of freedom (2,12), present that the data is significant towards ATMs, E-banking and Apps.

Figure 13 - Usage of E-banking during a month.

How many time a month do you use digital banking/ E-banking?

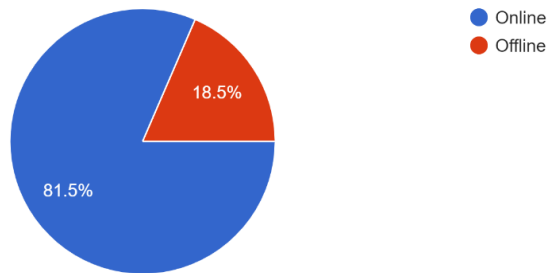
108 responses



Based on the participants' responses, half of them use digital banking or E-banking more than five time a month.

Figure 14 – Preferred method of banking on simple processes.

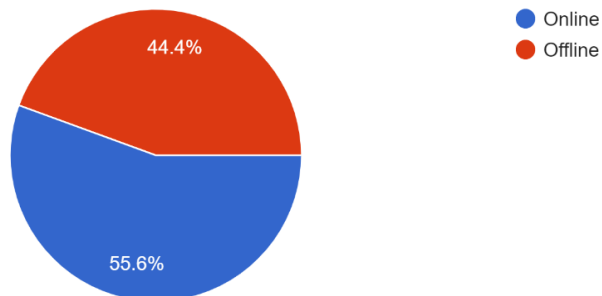
Do you prefer banking online or offline when you want to complete simple banking processes?
108 responses



When dealing with simple banking process, 81.5% of participants prefer banking online.

Figure 15 - Preferred method of banking on complex processes.

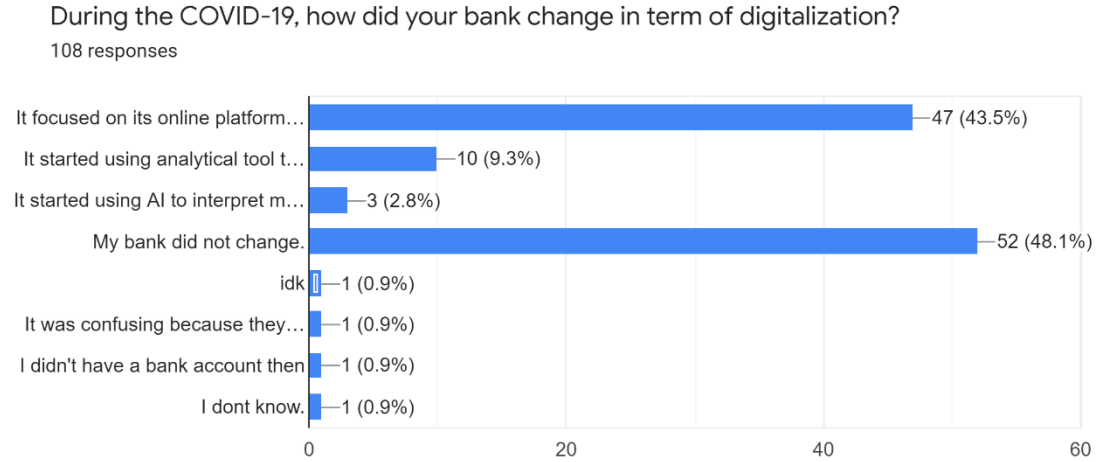
Do you prefer banking online or offline when you want to complete complex banking processes?
108 responses



This figure presents that 44.4% of participants prefer completing complex banking process offline.

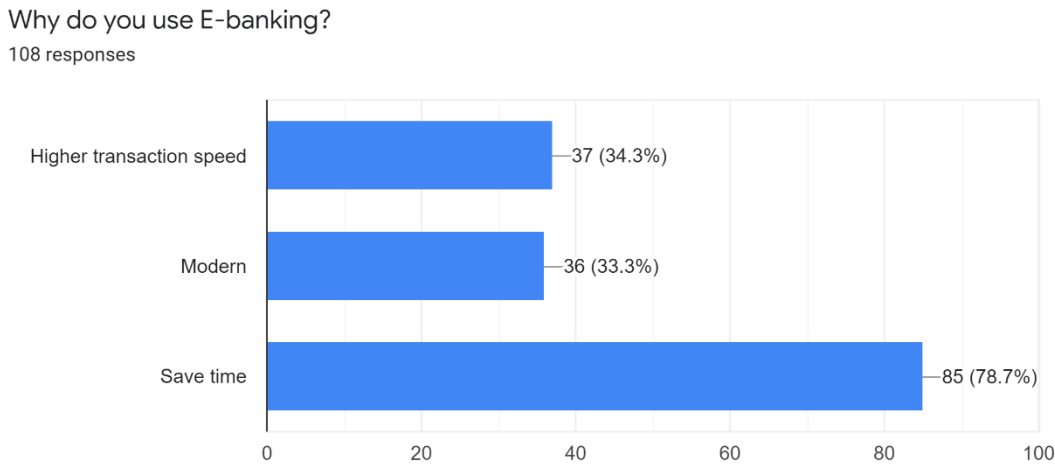
Based on figure 14 we can state that the percentage of offline preferred method rises when we deal with complex banking processes.

Figure 16 - Changes in Kosovo's bank during COVID-19, in the aspect of digitalization.



The answers in this multi-choice question reflect an uncertainty if the banks in Kosovo focused on its online platforms or they did not change.

Figure 17 - Traits of E-banking that attract clients.

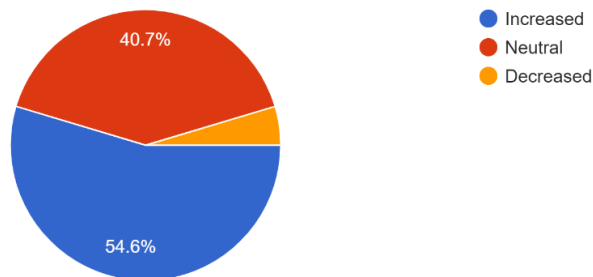


A significant number of participants (78.7%) have stated that they use E-banking because it saves time, the rest of the participants stated that they use it because it is modern and has a higher transaction speed.

Figure 18 - E-banking's effect on the quality of banking services.

With E-banking, the quality of banking services is:

108 responses

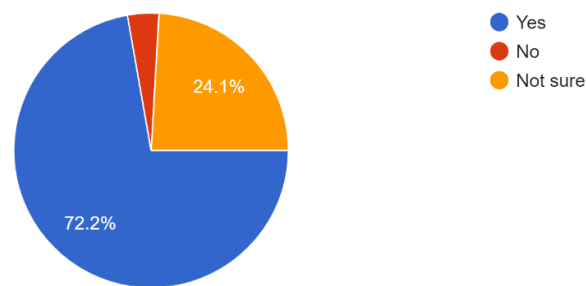


More than 54.6% of participants think that E-banking increases the quality of banking services while 40.7% maintain a neutral stance.

Figure 19 - Reliability of E-banking.

Do you think E-banking is reliable?

108 responses



Most of the respondents think that E-banking is reliable (72.2%) and 24.1% are not sure.

3.4 Analysis of Results

Based on the results it can be stated that there is a diversity of participants in the aspect of demographics, especially in the categories of age and level of education meanwhile the commonality stood at the fact that they were all citizens of Kosovo. The participants also belonged to categories of the highest levels of education such as Master Degree and Doctoral Degree which

gives a sense of reliability on the data that was gathered. All of the respondents had bank account and most of them had those account in successful commercial banks in Kosovo such as TEB, Raiffeisen Bank, NLB etc. Throughout their answers we can conclude an overview of the digitalization of commercial banks in Kosovo.

Taking a look at the figures 6,7,8,9 it can be stated that banks in Kosovo mostly have the essential digitalized services (more than 95.6%) which are ATMs, telephone services, E-banking platforms and apps. This gives the answer to the first Research question RQ1 that was presented in the beginning of the papers. To analyze the participants' satisfaction on these digitalized services we use as a referring point figure 10,11,12 which state that the costumers or respondents are mostly satisfied through the analysis of variance ANOVA.

Figure 13 confirms that half of the participants use E-banking more than 5 times a months which brings us to a conclusion that the spread of the digitalization approach on clients is presented in Kosovo too. While figures 14 and 15 present similar questions we have different results, based on the participants' responds we can conclude that most of the respondents prefer banking online when dealing with a simple banking process (81.5%) while 44.4% of respondents prefer banking offline when dealing with a complex banking process.

This also gives an answer to Research question RQ2 that the participants mostly prefer online banking when facing simple tasks or processes and only half of them prefer banking offline when facing complex processes. To give answers to Research question RQ3, the study relied in two hypotheses, H_{NULL} and H_1 . H_{NULL} assumes that younger people prefer banking online more than older people while H_1 assumes that age does not affect the preferred method of banking. Given the fact that the opinions of participants differ when they want to complete simple banking processes or complex banking process, the correlation has been calculated two times: *the correlation between*

age and preferred method of banking for simple processes and the correlation between age and preferred method of banking for complex processes.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.767 ^a	5	.170
Likelihood Ratio	9.449	5	.092
N of Valid Cases	108		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .74.

Chi-Square analysis proves that there is no evidence on a correlation between the age of the participants and the preferred method of banking for simple processes because the value of Pearson-Chi-Square is equal to 7.767 with ‘Degree of Freedom’ equals to 5.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.611 ^a	5	.251
Likelihood Ratio	6.709	5	.243
N of Valid Cases	108		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.78.

Chi-Square analysis proves once again that there is no evidence on a correlation between the age of the participants and the preferred method of banking for complex processes because the value of Pearson-Chi-Square is equal to 6.611 with ‘Degree of Freedom’ equals to 5.

Therefore, to give a final answer to the Research Question RQ3, age is not a factor on the participant's preferred method of banking. Despite of the conclusion this brings us too, there is still room for further testing since H_{NULL} assumes the exact opposite. Participants of the survey filled out a multi-choice question on what way has their bank changed in the aspect of digitalization during COVID-19 (figure 16) and these responses also bring us to the answer of the final Research question RQ4. According to the respondents, a large number of them (52) believe that their bank has not changed digitally during COVID-19 while 48 of them think that their bank focused more in their online platform and offered new features to communicate with its clients.

There is a sense of uncertainty but by pointing out the fact that during lockdown most of the industry had to operate remotely it can be stated that there may not have been further digitalization of Kosovo's banks since during COVID-19 they just used the resources they already had such as online platforms and apps. Figures 17,18 and 19 present the opinions of the respondents on E-banking, most of them think that E-banking saves time and it is reliable while only half of them think that E-banking has increased the quality of banking services overall.

5. Conclusions and Recommendations

Based on this paper's points and case study we can conclude the most important fact that it is crucial from now on that banks upgrade their system constantly to keep up with the digitalizing era. Therefore, this suggest that there should be constant investing in the technological area in order to challenge the competition or maintain its stability. The need for a digital plan was always prominent but now it has been put in a new light especially because of COVID-19. Some of the changes that the banking industry went through during the period such as operating remotely during lockdowns will most likely have a long-term effect.

The perspective and approach has now changed for banks and its clients so the need for digitalization is only growing deeper. The case study of the author brought up some essential insight on Kosovo's commercial banks, these banks have been keeping up with the essential mission of digitalization hence during the pandemic COVID-19 there was not anything significant that changed in the aspect of digitalization. A notable affirmation to mention, is that most of the clients in Kosovo use digital services offered by the bank but some of them would still prefer to complete more complex financial processes in the physical place the bank is established since there is not a strong feeling of reliability quite yet.

In the other hand, the ever-changing technology is rapidly evolving and soon enough it will reach most of the people on the planet, therefore would be recommendable for banks to adapt quickly to new technologies so they are not taken by surprise by new digital competitors, rather than rejecting modernity, banks and the industry of financial industries should embrace it.

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Appendix: Questionnaire

Digitalization on The Banking System

Please answer this survey only if you are a citizen of Kosovo and own a bank account.

Your identity will remain anonymous and the answers are only going to be used for research purposes.

*** Required**

1. Are you a citizen of Kosovo? *

Please do NOT take part on the survey if your answer is no.

Mark only one oval.

Yes

No

2. Do you own a bank account? *

Please do NOT take part on the survey if your answer is no.

Mark only one oval.

Yes

No

3. What is your gender? *

Mark only one oval.

Female

Male

Other

4. How old are you? * *Mark only one oval.*

18-25

26-33

34-41

42-49

50-57

58-65

65+

5. What is your highest level of education? * *Mark only one oval.*

- Primary School
- High School
- Undergraduate
- Bachelor Degree
- Master Degree
- Doctoral Degree

6. In which bank in Kosovo do you have an account? * *Mark only one oval.*

- BKT
- Banka Ekonomike
- TEB
- NLB
- Raiffeisen Bank
- ProCredit Bank
- Other:

7. Did you open your bank account online or at the bank? * *Mark only one oval.*

- Online
- At the bank

8. Does your bank have ATMs? * *Mark only one oval.*

- Yes
- No

9. Does your bank offer services through telephone? * *Mark only one oval.*

- Yes
- No

10. Does your bank offer E-banking services? *
Mark only one oval.

- Yes
- No

11. Does your bank offer an app? *

Mark only one oval.

Yes

No

12. On a scale of 1 to 5, how good was your experience with your bank's ATMs? *

Mark only one oval.

	1	2	3	4	5	
Very bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very good

13. On a scale of 1 to 5, how good was your experience with your bank's E-banking services? *

Mark only one oval.

	1	2	3	4	5	
Very bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very good

14. On a scale of 1 to 5, how satisfied were you with your bank's app? (If your bank has an app launched)

Mark only one oval.

	1	2	3	4	5	
Very bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very good

15. How many time a month do you use digital banking/ E-banking? *

Mark only one oval.

0

1

2

3

5+

16. Do you prefer banking online or offline when you want to complete simple banking processes? *

Mark only one oval.

Online

Offline

17. Do you prefer banking online or offline when you want to complete complex banking processes? *
Mark only one oval.

Online

Offline

18. During the COVID-19, how did your bank change in term of digitalization? *
Check all that apply.

It focused on its online platform and offered new features to communicate with its clients.

It started using analytical tool to present my confidential data.

It started using AI to interpret my confidential data.

My bank did not change.

Other: _____

19. Why do you use E-banking? *
Please skip this question if you do not use E-banking.

Check all that apply.

Higher transaction speed

Modern

Save time

20. With E-banking, the quality of banking services is: *
Mark only one oval.

Increased

Neutral

Decreased

21. Do you think E-banking is reliable? *
Mark only one oval.

Yes

No

Not sureP