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THE IMPACT OF DIGITIZATION ON BUSINESS AND OPERATIONS. CASE STUDY OF BANK, OMAN

MIAD SAIF RASHID AL RAWAHI

ABSTRACT

Digitization is the transformation of business models using digital technologies to generate income and value. It involves integrating digital tools in management, communications, production, and customer service. The main aim of this research is a case study on the impact of digitization on the business and operations of Bank and discuss how digitization affects and whether it will positively or negatively affect the business and operations of Bank. In this research, the efficiency of Bank's digitization services will be evaluated, the advantages of digitization that affect Bank's business and operations will be identified, and recommendations will be made to improve the digitization of Bank's business and operations. Information and data about this study will be obtained through primary data through a questionnaire to a sample of Bank residents and secondary data through articles, reports and websites. The results of this study will show that digitalization has a positive impact on Bank's business and operations and service efficiency, leading to customer loyalty. Digitization is of great importance for banks, because it is one of the reasons for the success of Bank. Despite the many benefits of digitization, there are some recommendations because digitization requires constant development, innovation and improvement.

Keywords: *Impact, Digitization, Business, Operations, Services efficiency, Digital Banking, Oman*

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CHAPTER 1

INTRODUCTION

1.1. Background of the study

Digitization is the transformation of business models using digital technologies to generate income and value. It involves integrating digital tools in management, communications, production, and customer service. It helps businesses meet customer expectations, adapt to market changes, and optimize workflows, fostering a digital culture. Bank, established in 1982, is a prominent commercial bank in Oman, offering various banking services across the GCC nations (Ayub, 2012). Bank, the leading financial services provider in Oman, is enhancing corporate banking services through technological advancements and digitization, aiming to improve customer service and foster a prosperous business climate through digital banking.

1.2. Statement of the Research Problem

The research problem revolves around the problems facing digitization in banks. Despite the benefits of digitization, some banks also face some challenges, namely lack of experience of digital banking, which is one of the common reasons for bank failure. In addition, cybersecurity risks are the biggest threat to the digital banking sector. Digital banks must implement innovative banking services that are flexible and easy to use. In addition, banks must strike a balance between supporting digital innovation and protecting customer data. In addition, with consumers becoming increasingly concerned about the security of their financial and personal information, customer privacy has become a critical issue in the digital banking sector. Financial institutions must ensure that they follow the law when it comes to maintaining the privacy of their customers (profiles, 2023).

1.3. Aims and Objectives of the Study

1.3.1. Aims

This research will focus on one of the best banks in Oman, Bank. The main aim of this research is a case study on the impact of digitization on the business and operations of Bank and discuss how digitization affects and whether it will positively or negatively affect the business and operations of Bank. In this research, the efficiency of Bank's digitization services will be evaluated, the advantages of digitization that affect Bank's business and operations will be determine, and recommendations will be made to improve the digitization of Bank's business and operations.

1.3.2. Research Objectives

- 1- To investigate the impact of digitization on Bank's business and operations.

- 2- To evaluate the efficiency of digital services at Bank.
- 3- To determine the advantages of digitization that affect Bank’s business and operations.
- 4- To providing recommendations that will improve the digitization of Bank’s business and operations.

1.4. Research Questions

- 1- What is the impact of digitization on Bank's business and operations?
- 2- What is the efficiency of digital services at Bank?
- 3- What are the advantages of digitization that affect Bank’s business and operations?
- 4- What are the recommendations that will improve the digitization of Bank's business and operations?

1.5. Research Hypothesis

The hypothesis of research and prediction of the result is embedded in the framework used before data collection, it explains the transient correlation between independent and dependent variables. The following is the research hypothesis:

H1	Digitization has a positive impact on business and operations in Bank.
H2	Digitization has a positive impact on the efficiency of services at Bank.
H3	Digitization has a significant impact on the business, operations, and efficiency of services at Bank. This will gain customer loyalty.

Table 1.1– Research Hypothesis

1.6. Scope of the Study

The scope of the research will focus on covering a case study on the impact of digitization on the business and operations of Bank, one of the most famous and largest banks in the Sultanate of Oman. This study is based on the research objectives, research questions and research hypotheses presented and discussed above. This study will focus on Bank and specifically on digitization to find out how it affects the business and operations of Bank. The scope of this study will be limited due to the fact that Bank is one of the largest financial institutions in Oman and a questionnaire will be distributed to get responses from managers and employees. The scope of the search will be about the Bank. This research has a specific time period from October to January.

1.7. Significance of the Study

This project will cover digitization and how it affects the bank's business and operations, how it improves banking services and facilitates operations, which leads to increased customer loyalty. This study will reveal the advantages of digitization and make important recommendations in order to improve the bank's business and operations. This study is useful because digitization technology in financial services includes enhancing customer satisfaction, coverage, speed, convenience and security. This research includes a variety of technologies namely digital banking, data, artificial intelligence, cybersecurity and process automation. Digitization is one of the important things as it is no longer necessary for customers to visit a bank office constantly because they can access their account information via a website or mobile application. This study will benefit many categories, namely:

The company: The importance of this research could benefit digitization and its impact on the business and operations of Bank. The bank can continue to develop and prosper through the recommendations and suggestions made in this research.

The management: Bank managers can benefit from the importance of the research because it will include a lot of information about digitization and its impact on the business and operations of Bank by providing recommendations that help managers manage and apply the developed digital technologies well.

The employers: The importance of research can benefit Bank employees by following the recommendations and being careful to minimize human errors. This will lead to enhancing awareness and gaining customer loyalty.

The researchers: The importance of the research and the subject of the research may benefit researchers and academics. This research will include diverse objectives and extensive information about digitization and its impact on the business and operations of Bank.

1.8. Limitation of the Study

This research aims at the impact of digitization on Business and operations. Bank case study. This study may not cover all banks in Oman, but it focuses only on Bank to find out how digitization affects business and operations and whether digitization has a positive impact. In this research the scope of this research will be limited as it is limited to Bank only. The research sample includes managers and employees of Bank. The bank's privacy will be preserved, all results will be analyzed with high accuracy, the time of such research will be limited from October to January. Time will be managed in order to make a search completely and with high quality and accuracy.

1.9. Operational Definition of Terms

Digitization: The digitization is the process of using technology to transform data into a digital format. For the banking industry, the use of digitization is crucial. Banks may provide their clients better services by embracing digitization (Hcltech, 2023).

Business and operations: The range of services and products provided by banks is known as commercial banking. Commercial Banking offers a range of services for all people, such as checking accounts, savings accounts, credit and loans (Julia, 2021).

Digital technologies: Digital technology refers to electronic instruments, apparatus, frameworks, and resource groups that utilise it for data processing or archiving, in addition to numerous other uses that boost worker productivity and efficiency (Digital Adoption, 2022).

Digital banking: All services associated with online banking and financial institutions are referred to as digital banking. These services can be accessed via the bank's mobile app or website. Through digital banking, their banking features and services are accessible from any location in the globe (Sayan, 2022).

Banking services: The primary functions of a bank involve collecting savings, making loans, assisting with actions, and providing a range of banking goods, such as credit cards, loans, and savings accounts (groww, 2024).

1.10. Structure of the Research

Chapter 1 Introduction	This chapter includes the background, the statement of the research problem, the objective and aims of the study, the objectives of the research, the research questions, the hypothesis of the research, the scope of the study and the limitation of the study.
Chapter 2 literature Review	This chapter includes a literature review, and the topic of the research will be explained and how this research corresponds to what has been published in publications.
Chapter 3 Research Methodology	This chapter covers the research methodology, its design, the methods chosen in order to obtain information about this study, what sampling techniques were used, what tools were used to collect data and the population size for this study.
Chapter 4 Data Analysis	This chapter includes the analysis and interpretation of the data collected in order to obtain results.
Chapter 5 Summary of Findings, Conclusion and Recommendations	This chapter includes the conclusions and final results of the study and provides recommendations and suggestions for development and improvement.

Table 1.2- Structure of the Research

1.11. Summary

In this chapter, background of the study was discussed on the topic of the impact of digitization on Business and operations. Bank case study. To find out if digitization will positively affect Bank. The research problem, the research objectives, the research questions, the research hypothesis, the scope of the study, the significance of the study, the limitation of the study, the operational definition of the terms and the structure of the research were also discussed. In the

second chapter, the literature review includes a discussion of the objectives of the study and how they correspond to the publications that have been published.

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CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter includes reviewing the literature related to the digitization and its impact on the business and operations of Bank, evaluating the efficiency of digital services at Bank, identifying the advantages of the digitization that affect the business and operations of Bank, recommendations for improving the digitization of the business and operations of Bank, this chapter also includes research gap, in addition to this, literature review helps to understand the research topic, objectives and questions, provide related literature, recognize the positive and negative aspects of the topic and analyze them critically, which will lead to knowledge on the research topic.

2.3 Investigate the impact of digitization on Bank's business and operations.

2.2.1 Digitization

According to Snab (2023) digitization is the process of digitally transforming a company through the use of the latest technologies in all the departments, including operations, manufacturing, sales and management. David (2023) says digitization can convert all the paper stuff into digital formats and that computers can read it. Paper storage is being replaced by cloud-based data warehouses in the digitization process in order to have a stronger online presence, which leads to the abolition of physical locations, and here digitization can improve operational accuracy. Mohana (2018) stated that since most people rely on technology and the internet to meet their demands quickly and effectively, these developments have paved the way for digitization because it is now easier to work. digitization has spread rapidly in all sectors and economic areas that are now covered by digital concepts. The digitization had a significant for banking sector. The main benefits of digitization include increased business productivity, large cost savings, accurate and dependable performance, and faster internal and external operations. Automation of processes and services resulting due to digitization enhances production and quality. Standardization and productivity rise when the product and process are automated through digitization as digital technologies mostly affect it-focused industries, such as the financial and investment services sectors and these industries use a variety of technologies, including information, computation, and communication (Sunil & Venu, 2020). By using the opportunities presented by technology, digitization has drastically altered banking operations as well as all business processes in other industries and transaction methods. Digitization makes it feasible to deliver banking services more effectively, cheaply, and error-free. Digitization helps banks financially, which is evident in improved and more reasonably priced customer experiences (Bulent, 2021). According to Jenir & Siti (2023) to attract the attention of consumers, the banking sector is creating digital banking technology at an increasing rate. In order to improve

employee productivity and efficiency in performing their functions, both state and private companies should quickly digitize their banking operations. Moreover, there is a requirement for banking digitization to bring about a new phenomenon and innovation that can enhance the productivity of an enterprise and accelerate its expansion. Digitization is of great importance and has many benefits for banks banking, but it also faces challenges, banks may be at risk for breach of security due to outside risks such cloning, sniffer, and the use of hacking Banks are vulnerable to internal threats as well, such as staff fraud and a lack of awareness about digital banking services. The elder generation's inclination for the conventional banking system and the fact that most of them are from agrarian backgrounds present one of the largest obstacles to using the internet for banking. Insufficient understanding and experience significantly hinder employees' ability to handle novel and evolving technologies in banking institutions (Prasanth & Sudhamathi, 2018).

2.2.2 Digitization in GCC

The GCC countries (Qatar, Bahrain, Kuwait, and the United Arab Emirates) is home to several traditional banks that serve their customers' requirements both domestically and abroad. In keeping with the worldwide trend of digitization, they have also adopted advanced fintech and more comprehensive technical solutions. These are a few of the most recent announcements and examples of creative FinTech technology implementations by (GCC) banks (Richie, 2020). The Gulf Cooperation Council (GCC) countries are witnessing significant changes in their financial landscape as a result of a surge of digitization and quickly shifting client expectations. In particular, 77% of (GCC) customers access services online, and 89% of them prefer to conduct their financial transactions online rather than in a branch. 88% of consumers say they would open an account with a bank that only takes electronic payments, and they use electronic payments at least once a week. The banking landscape in the Gulf Cooperation Council (GCC) is changing dramatically. With the advent of digitization, the financial sector is changing and laying the foundation for a new era in banking. The Gulf Cooperation Council (GCC) is at the forefront of the adoption of digital accounts, based on artificial intelligence customer service, and mobile banking (Priti, 2023).

2.2.3 Digitization in Bank, Oman

(Ilham, 2022) Bank was established as a leading company in the field of business banking services within the country and continues to provide basic services to the government and private sectors of the economy. The bank has made a lot of effort to improve digital banking over the past few years by constantly introducing new products and services in an effort to improve the user experience. It has been our pleasure to be an important partner in supporting the expansion and development of our public sector and corporate partners over the past 40 years in a variety of industries. Aligned with its motto of "serving you better, every day," this has resulted in the establishment of novel benchmarks for banking quality. Bank, the biggest supplier of financial goods and services in the Sultanate of Oman, has enhanced its corporate services related to banking in response to numerous technological and digital advancements. Bank is committed to creating a thriving business environment and supporting businesses and governmental institutions in having a big digital impact. The technological advancements and operational protocols of Bank will shape future business operations and digital banking requirements. Bank

's technological focus includes the largest network gateways for payment, cards, business services, cash machine backup paths the CDM, mobile and online banking, and communication with utility service providers. Bank 's main objectives are to help businesses successfully adopt technology driven procedures and take advantage of new technological developments for their own gain. It offers users a variety of state of the art services, such as internet banking, that are available whenever and wherever they are in Arabic and English (Anon, 2018). Tariq (2018) says when it comes to offering digital banking options to corporate clients, Bank is a pioneer. The bank's approach is to help organizations catch up with these developments and enhance performance in line with improvements in digitization. These days, digital solutions are more important for the growth of the economy. Companies are moving towards digitization for a variety of tasks and those companies will benefit greatly from this transition to digital technology, especially in terms of efficiency, cost savings, speed, and expansion. All organizations will eventually need to adapt to the digitization transformation.

regard to global financial trends, the bank's digital strategy is to provide a large part of the latest financial services and solutions to the bank's customers. by investing in digitization and digitization at every step of the customer journey, Bank is working to improve customer products or services and making sure to increase customer comfort and value. The latest Internet banking services from Bank are quickly being adopted by the bank's corporate clients, who do this to speed up operations, increase employee productivity, reduce the risks associated with data entry during payment transactions, enhance overall security, and maintain business continuity. All Bank customers are encouraged to take advantage of the bank's online services for a convenient, seamless and effortless banking experience (Wafa, 2022). In appreciation of its extraordinary accomplishments, the bank has received more than thirty local and international accolades and honors. In addition to being recognized by Forbes Middle East as one of the top 100 companies in the Middle East, the bank has been recognized as the finest bank in Oman by Global Finance, Banker, EMEA Finance, Euromoney, Asia money, and Oman Economic Review. At the fourth edition of the Sultanate of Oman Partnerships and International Social Responsibility Forum, Bank was recognized for its leadership in social responsibility of corporations as well as for its efforts to empower individuals with disabilities by the government's Ministry of Social and Economic Development in Sultanate of Oman (Bank , 2022).

2.3 Evaluate the efficiency of digital services at Bank.

2.3.1 Efficiency of digital services

According to Saif, Majeed & Jozsef (2023) Efficiency, particularly in the banking industry, refers to using limited resources to their fullest potential at the lowest possible cost. The efficiency assessment aids in determining the bank's level of efficiency and potential areas for improvement. Banks are considered efficient if they generate higher returns for a given quantity of input. Consequently, in order to appropriately illustrate the bank's efficiency, the resource-focused perspective of banks utilizing both input and output resources must be applied. In a business that is competitive context, efficiency in the banking sector refers to raising profitability, allocating more capital, raising prices, and providing consumers with higher-quality services. The bank's effectiveness could encourage it to take on debt and exploit the security of regular consumers and depositors. The real economy can be significantly shaped by bank

efficiency, which can also aid in the underachievement of economic goals. Weak and inept financial sector could be a threat to the nation's economy as a whole. Wadesango & Magaya (2020) they stated that in the current decade banking period, digital banking has taken the arena in the financial sector. Digital banking refers to the availability of banking services via the internet, mobile devices, and other electronic media. This includes both new and regular financial services like digital requests for invoices and cash without going to a bank, as well as traditional services like bill payment, money being transferred to other accounts, and manage exploration. The making use of networked devices and the internet to offer a variety of services and goods related to finance to clients via a website or a system run by financial institutions is known as digital banking. The use of digital banking is the conversion of all standard banking services and programs which were previously only accessible to clients when they were physically present in a bank branch to an online platform. These services and programmers include payments in cash, cash outs, transfers that occur checking and savings accounts. As pointed out by Shantanu (2023) automation and digital tools have made corporate procedures simpler and ease, allowing organizations to operate more efficiently and systematically. Employees are able to focus on greater planning and add value by using automation to complete operations that were previously laborious and working manually. This has made it possible to focus more intently and allocate greater time and mental capacity to more significant activities. The digital banks, minimizing fraud and cybersecurity continue to be important challenges. The potential of cyberattacks and fraudulent efforts is only going to get bigger as there are more and more digital transactions and services.

2.3.2 Efficiency of digital services at GCC

Ram (2023) pointed out the (GCC) banking industry is among the most quickly expanding in the entire globe because the member states are preparing the groundwork for a progressive digitization plan that will advance the financial services industry. The entire area is doing a fantastic job of embracing digital technology while developing the legal framework necessary to enable it to capitalize on this large and diversified. (Julien, 2016) Due to the region's robust growth and development in terms of economy as well as the growing demand from its youthful, knowledgeable about technology populace for improved digital banking services, the (GCC) financial sector has undergone a significant transition in recent years. The ubiquitous usage of the world of the web and the accessibility of smart gadgets have made modern consumers more knowledgeable, well-informed, and interconnected. People anticipate from their banking institutions and financial advisors the newest and most effective digital services available.

2.3.3 Efficiency of digital services at Bank, Oman

Bank is keen to support customers in controlling their liquidity, enhancing their financial position, and improving efficiency in cash flows and business operations. Bank offers a variety of digital banking and business-related solutions where the bank's customers can benefit from these digital solutions in the areas of cash payments, collection, liquidity management, account management, and commercial services, which can simplify, automate and improve their daily cash management requirements (Bank, 2023). The economy depends on Bank's quick response and efforts in creating a flexible technological infrastructure strategy to maintain business continuity. Mobile and online banking have a lot of new features introduced to make it easier for

users to self-serve. The point of sale purchases are now easier and safer thanks to the growing availability of contactless debit or credit cards and the launch of wearable contactless technology. A more at ease regarding consumer experience was made possible by additional digitization and a new online method for getting account for savings. In keeping with the pay security system, the bank developed safe payment methods for the public and private sectors. In keeping with national objectives to advance the digital economy, a number of government agencies and businesses have been incorporated into a bank's digital banking services. Syndicated loans were organized by Bank, a significant financier for developments in the energy, telecommunications, and oil and gas industries. As a sign of its efficacy in the banking and financial markets, Bank has guaranteed the availability of adequate money in both local and international currencies (Bank, 2020). The bank's current digitization drive will increase the level of financial inclusion in the Sultanate of Oman and is aligned with the objectives of Oman Vision 2040. The bank's customers now benefit greatly from the latest tools, services and technological advancements made possible by the creation of cutting-edge technology. Stated Bank that it will continue to add completely new digital products and services that will improve banking security and convenience in the future. Local media also praised Bank's efforts in the field of digitization and customer focus. Bank, which is dedicated to innovation and in conformity to the Central Bank of Oman's mandate to offer digital products and services for safe payroll processing, held an awareness and training session for company customers. The session covered the bank's online banking platform, which allows payroll payments to be transferred through secure files, as well as other digital solutions that are available and specifically tailored for companies. The workshop concentrated on getting the most of the the internet for banking infrastructure and the digital solutions that businesses might adopt. As part of its commitment to digitization, the bank and Google inked a contract whereby the latter would use the programmer (maharat min Google) to teach Omani businesses digital skills and as a vital component of its continuous efforts to support programmers that promote sustainability, the bank is collaborating with the public to offer other products and services that benefit both customers and the general public.

2.4 Determine the advantages of digitization that affect Bank's business and operations.

Within the frontier environment of online banking, a type of banking which offers banking services via the internet, is digital banking. The shift away from conventional to modern digital financial services has been and continues to be gradual, with the level of digitization preserving banking services. A high-level process automation, services offered via the internet, and possibly APIs that provide cross-enterprise solution design are all part of digital banking's delivery of banking goods and services. Through PC, mobile, and ATM services, it gives consumers access to financial data. Digital banks act as middlemen between consumers and electronic retailers, and their clientele is constantly expanding. These businesses accept encrypted digital currency that is distinct from banknotes. The primary pillars of e-commerce are these major financial institutions. One of the advantages of digitization of banks is the expansion of high efficiency and the use of digital banking services that enhance the performance of financial institutions and save consumers and employees time and effort. Such banking services are also available around the clock, including on public and other holidays, with strict control over banking operations and fast delivery and reception of orders (Harum, 2020). One of the advantages of digitization on the

business is also that it helps in detecting fraud through modern mechanisms in banking services, and digitization also helps banks to quickly complete banking transactions online smoothly and by mobile phone.

Abdulla (2023) says a number of Bank 's advantages is its ability to provide its clients and the general public contemporary digital financial services and products in keeping with the Sultanate's swiftly evolving and digital landscape. In over 1.6 million consumers already utilize Bank 's mobile and computer banking services, demonstrating the high demand for the bank's goods and services. Along with increasing the perks and quantity of benefits offered to Bank customers, digital banking products and services contribute to the improvement of financial security for different segments of people. The following shows the advantages of digitization for the banks:

2.4.1 Increase the number of customers

Since the banking industry hasn't been a party for that straightforward rule over others, digitization is contributing to a growth in prospective customers in that industry. A growing number of consumers depend on internet banking services every day. The use of digital banking benefits from the contrast with regular banking, which is burdensome and slow. On the other hand, the banking industry now has a larger consumer base because of digitization. The advantages of financial technology for the banking industry, whose everyday activities have undergone a significant transformation. One of the most obvious and, the one could argue, best effects of digitization in banking services is the rise in customer numbers.

2.4.2 Promotion the efficiency of the bank

In a society that values precision and speed, the digitization of banking products and services has raised both of those aspects to entirely new heights. These days, banking operations are carried out considerably more quickly and easily. Despite being a straightforward procedure, digitization has brought convenience, efficiency, and increased output to the banking industry, fundamentally changing both the science and creative work of banking. Basic banking functions like signing documents electronically, smartphone-based banking apps, simpler transactions, and a lot more are examples of how banking is becoming increasingly digital. Thus, one could say that banking processes are now more efficient as a result of digitization and both banks and customers seem to be benefiting from this.

2.4.3 Ease and simplicity of use

Digital banking, a whole new, easy to use experience. Banking used to represent a long, tedious waiting that would never finish, but these days it only requires a few quick clicks. Financial services have developed into more appealing and effective options with an intuitive interface. This situation did not arise until much later, which was greatly relieving for a great number of people worldwide. In this case, there is no question as to where digitization truly belongs. This attests to the revolutionary and indisputable effects of digitization on the financial services sector. after taking into account the overall behavior, purchasing habits, opinions, and other fundamental information.

2.5 Recommendations that will improve the digitization of Bank 's business and operations.

According to HP (2023) since digitization founding, the banking industry has expanded steadily. It is possible to follow the evolution of the banking industry across time. There used to be large lines at banks for customers to get money out of the ATM, but these days, cards can be used to make purchases, withdraw cash or transfer money. The methods in that customers use financial products and services have evolved along with technology. The effects of digitization have caused considerable changes in the banking industry during the past ten years. Both the way banks operate and how their clients engage with them have changed as a result of the digital age. In order to improve support consumers, promote the inclusion of financial services, and adapt to changing times, the banking industry is always changing. The digitization opens up a world of possibilities for the goods and services this industry may provide, transforming the banking industry and spurring national economic growth through innovation, risk reduction, and credit availability. There are some recommendations that help improve the digitization of Bank 's business and operations in a better way, which are:

2.5.1 Making the bank digital and paperless

This entails conducting business online and doing banking without paper records in order to improve consumer and environmental services. People will be happy when the bank is fully digital and all paperwork, files, and records are eliminated since financial transactions will be made easier, faster, and safer.

2.5.2 Creating a digital culture

To achieve amazing achievements with technology and that is done by the center of digital culture, which encompasses entire digital organizations. It transcends the use of digital devices to complete daily tasks by directing the behavior of employees. Though it can be considered digital, there is a deficiency because lots of banks continue to attempt to market to their customers digitally but on paper.

2.5.3 Investing in artificial intelligence

Artificial intelligence has been used in banking and finance applications and services, in order to make the industry more customer-focused and digitally convenient. Banks are now able to save costs thanks to artificial intelligence (AI) technologies, which boost efficiency. In only seconds, intelligent algorithms for artificial intelligence can identify false information.

2.5.4 Process automation application

When financial organizations need the ability to automate to streamline routine operations or tasks, like deploying applications, solving problems programmers, and replicating configurations, automation can help save money on labour and eliminate mistake associated with

manual operations. Banks can handle both straightforward activities and complicated problems with fewer people involved thanks to IT automation.

2.5.5 Enhancing cyber security

Cybersecurity works in the banking sector in order to safeguard the user's assets. More activities or transactions are being conducted online as more people go cashless. Consumers use electronic forms of payment, such as credit and debit cards for transactions, and they need to be secured by cybersecurity. Having the right cybersecurity policies and processes in place is essential for banks, particularly for those that hold large amounts of transaction lists and personal data. Cybersecurity in the banking sector is a difficult problem as digitization advances, the banking industry is expected to become a target for hackers.

2.6 Research gap

Banks will gain from adopting digitization since it will enable them to provide their customers with better services. Employees and customers will find this convenient, and it also saves valuable time. Because digitization decreases errors made by humans, it increases loyalty among customers. Thanks to internet banking, customers may now access banks at any time of any day. In this literature, some gaps were revealed in order to know how digitization affects business and operations in banks. Applying digitization is not an easy matter, and digitization in the banking sector faces many challenges, the most prominent of which is the security of the infrastructure related to data and information. Digitization greatly affects the success of banks because, Banks may now use artificial intelligence and data analysis to inform smarter business decisions and offer more individualized products and services to consumers thanks to digitization. Digitization has allowed banks to tailor their products or services to each individual client's demands by gathering and evaluating information for customers. Despite these benefits and many advantages of digitization in banks, there are many difficulties and challenges of digitization, and not all banks can apply digitization correctly, because some banks are exposed to risks and threats, for example, lack of experience and lack of sufficient awareness about how to deal with digital banking services and with the developed technologies. I have mentioned some recommendations on the digitization of business and operations that can improve and benefit Bank.

2.7 Summary

This chapter includes a review of the literature on the impact of digitization on the business and operations of Bank, the importance of digitization and how digitization affects banks. This chapter also includes answering the research objectives and research questions, namely investigating the impact of digitization on Bank 's business and operations, as digitization has a positive impact on Bank , evaluating the efficiency of digital services at Bank , as Bank is keen to provide a wide variety of digital banking services, identifying the advantages of digitization that affect Bank 's business and operations, namely increasing the number of customers and enhancing the bank's efficiency, ease and simplicity of use, recommendations that would improve the digitization of Bank 's business and operations, for example, making the bank

digital, enhancing the automation, artificial intelligence and other useful recommendations and the research gap. The third chapter will include a discussion of the research methodology.

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CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, the research methodology will be discussed, namely: research design, quantitative and qualitative research design, research methods, study population, sampling technique, sample size, research tools, questionnaire, data and information, validity and reliability testing, data collection techniques, data analysis technique, legal, ethical, and social considerations, and the summary of this chapter. Research methodology is the backbone of research and means the methods or strategies that were used in collecting information and data in order to reach good results about this study.

3.2 Research Design

(Priya & Rakesh, 2018) A research study's design is a system, or a collection of strategies and techniques used to gather and examine data on specified factors in a given research issue. Numerous types of research study designs exist, and each has advantages and disadvantages of its own. The type of study design used to answer a particular research issue depends on a number of factors, including the subject matter, the goal of the analysis, and the available resources. Given that a research's design might impact the reliability of its findings, it's critical to comprehend the many study design types, as well as the advantages and disadvantages of each. In this research, deductive and inductive research will be used together. Deductive research is the use of quantitative analysis and inductive research is the use of qualitative analysis. The research design of this study includes measuring the impact of digitization on the business and operations of Bank and how it affects the efficiency of services in the bank. This research will be descriptive research because this research focuses on a specific issue and must be described in order to ensure its validity by the population of the study.

3.2.1 Quantitative research design

The graphs and numbers are used to present quantitative research. It is applied to verify or test hypotheses and ideas. Research of similar types can produce details about a subject that are applicable to a wider audience. Frequently used quantitative techniques encompass graphical observations, closed-ended questionnaires, and exploration (Raimo, 2019). In this research, will employ a quantitative research approach with a questionnaire that includes some closed-ended questions regarding how digitization has affected Bank 's operations and business to find out the opinions of managers and employees. The quantitative research design helps to minimize future errors, saves time and effort, and gives a correct result.

3.2.2 Qualitative research design

The words are used to describe qualitative research. It aids with the understanding of terms, thoughts, and experiences. can obtain comprehensive knowledge on topics that are unclear by conducting this kind of research. Open-ended surveys, word-described observations, and literature reviews that delve into ideas and theories are examples of popular qualitative techniques. In this research, qualitative research will be used through a questionnaire containing an open-ended question about the impact of digitization on Bank 's business and operations in order to collect some aspirations from Bank managers and employees.

3.2.3 Research Methods

(Booth, 2018) The tactics, procedures, or techniques used in the gathering of data or proof for analysis in an effort to find fresh details or develop greater awareness of a subject are known as research methods. Diverse research methodologies employ different means for gathering data. In this research, descriptive research will be relied on. The goal of descriptive research is to precisely and methodically characterize a population, event, or trend. Survey research may gather vast volumes of data that is possible examined for trends, values, and frequency thanks in part to descriptive research. Surveys are frequently used for these purposes (Shona, 2019).

3.3 Population of the Study

(Fabyio, 2022) A study of the population is a collection of people who are involved in research or analysis of statistics. It is a collection of features that have a similar characteristic. They can have a variety of attributes inside the group can be human, numbers, objects, or other things. Each study of research must select a group to be studied that is accurately to the total population for this study to be useful. The target population in this study is the managers and employees of Bank. Bank is keen to recruit experienced and competent employees and is keen on their career development. In addition, Bank participates annually in exhibitions related to employment and training in order to empower young Omanis, as it is keen to provide a diverse work environment and employ both men and women. Bank is one of the best banks in Oman, Bank has 149 branches in Oman. The residents of this study are managers and employees of Bank, specifically Bank, where the number of managers and employees in these two branches is about 32 employees.

3.4 Sampling Technique and Sample Size

3.4.1 Sampling Technique

A sampling technique is a way of choosing observes or elements from a population in order to get data. The sampling data things must all be taken into consideration when choosing a sampling strategy. In this study, probability sampling method will be used, and it is a popular technique for gathering data, and every has advantages and a distinct aesthetic. The simplest and most objective method is simple random sampling, this sample includes 32 employees from Bank.

3.4.2 Sample Size

The sample size in research refers to the total number of populations covered by the study. The sample size is the number of respondents in the questionnaire that are reflected in the study. The research questionnaire included Bank employees. where the number of employees in these two branches is estimated to be about 32 employees. The sample size will be 30 employees.

The screenshot shows the Calculator.net website interface for a Sample Size Calculator. The page has a dark blue header with the logo and navigation links for 'FINANCIAL' and 'FITNESS & HEALTH'. Below the header, the page title is 'Sample Size Calculator' and it includes a 'Result' section showing 'Sample size: 30'. Below the result, there is a form with input fields for Confidence Level (95%), Margin of Error (5%), Population Proportion (50%), and Population Size (32). A 'Calculate' button is visible.

Figure 3.1- Sample Size

3.5 Research Instruments and Validity and Reliability Testing

3.5.1 Research Instruments

A research tool is every tool that is used in a variety of various sectors to gather, analyses, and analyze data pertaining to the study topic. In this research, primary research tools and secondary research tools are used in order to obtain accurate and efficient data.

3.5.1.1 Questionnaire

The questionnaire is defined as a research tool to gather data from respondents through a series of different questions. Both closed and open-ended questions will be included in the questionnaire of this research, and it is one of the primary sources. This questionnaire will be sent via WhatsApp. The questionnaire will help the researcher reach the desired results by analyzing the questionnaire questions.

3.5.1.2 Existing information and data

Existing information and data from the secondary sources this research methodology makes use. For the purpose of making the research more effective overall, existing data is analyzed and summarized. By gathering information from online sources like books, websites, and articles, information and data about the impact of digitization on the business and operations of Bank

enables to make inferences and obtain new insights. This is one of its primary benefits and it saves both effort and time by doing this.

3.5.2 Validity and Reliability Testing

Validity is a study's capacity to be repeated, whereas reliability is a study's quality. If such a study is conducted repeatedly it is ensured that these data give correct results. The validity of the positive impact of digitization on Business and operations, and the efficiency of Bank's digital services will be verified, and this is evidenced by their responses to the questionnaire questions related to the study. When the results and responses of respondent's match what was stated in the questionnaire that was presented to them, this indicates the validity of the study.

3.6 Data Collection Techniques

A few popular techniques for gathering data are group discussions, research, observations, interviews, questionnaires, and secondary data analyses. After gathering data using these techniques, results regarding the study's topic material can be drawn from the analysis of the data, which can be used to confirm or deny the research hypothesis. In this study, the technique of collecting quantitative data is used by creating a questionnaire through an online program and then sending it to Bank employees, as this method saves effort and time.

3.6.1 Primary and Secondary Data

3.6.2 Primary Data

Primary data, especially for research purposes, is information that comes first from first-hand accounts or other sources. Another way to define it is as direct experience or raw facts. The primary source for this study is the questionnaire sent to Bank managers and employees.

3.6.3 Secondary Data

Secondary data refers to previously collected and analyzed information from various sources, including books, journal articles, websites, reports, internal organization information, government journals, and surveys. This technique for data collection is time and money-efficient, as well as easily accessible. In this study, many secondary sources were used, such as articles, reports, and websites about the impact of digitization on the business and operations of Bank.

3.7 Data Analysis Technique

Data analysis technique is a method that usually calls for several steps, including obtaining, organizing, and cleansing the data. The steps involved are required to get the data ready for several uses, and they typically involve the use of data analysis tools. For the purpose of extracting insights from data, including measurements, facts, and statistics, data analysis

approaches and procedures are helpful. Both quantitative and qualitative data analysis techniques are the two main approaches used in data analysis. In this study, data analysis technology will be used to analyze the results of this research. It will include research statistical analysis and is the process of preparing, designing, data collection, useful analysis, and publication of results from research, where include all the statistical approaches that are used in which help the execution of a studies. Numbers that have no value are given Importance via statistical analysis. In this research, the data analysis by making a questionnaire in Google Drive. In this research, statistical and diagnostic methods will be used: sample size calculation, mean, standard deviation by way of JASP and Excel.

3.8 Legal, Ethical and Social Considerations

3.8.1 Legal Considerations

Any topic that could come up in a legal setting is referred to as a legal issue, including differences, and breaking rules. Must know what a legal issue is crucial because it makes it easier for people and organizations to get around through the legal system and defend their dues. When conducting research, the confidentiality of the organization's information must be maintained.

3.8.2 Ethical Considerations

Ethical considerations are the designs of studies and techniques are guided by a set of values. These values involve chance of harm, sharing of results, privacy, secrecy, informed approval, and active involvement. When gathering data, there is a set of rules that must be followed at all times. These factors preserve the integrity of science, advance the credibility of the study, and safeguard research partners' rights.

3.8.3 Social Considerations

In research, informed approval and social issues are important. All researchers should seek approval from participants and ensure that they are fully aware of the terms of their acceptance, which is known as informed assent.

3.9 Summary

In this chapter, the research methodology is discussed, including quantitative and qualitative research design, research methods, study population, sampling technique, sample size, research tools, validity and reliability testing, primary and secondary data collection techniques, data analysis techniques, legal, ethical, and social considerations. This chapter included what tools and technologies have been used on the topic of the impact of digitization on the business and operations of Bank . In the chapter 4 data analysis, the results that will be collected from the questionnaire will be discussed and interpreted.

CHAPTER 4 DATA ANALYSIS

4.1 Introduction

This chapter includes data analysis by critically discussing the results of the questionnaire responses that were distributed to the managers and employees of Bank. These responses were collected, and the number of respondents reached 30, via Google Forms using the Google Drive program. In addition, the questionnaire questions will be analyzed, consisting of demographic questions. Closed questions and an open question in order to present the data clearly. Graphs and tables will be used to obtain broad information related to the research objectives.

4.2 Data collection

In this research, both quantitative and qualitative data collection was used. The population of this study was 32 employees at Bank, and the study sample was 30 respondents. Google Forms were used in the Google Drive program to create a questionnaire, which consists of demographic questions, closed questions, and an open question. The number of respondents to the questionnaire is shown below.



The impact of Digitization on business and operations. Case study

Figure 4.1- Number of respondents

The questions of the 30 respondents in the questionnaire will be analyzed. The answers were converted into numbers in the Excel program and then entered the JASP program. The questions were analyzed using graphs and tables in order to obtain clear and accurate information about the impact of digitization on business. and Bank operations.

4.3 Analysis the results of demographic questions

1. Gender of respondents

Descriptive Statistics ▼

	Q1
Valid	30
Missing	0
Mode	1.000 ^a
Mean	1.367
Std. Deviation	0.490
Minimum	1.000
Maximum	2.000

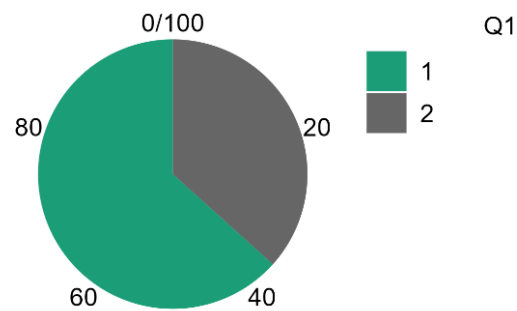


Figure 4.2 - Gender of respondents

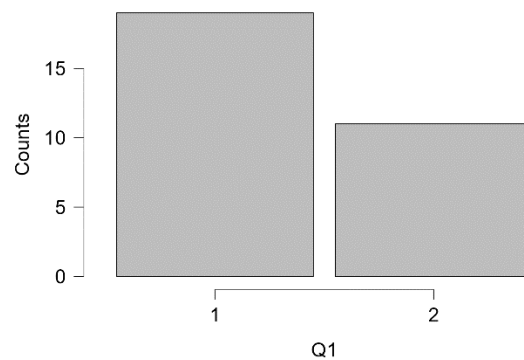


Figure 4.3- Graph for gender of respondents

Valid	Frequency	Precent
Male	19	63.3%
Famale	11	36.7%
Total	30	100%

The above results show the number of male and female respondents who completed the questionnaire, as the percentage of male respondents reached 63.3% and their number was 19 and the percentage of female respondents reached 36.7% and their number was 11. The number of males exceeds the number of females in Bank.

2. Age of respondents

Descriptive Statistics ▼

Q2	
Valid	30
Missing	0
Mode	2.004 ^a
Mean	2.300
Std. Deviation	0.915
Minimum	1.000
Maximum	4.000

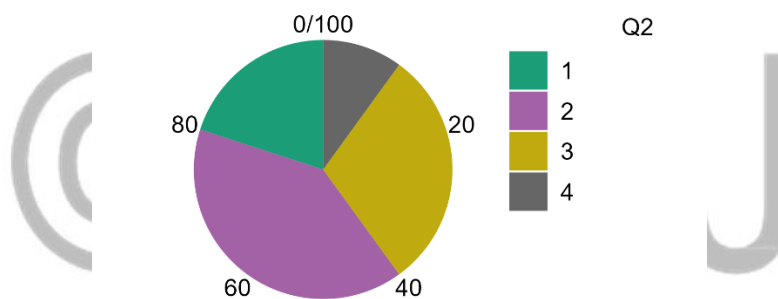


Figure 4.4- Age of respondents

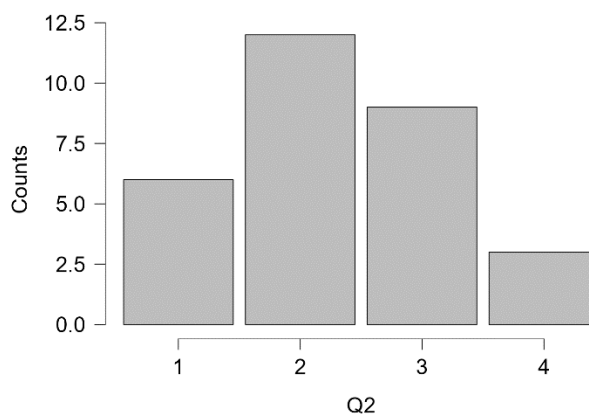


Figure 4.5- Graph for age of respondents

Valid	Frequency	Precent
20-29	6	20%
30-39	12	40%
40-49	9	30%
Above 29	3	10%
Total	30	100%

The results mentioned above show the age of the above respondents who completed the questionnaire, as the percentage of respondents who were between 20-29 years old was 20% and their number was 6, and those who were between 30-39 years old were 40% and their number was 12 and those who were between 40-49 years old 30% and their number was 9, and the age group 49 years and over is 10% and their number was 3. The highest age group for Bank employees is between 30-39 years. This means that most of Bank 's employees are from the youth group, which is an active and energetic group that is interested in modern digitization.

Independent Samples T-Test

	t	df	p
Q2	1.853	28	0.074

Table 4.1- T-Test

Independent Samples T-Test finds out if there is a difference with statistical significance within the means of two groups with no relationship using an inferential statistical test. a group differences can be regarded as equal if it is higher than 0.05, or $p > .05$. In contrast, uneven changes, and a violation of the level of variances believing would occur if $p < 0.05$ (laerdstatistics, 2018). The above shows that the P ratio is 0.074, which is higher than 0.005. We conclude here that there is not a large difference between the ages of males and females, and most of Bank 's employees are close in age and are young people.

3. Nationality of respondents

Descriptive Statistics ▼

	Q3
Valid	30
Missing	0
Mode	1.000
Mean	1.000
Std. Deviation	0.000
Minimum	1.000
Maximum	1.000

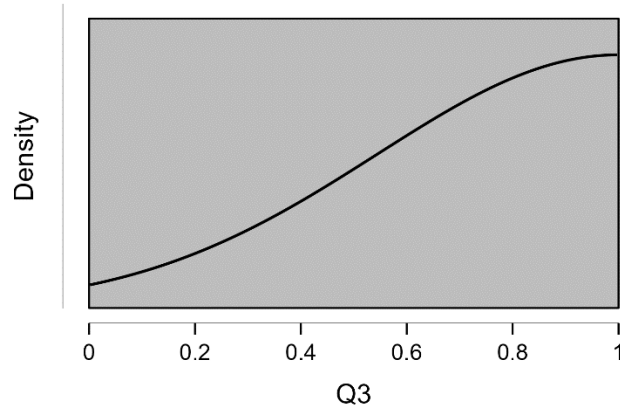


Figure 4.6- Graph nationality of respondents

Valid	Frequency	Percent
Omani	30	100%
Non-Omani	0	0
Total	30	100%

The above results show the nationality of the employees who completed the questionnaire, as the percentage of Omani employees reached 100%, and their number was 30, and there are no non-Omani employees in Bank.

4. Qualification of respondents

Descriptive Statistics

Q4	
Valid	30
Missing	0
Mode	2.000 ^a
Mean	1.900
Std. Deviation	0.607
Minimum	1.000
Maximum	3.000

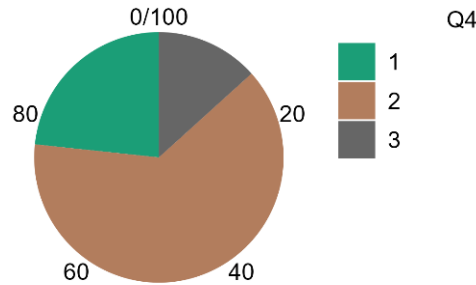


Figure 4.7- Qualification of respondents

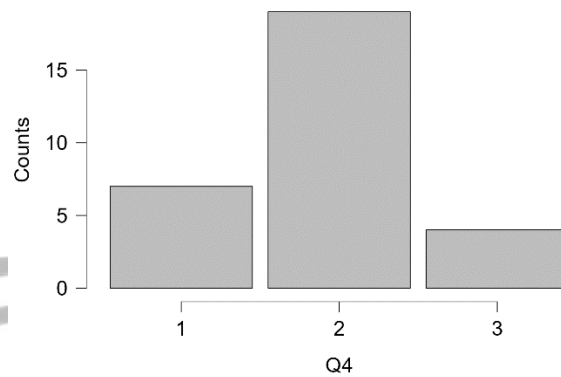


Figure 4.8- Graph qualification of respondents

Valid	Frequency	Precent
High school	7	23.3%
Bachelor's degree	19	63.3%
Master's degree	4	13.3%
Doctorate degree	0	0%
Total	30	100%

The above results show the qualifications of the respondents who solved the questionnaire, as the percentage of employees who had High school was 23.3%, and their number was 7, the percentage of bachelor's degrees was 63.3%, and their number was 19, and the percentage of master's degrees was 13.3%, and their number was 4. There are no employees with doctorate degrees. The highest percentage of employee qualifications at Bank was the bachelor's degree, which amounted to 63.3%. This shows that most employees have experience, skills, and knowledge.

5. Material status of respondents

Descriptive Statistics

Q5	
Valid	30
Missing	0
Mode	2.000 ^a
Mean	1.567
Std. Deviation	0.504
Minimum	1.000
Maximum	2.000

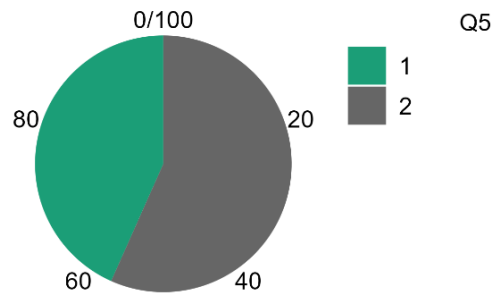


Figure 4.9- Material status of respondents

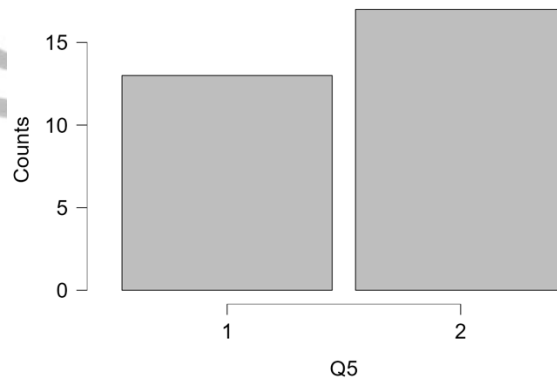


Figure 4.10- Graph material status of respondents

Valid	Frequency	Precent
Single	13	43.3%
Married	17	56.7%
Total	30	100%

The above shows the marital status of the respondents, as the percentage of single employees was 43.3%, and their number was 13, and the percentage of married employees was 56.7%, and their number was 17. Most of Bank employees are married.

4.4 Analysis the results of closed questions

6. Digitization positively impact Bank's business and operations.

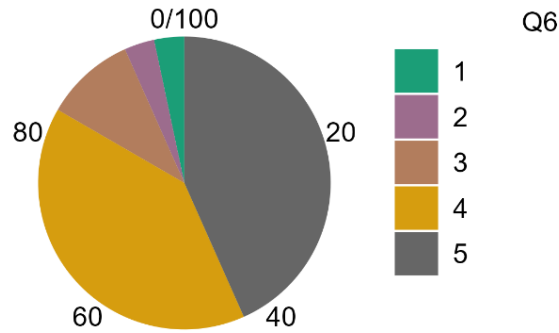


Figure 4.11- Results for question 6

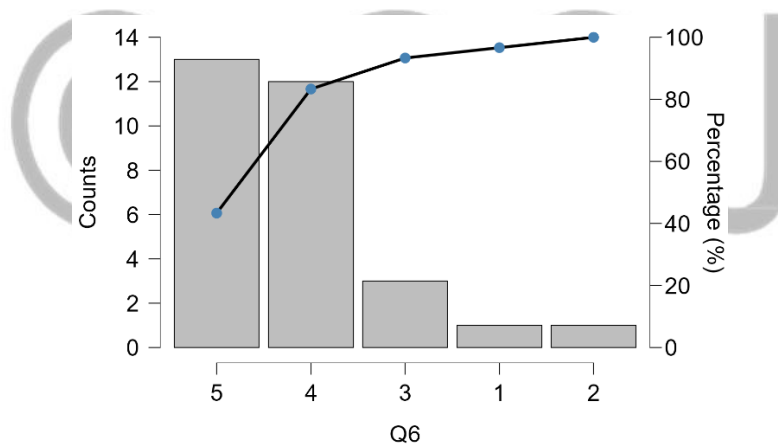


Figure 4.12- Graph results question 6

Valid	Frequency	Precent
Strongly disagree	1	3.35%
Disagree	1	3.35%
Neutral	3	10%
Agree	12	40%
Strongly agree	13	43.4%
Total	30	100%

Descriptive Statistics ▼

Q6	
Valid	30
Missing	0
Mode	4.986 ^a
Mean	4.167
Std. Deviation	0.986
Minimum	1.000
Maximum	5.000

The above shows that digitization has a positive impact on the business and operations of Bank. The results indicate that the mean is 4.167 and the standard deviation is 0.986. This means that a high percentage of respondents strongly agree that digitization affects the business and operations of Bank at a rate of 43.4%. Their number is 13, and the percentage of those who agree is 40%, and their number is 12. A many of distinguished awards for Bank, including Best Digital Bank for Omani companies and organizations and awards and better Consumer Digital Bank in Oman from Global Finance, were given to Bank in honor of the bank's dedication to offering cutting-edge digital solutions to its clients. Digitization has had a positive impact on the Bank 's business and operations.

7. Digitization is one of the reasons for the success of Bank.

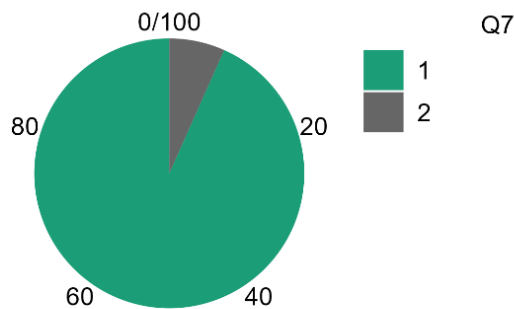


Figure 4.13- Results for question 7

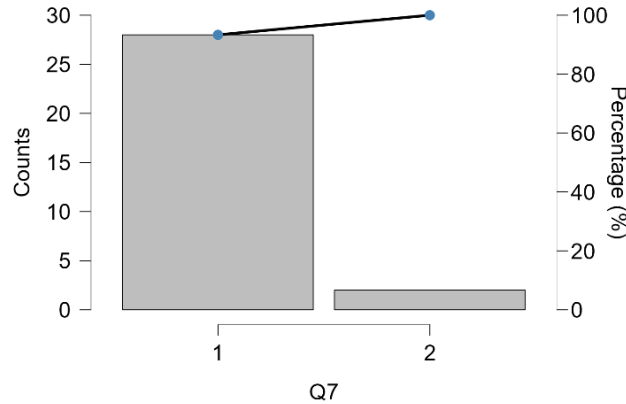


Figure 4.14- Graph results question 7

Valid	Frequency	Precent
Yes	28	93.3%
No	2	6.7%
Total	30	100%

Descriptive Statistics

Q7	
Valid	30
Missing	0
Mode	1.000 ^a
Mean	1.067
Std. Deviation	0.254
Minimum	1.000
Maximum	2.000

The above shows that digitization is one of the reasons for the success of Bank. The results indicate that the mean is 1.067 and the standard deviation is 0.254. This means that most respondents answered yes, and that digitization is one of the reasons for the success of Bank with a rate of 93.3%, numbering 28. With the help of Bank 's cutting-edge digital banking solutions, companies and governmental organizations can now optimize technology and workflows to significantly improve the way they operate the environment. In 2022, the total amount of operations evaluated by the organization Digital Banking reached an unparalleled RO 8 billion, this indicates that Bank has achieved great successes and profits due to digitization.

8. Bank seeks to provide highly efficient banking services.

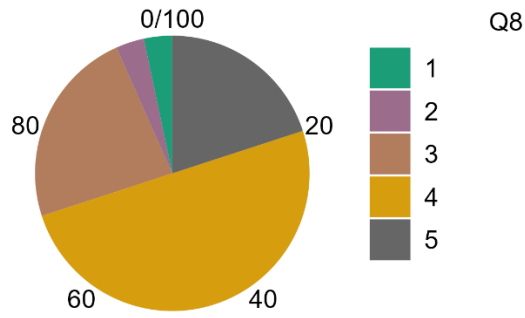


Figure 4.15- Results for question 8

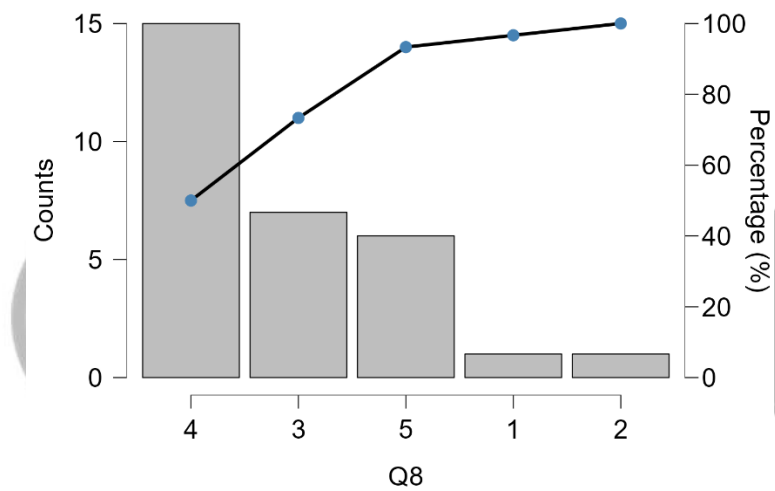


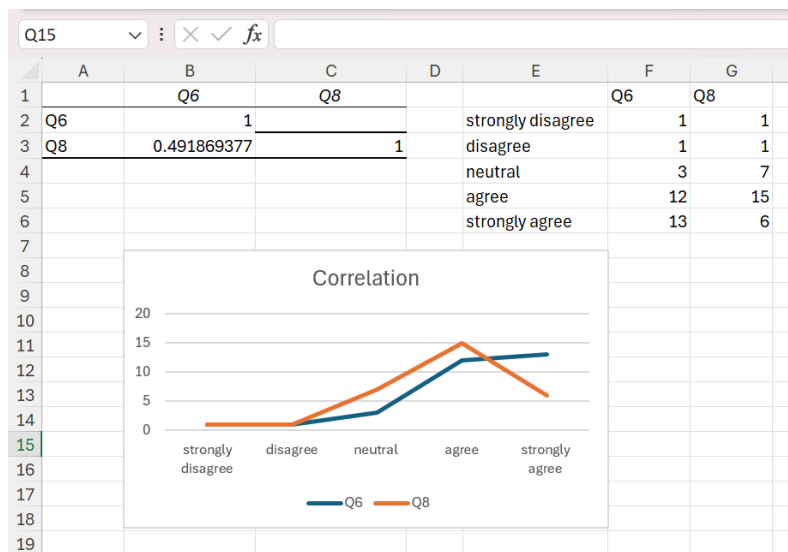
Figure 4.16- Graph results question 8

Valid	Frequency	Precent
Strongly disagree	1	3.35%
Disagree	1	3.35%
Neutral	7	23.3%
Agree	15	50%
Strongly agree	6	20%
Total	30	100%

Descriptive Statistics

Q8	
Valid	30
Missing	0
Mode	3.999 ^a
Mean	3.800
Std. Deviation	0.925
Minimum	1.000
Maximum	5.000

The above explains that Bank seeks to provide highly efficient banking services. The results indicate that the mean is 3.800 and the standard deviation is 0.925. This means that a high percentage of respondents agree that Bank seeks to provide highly efficient banking services, at a rate of 50%. Their number is 15, and the percentage of those who neutral is 23.3%, and their number is 7. Bank, the top banking services supplier in Oman, keeps introducing cutting-edge digital banking services and offerings which are revolutionizing banking for its customers in organizations and company banking.



Pearson's Correlations

Variable		Q6	Q8
1. Q6	Pearson's r	—	
2. Q8	Pearson's r	0.491	—

Table 4.2- Correlations

A correlation value, represented by the letter r, quantifies the degree of relationship. The scale used to quantify the correlation value ranges from + 1 to - 1. A two-variable finish correlation can be defined as both + 1 or -1. The correlation is positive when one of the factors improves as a second rises, and negative when one falls as another rises (bmj, 2019). The above shows that

the correlation rate between questions 6 and 8 is 0.492, which is close to 0. We conclude here that there is no relationship between questions 6 and 8. This means that question 6 is the positive impact of digitization on the business and operations of Bank, and question eight is that Bank provides highly efficient services, as there is no relationship between these two questions and their relationship is considered a positive one.

9. Bank keen to employ the latest digital technologies.

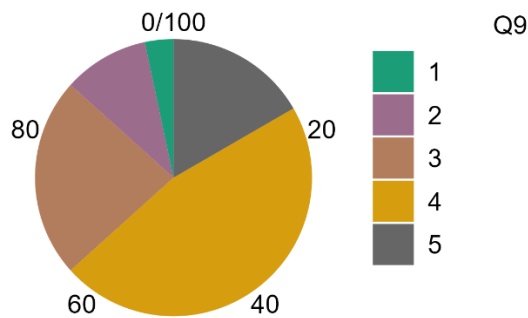


Figure 4.17- Results for question 9

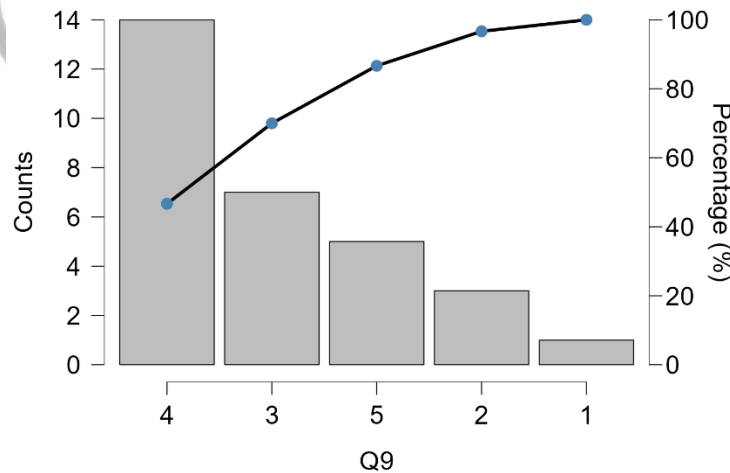


Figure 4.18- Graph results question 9

Valid	Frequency	Precent
Strongly disagree	1	3.3%
Disagree	3	10%
Neutral	7	23.3%

Agree	14	46.7%
Strongly agree	5	16.7%
Total	30	100%

Descriptive Statistics

Q9	
Valid	30
Missing	0
Mode	3.998 ^a
Mean	3.633
Std. Deviation	0.999
Minimum	1.000
Maximum	5.000

The above shows that Bank is keen on employing the latest digital technologies. The results indicate that the mean is 3.633 and the standard deviation is 0.999. This means that a good percentage of respondents agree that Bank is keen on employing the latest digital technologies, at a rate of 46.7%. 14 and the percentage neutral is 23.3% and their number is 7. In order to satisfy its clients' financial demands and expectations, Bank is especially eager to encourage all of its clients to adopt digital banking channels. The objectives of Vision 2040 for Oman are aligned with the digitization of bank solutions and other services, which will significantly improve the availability of finance in Oman.

10. Bank constantly improving digital banking services.

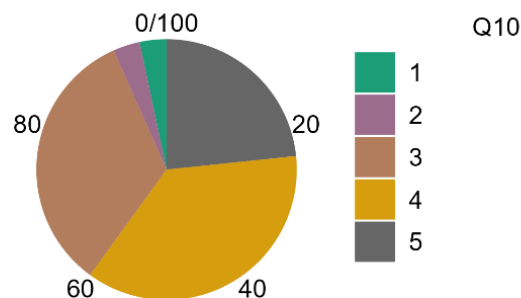


Figure 4.19- Results for question 10

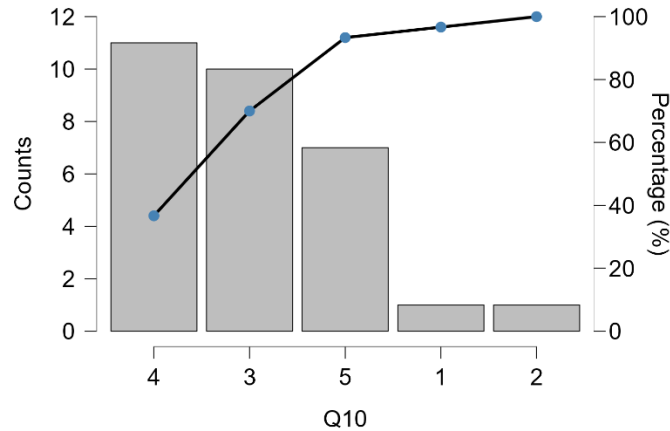


Figure 4.20-Graph results question 10

Valid	Frequency	Precent
Strongly disagree	1	3.35%
Disagree	1	3.35%
Neutral	10	33.3%
Agree	11	36.7%
Strongly agree	7	23.3%
Total	30	100%

Descriptive Statistics ▼

Q10	
Valid	30
Missing	0
Mode	3.995 ^a
Mean	3.733
Std. Deviation	0.980
Minimum	1.000
Maximum	5.000

The above shows that Bank is constantly improving digital banking services. The results indicate that the mean is 3.733 and the standard deviation is 0.980. This means that a good percentage of respondents who agree that Bank is constantly improving digital banking services is 36.7%, their number is 11, and the percentage Neutral 33.3%, their number is 10. Bank has been launching fresh services on its website and apps on a regular basis over the years. Bank is keen to develop its services financial services, online banking, call centers, and e-payment gateways in order to enhance the services it provides.

11. Bank cares about the comfort of its customers when

conducting their banking transactions.

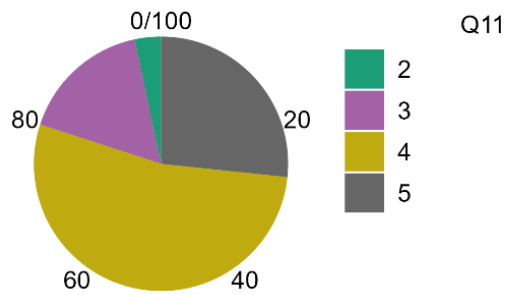


Figure 4.21- Results for question 11

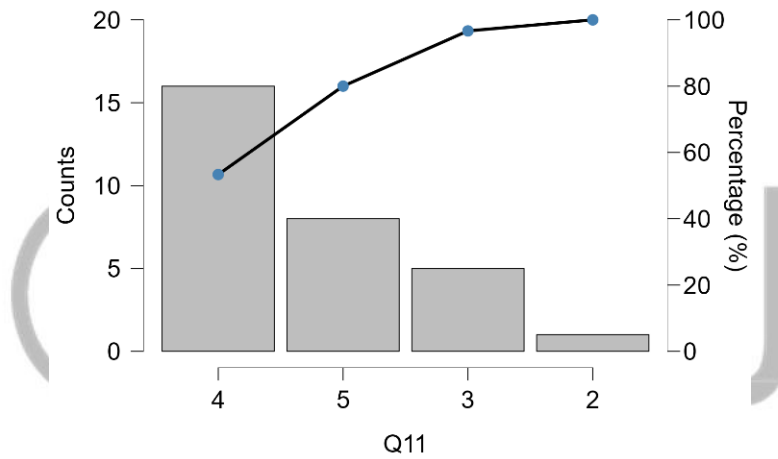


Figure 4.22- Graph results question 11

Valid	Frequency	Precent
Strongly disagree	0	0%
Disagree	1	3.3%
Neutral	5	16.7%
Agree	16	53.3%
Strongly agree	8	26.7%
Total	30	100%

Descriptive Statistics ▼

Q11	
Valid	30
Missing	0
Mode	4.000 ^a
Mean	4.033
Std. Deviation	0.765
Minimum	2.000
Maximum	5.000

The above shows that Bank cares about the comfort of its customers when conducting their banking transactions. The results indicate that the mean is 4.033 and the standard deviation is 0.765. This means that a high percentage of respondents agree that Bank cares about the comfort of its customers when conducting their banking transactions, at a rate of 53.3%. They number 16, and the percentage of those who strongly agree is 26.7%, number 8. The global and local community has acknowledged Bank 's effort in customer orientation and digitization and the bank has stated that it would continue to roll out new digital products and services that improve banking user experience and safety in the future.

12. Bank 's mobile application contains all the digital services that serve customers.

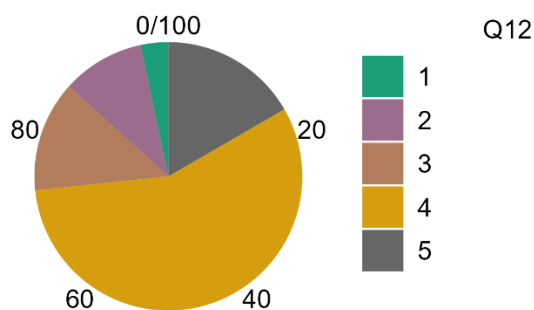


Figure 4.23- Results for question 12

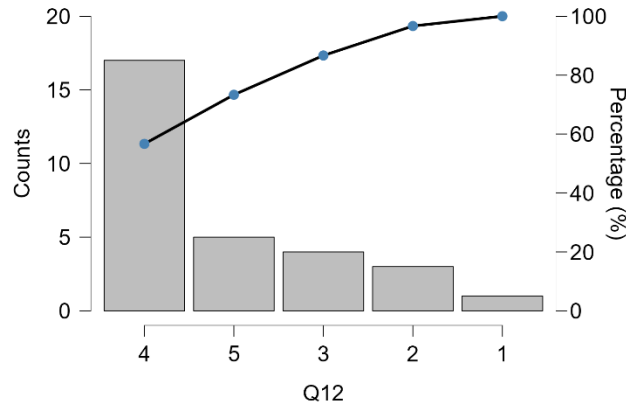


Figure 4.24- Graph results question 12

Valid	Frequency	Precent
Strongly disagree	1	3.3%
Disagree	3	10%
Neutral	4	13.3%
Agree	17	56.7%
Strongly agree	5	16.7%
Total	30	100%

Descriptive Statistics ▼

Q12	
Valid	30
Missing	0
Mode	4.000 ^a
Mean	3.733
Std. Deviation	0.980
Minimum	1.000
Maximum	5.000

The above shows that the Bank mobile application contains all digital services that serve customers. The results indicate that the mean is 3.733 and the standard deviation is 0.980. This means that a high percentage of respondents agree that the Bank mobile application contains all digital services. Which serves customers at a rate of 56.7%, numbering 17, and the percentage of those who strongly agree is 16.7%, numbering 5. You may enjoy the ease of financial services through the Bank application, without concern about branch time limits or physical visits. With a mobile device, you can rapidly transfer money, give credit card and utility payments, and view account information.

	A	B	C	D	E	F	G	H	I
1	SUMMARY OUTPUT								
2									
3	Regression Statistics								
4	Multiple R	0.51814901							
5	R Square	0.26847839							
6	Adjusted R S	0.24235262							
7	Standard Err	0.85325153							
8	Observation	30							
9									
10	ANOVA								
11		df	SS	MS	F	Significance F			
12	Regression	1	7.481597904	7.4815979	10.27638139	0.003356524			
13	Residual	28	20.38506876	0.7280382					
14	Total	29	27.86666667						
15									
16		Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
17	Intercept	1.05500982	0.849892257	1.2413454	0.224777381	-0.68591555	2.79593519	-0.6859155	2.795935192
18	Q11	0.66404715	0.207147078	3.2056796	0.003356524	0.239725598	1.0883687	0.2397256	1.088368705
19									

Figure 4.3- Regression

Regression analysis is a type of statistic that estimates the associations with dependent variable and any one or more independent variables. Predicting the long-term connection between one or more variables and evaluating the power of the connection with each other (Sebastian,2022). The above shows the regression analysis of the strength of the relationship between question 11 Bank cares about the comfort of its customers when conducting their banking transactions and question 12 Bank 's mobile application contains all the digital services that serve customers, and its P value is 0.003. The future prediction shows that Bank will achieve great successes in the future, as it is keen to Comforting its customers and providing them with all digital services, which leads to customer loyalty and satisfaction.

13. Automating digital processes facilitates Bank 's procedures.

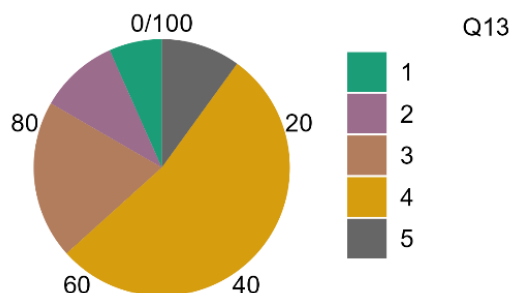


Figure 4.25- Results for question 13

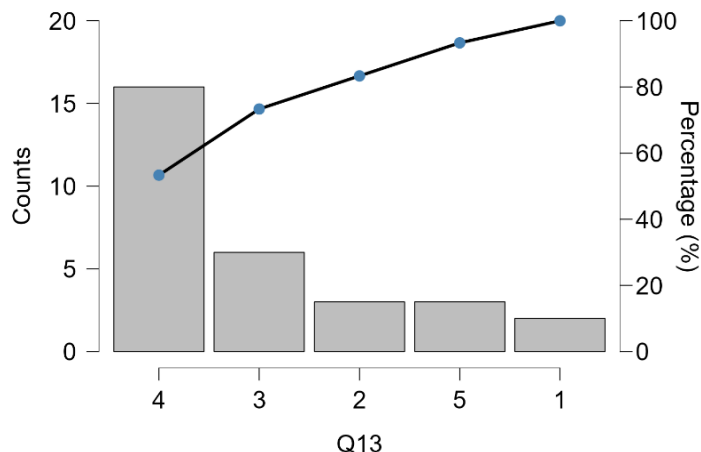


Figure 4.26- Graph results question 13

Valid	Frequency	Precent
Strongly disagree	2	6.7%
Disagree	3	10%
Neutral	6	20%
Agree	16	53.3%
Strongly agree	3	10%
Total	30	100%

Descriptive Statistics ▼

Q13	
Valid	30
Missing	0
Mode	3.997 ^a
Mean	3.500
Std. Deviation	1.042
Minimum	1.000
Maximum	5.000

The above shows that the automation of digital processes facilitates Bank 's procedures. The results indicate that the mean is 3.500 and the standard deviation is 1.042. This means that a good percentage of respondents agree that the automation of digital processes facilitates Bank 's procedures, at a rate of 53.3%, numbering 16. The percentage of neutral is 20% and their number is 6. Routine processes like entering data, processing transactions, and updating accounts can be done automatically with the use of automation of processes. Automation increases performance and productivity by reducing human mistakes, expediting systems, and processing times, and enabling institutions to handle a greater number of payments in less time.

14. Digitization has many advantages for Bank 's business and operations.

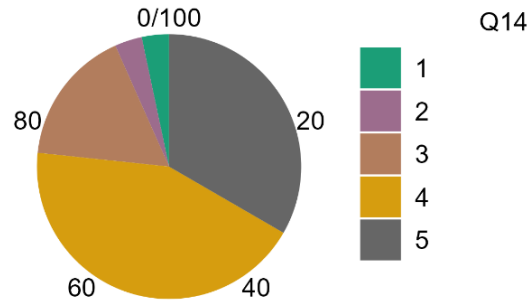


Figure 4.27- Results for question 14

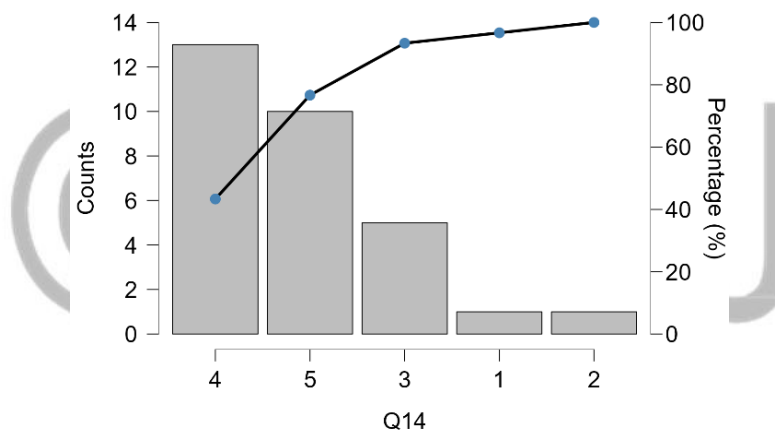


Figure 4.28- Graph results question 14

Valid	Frequency	Precent
Strongly disagree	1	3.35%
Disagree	1	3.35%
Neutral	5	16.7%
Agree	13	43.3%
Strongly agree	10	33.3%
Total	30	100%

Descriptive Statistics ▼

Q14	
Valid	30
Missing	0
Mode	4.006 ^a
Mean	4.000
Std. Deviation	0.983
Minimum	1.000
Maximum	5.000

The above shows that digitization has many advantages for Bank’s business and operations. The results indicate that the mean is 4.000 and the standard deviation is 0.983. This means that a high percentage of participants agree that digitization has many advantages for Bank’s business and operations, at 43.3%, numbering 13. The percentage of those who strongly agree is 33.3%, numbering 10. Digitization allows banks to offer enhanced consumer service. Customers will find this convenient, and it also saves time. Because digitization decreases error by humans, it increases customer loyalty. Thanks to internet banking, customers may now access banks at any time of day.

4.5 Analysis the results of open question

15. Recommendations will improve the digitization of Bank’s business and operations.

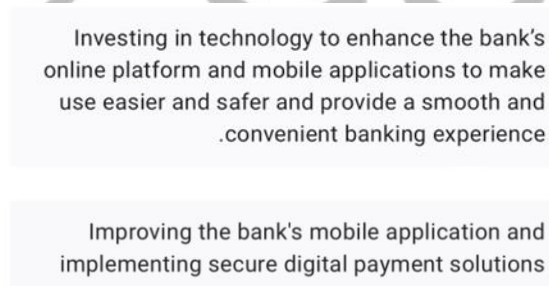


Figure 4.30- Results for question 15

The above shows the responses of the respondents about their opinion on what recommendations would improve the digitization of Bank’s business and operations. The respondents answered this question. The first answered that Bank’s mobile application must be improved in addition to implementing secure digital solutions. The second answered that there must be investment in technology in Bank. In order to enhance the online banking platform and mobile applications in order to make use easy and safe and provide a comfortable and smooth banking experience.

4.6 Summary

In this chapter, the analysis of data obtained from Bank employees was discussed by creating a questionnaire and distributing it to the employees. The results of the data analysis were good and consistent with what was discussed in previous chapters. The results were discussed with pictures, graphs, and tables with explanation. In Chapter 5, which is the last chapter, a summary of the results, conclusions and recommendations will be discussed.

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CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSION, AND RECONSTRUCTIONS

5.1 Introduction

This chapter includes a discussion of the conclusion and interpretation of the results of the data analysis, as summary of findings, Conclusion, recommendations, limitations, and future research are among the most important stages in the analysis in order to address the issue or problem included in the project. The results of data analysis show that digitization has a positive impact on the business and operations of Bank and positively affects the efficiency of services at the bank, leading to customer loyalty.

5.2 Summary of Findings

The questionnaire questions for this research consist of 15 questions, including demographic questions and questions about the research topic, which are closed questions and an open question. The number of responses to this questionnaire was 30 respondents to the questions. The research objectives are consistent with the responses of the respondents, and most of the responses agreed with most of the questions. Through the research objectives and questions, the results showed that digitalization has a positive impact on the business and operations of Bank. All respondents agreed on these four objectives, namely:

- The first objective is to investigate the impact of digitization on Bank 's business and operations: Digitization has a positive impact on the business and operations of Bank and is one of the reasons for the bank's success. Bank is interested in providing all digital banking services that serve customers and care about the comfort of its customers when conducting their banking transactions.
- The second objective is to evaluate the efficiency of digital services at Bank: Bank seeks to provide highly efficient banking services, as the bank is keen to employ the latest digital technologies and Bank is constantly working to improve the bank's digital banking services.
- The third goal is to identify the advantages of digitization that affect the business and operations of Bank: Digitization has many advantages for the business and operations of Bank, because it facilitates banking procedures, as the mobile phone application of Bank contains all the digital services that serve customers and can be accessed 24 hours a day, which This helps save time and effort.
- The fourth objective is to provide recommendations that will improve the digitization of Bank 's business. and Bank operations: Recommendations that improve the digitization

of Bank 's business and operations are through employing modern technologies such as artificial intelligence, robotics, and investing in technology to enhance the bank's online platform and mobile applications for ease of use and provide a smooth and comfortable banking experience.

5.3. Conclusion

In conclusion, the study talks about the impact of digitization on the business and operations of Bank and the results of the research showed that digitization positively affects the business, operations, and efficiency of services at Bank, which leads to an increase in customer loyalty. This research also confirms that digitization is of great importance to banks, as it is one of the reasons for the success of Bank. This study showed that digitization has many advantages for Bank 's business and operations and recommendations were made to improve the digitization of the bank's business and operations. This study is important because digitization technology in financial services enhances customer satisfaction because it saves time and effort and enables them to conduct their transactions quickly and easily.

5.4 Recommendations

Digitization has many benefits, as it transforms the bank's banking services, as digitization makes banking services smoother and more efficient and thus makes it easier for customers to access them. Although digitization has had a significant positive impact on the business and operations of Bank , and this has led to attracting many customers, there are some recommendations about the impact of digitization on the business and operations of Bank , which are that digitization requires continuous development and innovation, as modern digital solutions must be implemented safely and relies heavily on advanced technologies such as artificial intelligence, robotics, and process automation in order to enhance the experiences of bank customers and facilitate all operations. It is necessary to invest in mobile phone applications and provide all banking services such as accounts, loans, credit cards, investments, etc., in order to save time and effort and provide customer comfort, and they can be accessed at any time without the need for customers to go to the bank branch, care must be taken to ensure the safety of digital transactions and sensitive data and information for customers by implementing security measures such as cybersecurity because it helps protect information and data and reduce the risks of fraud and theft.

5.5 Limitations

This research aims to evaluate the impact of digitization on business and operations. A case study of Bank. This study included limitations because it does not cover all banks in Oman. It only focuses on two branches of Bank, and the sample size includes 30 respondents, who are the bank's managers and employees. There was limited time to conduct this research, from October to January, and it was necessary to obtain a sample size to solve the questionnaire in a short period of time and manage time in order to prepare a complete and clear research.

5.6 Future research

In the current digital era, banks must embrace digitization. Digitization enables banks to remain contemporary and satisfy the changing demands of their clientele in light of the growing reliance on digital and it makes it possible for banks to offer less time-consuming and more useful services, like mobile apps and online banking, which simplify money management. Additionally, digitization improves security protocols, safeguarding private data and lowering the possibility of fraud. Additionally, it enables banks to provide customized financial resources by utilizing artificial intelligence. In general, digital banks must provide effective, simple to find, and client-focused banking services. Future researchers can benefit from the conclusions and recommendations and look at digitization because it is of great importance to the banking sectors, as it positively affects the business and operations of banks and the efficiency of services leading to customer loyalty, and digitization is one of the reasons for the success of banks. This research was conducted for one of the best banks in the Sultanate of Oman, which is Bank.

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