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DEPOSIT BEHAVIOR TOWARDS DIGITALIZATION IN THE BANKING SECTOR

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Abstract

As digitalization continues to transform the banking sector, understanding the factors that influence customers' deposit behavior in the digital era becomes outstanding for banks and financial institutions. This study investigates the impact of Digitalization (convenience, reliability, security, user-friendliness, and self-efficacy) as independent variables on deposit behavior, the dependent variable, in the context of digitalization.

Primary data was collected from respondents in Butwal Sub-metropolitian city using a structured questionnaire. This study has developed a conceptual model to examine the significant factors that influence deposit behavior. Using a multiple regression analysis, the data was analyzed from a convenience sampling technique, having 216 sample of banking customers to examine the relationships between the identified factors and deposit behavior. The results revealed significant relationships between reliability and self-efficacy, and deposit behavior, indicating their pivotal roles in shaping customers' preferences when it comes to depositing money through digital channels. Surprisingly, security, convenience and user-friendliness showed an insignificant relationship with deposit behavior, suggesting that while important for overall digital banking adoption, they might not be the primary drivers influencing deposit behavior specifically.

By understanding the factors that drive deposit behavior, banks can customize their offerings to meet customer expectations, ultimately encouraging a more consistent and satisfactory digital banking experience. Further research is recommended to explore additional factors and conduct more comprehensive analyses to gain a holistic understanding of customers' behavior in the dynamic landscape of digital banking.

1. Introduction

Across the globe, digital technologies are mushrooming in all areas, including the banking sector (Ganguli & Roy, 2011). Especially, newly developed and implemented technologies are changing people's lifestyle and consumption habits which impacts considerably the nature of companies-customers relationships. This is due to the evolution of the expectations of today's tech-savvy digital consumers who are looking forward to the delivery of digital solutions by their banks (Sreejesh, Anusree, & Mitra, 2016).

Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business. (Zhou, 2016). One of the most significant sectors of any economy is the banking industry because it is essential to promoting economic development and growth. With the advent of digitalization over the last few decades, the banking industry has seen a considerable transition. Significant changes in how banks operate, particularly how they engage with consumers and manage their funds, have been brought about by the introduction of new technologies. As a result, there has been an increase in interest in researching how digitalization have affected client deposit behavior in the banking industry. The growth of internet has facilitated the popularity of digitalization that has created new financial needs in many cases cannot be effectively fulfilled by traditional payment systems (Sumanjeet, 2009).

Basically digitalization is a combination of two worlds: a new customer experience on the outside and an efficient, effective operating model on the inside—both enabled by digitalization and the underlying technologies, processes, and structures. (Weschool, 2017) mention that digitalization impacts everything, and this impact is transformative. Digitalization is about taking full control of your customer experience and managing all the needs, existing and new, for your customers and developing a business model accordingly. Customers can now obtain financial services more quickly and conveniently without needing to go to physical branches thanks to digitalization. Customers can now use mobile applications or websites to access their accounts, transfer funds, and make deposits.

The impact of digitization on deposit behavior in the banking industry has drawn a lot of attention in recent years. Researchers and practitioners can learn how banks can use digitalization to boost customer satisfaction, increase deposits, and increase profitability by looking at customer deposit behavior. Furthermore, by comprehending depositor behavior,

Banks can find possible areas for service enhancements and create new goods and services to fulfill the changing demands of their customers.

Therefore, the purpose of this study is to examine how digitalization have affected deposit behavior in the banking industry. The study will examine the literature that has already been written on the subject, examine data on customer deposit behavior, and offer suggestions for how banks might use digitalization to enhance customer deposit behavior. The results of this study will be valuable to academics, practitioners, and policymakers in the banking industry as they work to comprehend the effects of digitization on the industry and devise plans to increase profitability and customer satisfaction.

While existing literature has explored the general impact of digitalization on banking behavior, there is a noticeable research gap regarding the specific influence of convenience, reliability, security, user-friendliness, and self-

efficacy on deposit behavior in digitalization. Prior studies have often focused on broad aspects of digital banking adoption without exploring deep into the specific factors that drive deposit behavior through digital channels. This research aims to address this gap by analyzing the distinct impact of these factors on deposit behavior, contributing to a more comprehensive understanding of how digitalization affects the banking sector.

Furthermore, most previous research has focused on the developed markets, while the digitalization landscape and its impact on deposit behavior may differ significantly in emerging markets or regions with varying levels of technological infrastructure. This study attempts to fill this gap by exploring the factors influencing deposit behavior in emerging markets, allowing for a more inclusive perspective.

By focusing on these specific factors, this research aims to offer complex insights into the decision-making processes of customers when choosing digital channels for depositing money, ultimately guiding policymakers and banks in formulating more effective strategies to enhance digital banking experiences and maximize customer satisfaction.

2. Literature Review

Particularly since the emergence of digitization and technological advancements, the banking sector has seen tremendous changes. The banking industry has been impacted by these shifts in several ways, including deposit habits. Understanding the effects of these services on deposit behavior in the banking industry is crucial given the rising use of digital banking services like online banking and mobile banking. The main conclusions of studies exploring the impact of digitalization and technical advancements on deposit behavior in the banking industry are included in this literature review.

Impact of Digitalization on Deposit Behavior

In terms of technological adoption, the banking and financial services sector in India has witnessed disruptive developments in the recent decade. With the government giving incentives for economic digitization, it is undoubtedly the success mantra for banks. As the market becomes more exposed to disruptive digital offerings, it is increasingly focusing on shifting consumer preferences away from traditional banking and toward digitalization. People have deliberately begun to utilize technology to conduct financial transactions and obtain other services because they desire greater convenience at the expense of paying a higher price (Golani, 2017).

Chong, et al. (2010) empirically investigates the factors that influence the choice to use internet banking in Vietnam. The perceived utility, perceived simplicity of use, trust, and government backing were investigated to see if these

factors influence internet banking uptake. According to the findings, perceived utility, trust, and government assistance are all positively related to the desire to use internet banking in Vietnam. In this study, perceived ease of use was not shown to be relevant, according to the technological adoption paradigm. Acharya and Lingam (2008) investigated the influence of online banking intensity on the financial performance of community banks. According to the findings of the study, the growing use of the internet as an extra channel for marketing banking services has greatly benefited the financial performance of community banks.

Several studies have examined the impact of digitalization on deposit behavior in the banking sector. (Alessandro et al., 2021) found that digitalization has a significant positive impact on deposit behavior. The study found that digitalization increased the convenience and accessibility of banking services, leading to an increase in deposits. The study also found that digitalization increased the speed of banking transactions, which further encouraged customers to make deposits.

Similarly, (Kraus et al., 2021) found that digitalization had a positive impact on deposit behavior. The study found that customers who used online banking and mobile banking were more likely to make deposits, as these services provided a more convenient and accessible way to manage their accounts. The study also found that digitalization increased customer trust in the banking system, which further encouraged deposits.

However, some studies have found that digitalization has not had a significant impact on deposit behavior. Carbo-Valverde, Cuadros-Solas, and Rodríguez-Fernández (2016) found that digitalization had a limited impact on deposit behavior, as customers still preferred to use traditional banking channels, such as branches and ATMs. The study suggested that the impact of digitalization on deposit behavior may depend on the specific banking services and customer preferences.

Convenience

The purpose of a digitalization system is to benefit consumers by increasing convenience and cutting transaction costs. Because of the high setup and penetration rate of broadband services, users may view and control their transactions remotely via the web-based user interface. According to Chou et al. (2004), advantages are a primary motivator of digitalization system adoption and use. Similarly, Gerrard and Cunningham (2003) consider perceived economic advantages to include fixed and transaction costs associated with digitalization adoption. Fixed costs are those incurred by consumers and merchants each time they conduct a business transaction (Chou et al., 2004). Transaction costs are those incurred by customers and merchants each time they conduct a business transaction. Other key benefits of digitalization include time and cost savings, as well as providing customers with a convenient

way of payment that includes users' capacity to spend, save, and move a currency value through payment systems (Chakravorti, 2003). However, whether or if digitalization saves time and money remains to be seen. According to Kim et al. (2009), implementing digitalization can be expensive in terms of time spent learning to utilize the internet and new technologies.

Security

Mazumder, Jahan, and Das (2015) states when clients and merchants conduct a transaction via the internet, the security of information has become a highly important and worried element of current communication systems, which is achieved through cryptographic functions and procedures. As a result, it contributes to resolving a critical issue of information security risks. Sinha and Roy (2017) Because Indian clients are very concerned about security, they will only use electronic payment systems and clearing services if they believe the route is safe and free of threats. The above factors were included in the current study to examine their influence on the intention to use e payment systems since earlier studies have clearly demonstrated their effects on human behavior when contemplating the usage of technology.

Reliability

Reliability is the quality of being trustworthy or of performing consistently well. Prior research has revealed that reliability is a crucial factor of customers' propensity to make e-commerce transactions and engage in online money transfers (Friedman et al., 2000; Gefen, 2000, 2003; Hoffman et al., 1999; Jarvenpaa et al., 2000; Wang et al., 2003). Customers' trust is critical in an internet environment because there is little assurance that the online vendor will refrain from undesirable, unethical, and opportunistic behavior such as unfair pricing, presenting inaccurate information, distributing personal data, and purchasing activity without prior permission (Gefen, 2000). Because of the high level of uncertainty and risk in most online transactions, trust is especially important in digitalization (Zhou, 2011). That is why, according to Kniberg (2002), trust is more vital than security. As a result, it may be argued that trustworthiness is critical to the success of digitalizations (Abrazhevich, 2004). It would be exceedingly difficult to gain widespread adoption of digitalization without an adequate system that consumers could trust (Lim et al., 2006).

User-friendliness

Several studies have found that when a technology is simple to use, it is seen as more beneficial (Legris et al., 2003; Venkatesh and Davis, 2000; Wang and Li, 2011). According to Flavian and Guinaliu (2006), the ease of use of a computer system supports trust levels. This is because improved usability minimizes the possibility of mistake,

which is critical when offering financial services online. Wulandari et al. (2018) Technology has played a significant part in enhancing people's lifestyles, and it is more valuable to them when it is simple to use. The findings revealed that the simplicity of use and intention to utilize e-money had a favorable relationship. According to Roy and Sinha (2017), the adoption of electronic payment and clearing systems would grow when clients perceive that the services of electronic payment systems are simple to use. Mobile banking operation software and ATM interface software should be convenient and user-friendly in order to grab the attention of clients.

In Saudi Arabia, Alhanoof Fahad Alyabes and Othman Alsalloum (2018) did a research. This study created a conceptual model to investigate the causes of the major aspects that impact Saudi customers' perceptions of digitalization. According to the findings of a sample set of respondents (229) analyzed using multiple regression analysis, benefit, ease of use, and self-efficacy influence Saudi consumers' perception of digitalization systems, whereas trust and security are not significantly associated with consumers' perception of digitalization in Saudi Arabia.

Self-Efficacy

In the context of digitalization, self-efficacy refers to a user's assessment of his or her capacity to utilize the system. Self- Efficacy the quality of being able to be used or obtained. It is a significant influence on how consumers perceive digitalization systems. Self- efficacy is described as a consumer's belief and comprehension of their capacity to execute tasks utilizing new technology (Oh, 2016), and it has a favorable impact on perceived intention to utilize information systems (Luarn & Lin, 2005). Self-efficacy is defined as a person's belief and comprehension of his or her own competence and talents (Dory et al, 2009). According to several research, self-efficacy has a substantial beneficial impact on perception and behavioral intention to utilize information systems (IS) (Hill et al., 1986, 1987; Luarn and Lin, 2005). As a result, users with greater levels of self-efficacy encountered a wider range of functions and communication channels, whereas users with lower levels of self-efficacy may be confined to fewer operations (Li et al, 2012).

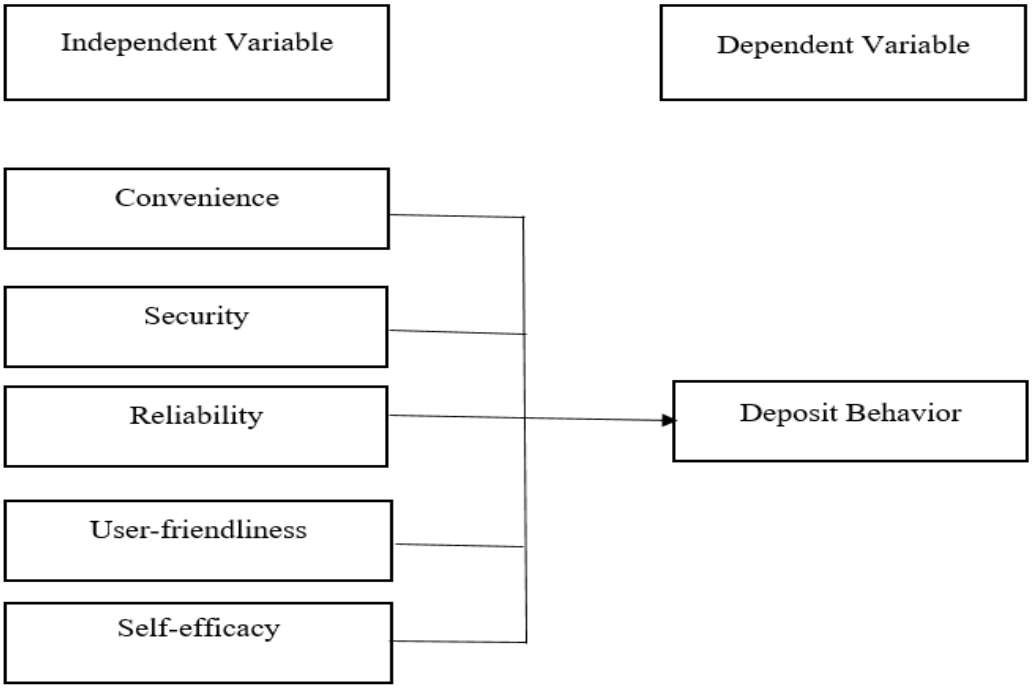

Figure 1: *Conceptual Framework*

3. Statement of Problem

Despite the rapid advancements in digitalization in the banking sector, there is a need to understand the extent to which these developments influence deposit behavior among customers. The changing landscape of banking services, characterized by the introduction of digital platforms and new technologies, raises questions about the impact on customers' deposit preferences, frequency, and methods. Therefore, there is a gap in knowledge regarding the specific effect of digitalization on deposit behavior, necessitating a comprehensive investigation to provide insights and guidance for banks seeking to optimize their digital offerings and improve customer engagement." The digitalization in the banking sector have brought significant changes to the way individuals and businesses conduct financial transactions. However, the impact of these developments on the level of deposits in the banking sector, particularly in the developing countries like Nepal remains unclear. Understanding the relationship between digitalization and deposit levels is crucial for policymakers, banking institutions, and fintech companies to effectively respond to the evolving financial landscape. The aim of this study is to know the deposit behavior towards Digitalization. The study focuses on the different modes of digitalization which is mostly preferred by the Customer as an easy payment mechanism, from how long they

are using Digital Payment System. Is digitalization a secure, convenience, reliable, user-friendliness? Hence the paper is stated as "A study on deposit behavior towards Digitalization".

4. Research Questions

Here are some research questions that can be explored in the study on the effect of digitalization and technological innovations on deposit behavior in the banking sector:

RQ 1: Does the level of convenience offered by digital banking platforms impact customers Willingness to switch from physical branch deposit to digital deposit?

RQ 2: What role does the level of trust in the security measures employed by digital banking platforms play in shaping customer's deposit behavior towards digitization?

RQ 3: What role does the availability of customer support and timely issue resolution play in fostering customer trust in using digital banking for deposits?

RQ 4: What role does the availability of user- friendliness mobile banking applications play in encouraging customers to adopt digital deposit methods using their smartphones?

RQ 5: What role does the perception of one's own digital banking skills and abilities play in shaping customer's deposit behavior toward digitization?

5. Objectives of the Study

The objectives of the study is to examine the factors that influence customer's decisions to adopt digital deposit methods.

6. Hypothesis

H1: There is a significant relationship between convenience and deposit behavior towards digitalization.

H2: There is a significant relationship between security and deposit behavior towards digitalization.

H3: There is a significant relationship between reliability and deposit behavior towards digitalization.

H4: There is a significant relationship between user-friendliness and deposit behavior towards digitalization.

H5: There is a significant relationship between self-efficacy and deposit behavior towards digitalization.

7. Research Methodology

Research methodology includes the following structure: the research design, population, sample size, sampling technique, sources of data collection, data collection methods, tools used for data analysis. The study utilizes a

quantitative approach to investigate the impact of digitalization on deposit behavior in the banking sector. The quantitative aspect of the study involves questionnaires with bank customers to gain insights into their deposit behavior and preferences.

Research Design

Research design is a plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variances. This study employ a cross-sectional survey method, collecting data from bank customers across Butwal Sub-metropolitian city to investigate the effect of digitalization on deposit behavior in the banking sector.

Population

The study use a convenience sampling technique to select participants. The sample size was depend on the number of bank customers who use digital banking services. The study has targeted customers who use digital banking services, including online banking, mobile banking, and digital payment. The population for this research has been the total number of people who are using the digitalization system provided by different service provider in the city. So, the population size is considered to be unknown for this research.

Sampling Calculation of sample size:

$n_0 = Z^2.p.q / e^2$ (Singh & Masuku, 2014)

Where, n_0 = required sample size

p = estimated proportion of an attribute that is present in population

q = estimated proportion of an attribute that is not present in population = 1-p

e = Desired level of precision

Z^2= Abscissa of normal curve (z- score)

When there is a large population, we do not know the variability in the proportion that will adopt the practice; therefore, assume p= 0.099 (9.90%) (Maximum variability). Furthermore, suppose we desire a 95% confidence level and ± 3.99% precision. The resulting sample size is

$n_0 = Z^2. p.q / e^2$

=216

Therefore, the sample size for the study includes 216 digitalized service users.

Data Collection

The study was collected from primary source using a structured questionnaire. The questionnaire was administered online, and participants were required to answer a series of questions on their digital banking habits and deposit behavior. The structured questionnaire was designed and it was pretested before the main study to ensure validity and reliability. Closed-end structured questionnaire was designed in view of the data requirements. The questionnaire was distributed electronically using a google form. Electronically it was distributed in social networking sites and Google mail. Respondents were guided on how to use the questionnaire so as to receive true result. Participation was voluntary and no incentives were offered for participating in the research and all data was collected.

Data Analysis

A descriptive statistics was used to summarize the data collected from the questionnaire. The study also use inferential statistics, including regression analysis, to examine the relationship between digitalization and deposit behavior. The statistical software package Statistical Package for Social Sciences (SPSS) was used to analyze the data.

8. Limitation of the Study

As it is an academic report, limited time could be the major constraint for the study. The research was carried out only in Butwal Sub Metropolitian city. Therefore, the findings cannot be fully generalized in other parts of nation or world. There might be other variables which are not undertaken in this study, which may affect the deposit behavior. Other limitation could be about the statistical tools. Regression, ANOVA and independent t test are used for analysis however there are other various statistical tools which may vary result and their interpretation.

The study's findings may be influenced by the demographic characteristics such as gender, age, marital status, occupations, qualifications and behaviors of the selected sample, which might not accurately represent the entire population of banking customers. The sample could be biased towards certain demographics or banking preferences.

The findings of the study may be limited in terms of generalizability to other geographical locations or banking systems. Factors such as cultural differences, regulatory environments, or banking infrastructure variations could affect the transferability of the results.

9. Results and findings

Descriptive statistics

Table no. 1 shows the descriptive statistics of the response of participants towards the digitalization's. The mean values indicates the response of the participants on various items. A mean of 2.89 is found for deposit behavior which is significantly below average according to descriptive statistics.

Table 1

Descriptive Statistics

		Convenience	Security	Reliability	User-friendliness	Self-efficacy	Deposits in bank
N	Valid	216	216	216	216	216	216
	Missing	0	0	0	0	0	0
Mean		4.00	4.39	4.34	3.79	3.44	2.89
Median		4.00	5.00	5.00	4.00	3.00	3.00
Mode		5	5	5	3	3	2[a]
Std. Deviation		.943	.908	.886	.993	1.203	1.051
Minimum		1	1	1	1	1	1
Maximum		5	5	5	5	5	5

a. Multiple modes exist. The smallest value is shown

Reliability and Validity Test

Validity test is the extent to which a test accurately measures what it is supposed to measure. For the validity of the structured questionnaires, the suggestions of supervisor and experts were incorporated. Reliability Coefficient analysis (Cronbach Alpha) facility available in SPSS software has also used for reliability of the questionnaires. The Cronbach's alpha for all the variables are above 0.70 i.e. 0.849 which shows that the instrument used for the present study was reliable for the data collection of the variables are major part of testing validity and reliability.

Table 2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.860	5

Correlation Analysis

The Pearson's correlation was performed to measure the direction and strength between different variables. The table of correlation matrix explains correlation coefficients between dependent and independent variables. It provides an index of the direction and magnitude of the relationship between two sets of scores.

Correlation results can also be used to test the existence of multicollinearity i.e. the situation when there exist high degree of correlation between two or more explanatory variables. The classical regression analysis assumes that the explanatory variables should be statistically independent. Thus, a high collinearity of independent variables is not acceptable as this way; the two independent variables behave in similar fashion. As a result, the regression model will be unable to separate their individual effect.

Table 3

Correlation analysis between dependent and independent variables

	Deposits in bank	Convenience	Security	Reliability	User-friendliness	Self-Efficacy
Deposits in bank	1	.173*	0.075	0.026	.196**	.388**
Convenience		1	.681**	.620**	.560**	.400**
Security			1	.747**	.597**	.400**
Reliability				1	.591**	.377**
User-friendliness					1	.530**
Self- Efficacy						1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Test of Multicollinearity

Multicollinearity is a phenomenon in which one predictor variable in multiple regression models can be linearly predicted from the other with substantial degree of accuracy. Variance inflation factor (VIF) and tolerance measure the multicollinearity among the independent variables. The table 4 shows the VIF and tolerance value of independent variables and dependent variable.

Table 4

Test of Multicollinearity

	Tolerance	VIF
Convenience	.481	2.081
Security	.351	2.850
Reliability	.397	2.516
User-friendliness	.497	2.012
Self- Efficacy	.701	1.426

a. Dependent Variable: Deposits in bank

Table 4, indicates that the VIF for all variables are less than 5 and the tolerance factor is more than 0.1. Thus, we can conclude that the variables are free of the problem of multicollinearity. Hence, we can run the regression analysis for these variables.

Regression Analysis

A correlation analysis can only tell whether or not a strong relationship exists between two variables. But, it do not let know the exact shape of the relationship between the two variables. In such case, regression analysis provides information about the slope of the relationship. Pant (2016) defines regression analysis as a statistical technique that can be used to derive an equation that relates a single criterion variable to one or more predictor variables. The regression results between the Deposit Behavior as the dependent variable and the independent variables are presented as:

Table 5

Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.174	.355		6.123	.000
Convenience	.175	.100	.157	1.748	.082
Security	-.094	.122	-.081	-.771	.442
Reliability	-.234	.117	-.198	-1.998	.047
User-friendliness	.064	.094	.060	.682	.496
Self- Efficacy	.350	.065	.401	5.381	.000

Table 5, shows the summary of regression analysis taking deposit behavior as a dependent variable and all other items as independent. Furthermore, the beta coefficient of five independent variables Convenience, Security, Reliability, User-friendliness and Self-efficacy 0.175, -0.094, -0.234, 0.064 and 0.350 respectively. It denotes one unit change in Convenience brings 0.175 times change in Deposit Behavior. Similarly, one unit change in Security brings -0.094 times change in Deposit Behavior. Additionally, one unit change in Reliability brings about -0.234 times change in Deposit Behavior. Also one unit change in User-friendliness brings about 0.064 times change in Deposit Behavior. Finally, one unit change in Self-Efficacy brings about 0.350 times change in Deposit Behavior.

The estimated multiple regression equation for the relationship can be written as:

$$DB = \beta_0 + \beta_1 C + \beta_2 S + \beta_3 R + \beta_4 UF + \beta_5 SE + \varepsilon \ldots\ldots\ldots\ldots\ldots\ldots \text{(i)}$$

Where, DB = Deposit Behavior

C= Convenience

S = Security

R = Reliability

UF = User-friendliness

SE = Self-efficacy

β = Intercept or slope,

ε = Random error term

Substituting the values of coefficient from the table 3 in equation (i)

We get: DB = 2.174 - 0.094S - 0.234R + 0.064 UF+ 0.350 SE+0.178E+ ε ……. (ii)

Table 6

Significance Analysis between deposit behavior and its determinants

Variable	P-Value	Comparison	Remark
Convenience	0.082	0.082 > 0.05	Insignificant
Security	0.442	0.442 < 0.05	Insignificant
Reliability	0.047	0.047 < 0.05	Significant
User-friendliness	0.496	0.496 > 0.05	Insignificant
Self-efficacy	0.000	0.000 < 0.05	Significant

Based on result in table 6, it can be concluded that Reliability and Self-efficacy can better explain by Deposit Behavior.

Table 7

Summary of Regression Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.428[a]	.183	.164	.961	9.434	.000[b]

a. Predictors: (Constant), Self-efficacy, Reliability, Convenience, User-friendliness, Security

Table 7, shows the summary of regression model as mentioned in equation (i).

The value of R^2 is 0.183 which means that 18.3 % variance in deposit behavior is explained by variation in independent variables under study. The p value is 0.000 which represents the model is fit.

Discussion and Conclusion

Digitalization has a tremendous impact on that deposit behavior since it provides security, decreases risk, as well as lowers the cost of payment; all of which contribute to a better customer experience (Aljabaly & Alfarsi, 2017).

This section covers the analysis and presentation of data. The data were collected through a structured questionnaire. In this study, an attempt is made to find the factors affecting deposit behavior on digitalization in Butwal Sub-metropolitian city. For the analysis of data, statistical tools such as correlation and multiple regression analysis has been used in the study.

This study examines the factors affecting deposit behavior on digitalization in Butwal Sub-metropolitan city. The results show that digitalization is widely used, which reflect the growth of such services in Butwal city. The regression results show that two factors, i.e. Reliability and Self-efficacy are significantly associated with deposit behavior toward digitalization.

The findings of this study provide important insights into the factors affecting deposit behavior in the context of digitalization. The regression analysis revealed significant relationships between reliability and self-efficacy as independent variables, and deposit behavior as the dependent variable, indicating that these factors play a crucial role in influencing customers' decisions to use digital banking channels for making deposits.

Reliability emerged as a key determinant of deposit behavior, with customers demonstrating a higher likelihood of making deposits through digital channels when they perceive the banking system to be reliable and trustworthy. The implementation of effective fraud detection systems, regular security updates, and prompt customer support has contributed to the establishment of trust among customers, influencing their deposit behavior in favor of digital banking.

Similarly, self- efficacy showed significant positive relationship with deposit behavior, indicating that customers who feel confident in their ability to navigate digital banking platforms and execute transactions are more likely to use these channels for making deposits. Positive past experiences with digital banking and adequate knowledge of the banking system have contributed to higher self-efficacy, positively influencing customers' deposit behavior.

On the other hand, the regression results showed an insignificant relationship between convenience, security, and user-friendliness as independent variables and deposit behavior as the dependent variable. This suggests that while convenience, security, and user-friendliness are important factors for customers in digital banking adoption, they may not be the primary drivers influencing deposit behavior specifically. Other factors like reliability and self-efficacy might have a more substantial impact on the decision-making process when it comes to depositing money through digital channels.

In conclusion, this study highlights the significance of reliability and self-efficacy in shaping deposit behavior in the context of digitalization. Banks and financial institutions should prioritize these factors in their digital banking strategies to improve customer engagement and promote the adoption of digital channels for deposit transactions. While convenience, security, and user-friendliness remain crucial aspects of the overall digital banking experience, they may not be the primary drivers of deposit behavior. Future research could explore additional factors and conduct more in-depth analyses to gain a comprehensive understanding of customers' behavior and preferences in the rapidly evolving landscape of digital banking.

It is important to recognize the limitations of this study, such as the specific demographic composition of the sample and potential response biases. Further research may explore additional variables and conduct longitudinal studies to examine how these factors evolve over time and impact deposit behavior in the long term. Nonetheless, the present study contributes valuable insights to the understanding of digital banking behavior and serves as a foundation for future research and strategic decision-making within the banking industry.

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