



Examining the Determinants of Jaiz Bank Patronage: A Study among Customers in Niger State, Nigeria

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ABSTRACT

This research investigates the determinants of Jaiz Bank's patronage in Niger State, Nigeria, within the broader context of Islamic banking. Employing a robust theoretical framework and a purposive sampling technique, the study explores the relationships between demographic factors, service quality, corporate governance, customer satisfaction, and public perception. The analysis draws on data collected through structured questionnaires administered to 344 customers, utilizing model specifications, outlier treatments, reliability tests, and regression analysis. The findings reveal significant positive associations between Service Quality, Corporate Governance, and Customer Satisfaction with Jaiz Bank patronage. Surprisingly, Public Perception exhibits a negative impact, emphasizing the need for strategic communication to address misconceptions. The study recommends a customer-centric approach, continual improvement of service quality, and targeted interventions to positively influence public perception by Jaiz Bank PLC..

Keywords: Jaiz Bank, Patronage, Cooperate Governance, Service Quality, Public Perception and Satisfaction.

Background to the Study

The exponential growth of Islamic banking within the global financial landscape over the past two decades underscores its emergence as a significant player, transcending boundaries and attracting interest from diverse communities, including both Muslims and non-Muslims (Qudah, Malahim, Airout, Alomari, Hamour, & Alqudah, 2023). This trajectory is indicative of the widespread appeal of Islamic banking, characterized by its commitment to Sharia principles, the avoidance of usury (interest), and the steadfast adherence to ethical standards and good corporate governance. Positioned as a socially responsible and ethically grounded alternative, Islamic banking serves a dual purpose of fulfilling religious duties and catering to a broad and varied clientele (Osman & Elamin, 2023).

As Islamic banking gains prominence on the global stage, understanding the factors that contribute to its success and acceptance becomes paramount (Relano, 2023). This study aims to unravel the determinants influencing the growth and client satisfaction of Islamic banking, delving into the intricate dynamics of its operations within the broader context of the global financial industry.

The chosen variables for this exploration are pivotal in capturing the multifaceted aspects that shape the perception and experience of clients engaging with Islamic banking services. The Rate of Return variable taps into the financial dimension, encapsulating customers' attitudes and expectations regarding the profitability of their investments (Relano, 2023). Islamic Teaching Alignment extends the analysis to the religious and ethical realm, assessing the extent to which banking practices harmonize with Islamic principles. Bank Reputation emerges as a critical metric, measuring the positive standing of Islamic banks in terms of trust, reliability, and credibility within the financial market (Kateb, Nafti & Zeddini, 2023). Service Quality, encompassing efficiency, reliability, and overall customer satisfaction, further illuminates the operational excellence and customer-centric approach that defines Islamic banks.

The collective exploration of these variables seeks to offer a comprehensive understanding of the intricate factors shaping the success and acceptance of Islamic banking specifically in Niger State, Nigeria. Beyond academic inquiry, the study aspires to furnish practitioners and policymakers in the Islamic banking sector with invaluable insights, aiding in strategic decision-making and further enhancing the sector's impact and resonance in the evolving financial landscape.

Problem Statement of the Study

The identified challenges faced by Jaiz Bank, as outlined by Market Force Africa (2023) and Fitch Ratings (2023), have direct implications for the bank's patronage. The dearth of manpower and inadequate Shari'ah-compliant liquidity management instruments may impact the efficiency and range of services offered by Jaiz Bank, influencing customer satisfaction and, consequently, patronage. The lack of knowledge about Islamic Finance, Accounting, and Auditing standards might contribute to misconceptions or uncertainties among potential customers, potentially affecting their perception and trust in the

bank's offerings. Additionally, concerns raised by Fitch Ratings (2023) regarding asset quality could influence customer confidence and willingness to engage with Jaiz Bank. Therefore, understanding and addressing these challenges are crucial for enhancing service quality, customer satisfaction, and ultimately, securing and increasing patronage for Jaiz Bank in the competitive Islamic banking landscape in Nigeria.

While Jaiz Bank has witnessed growth in the financial sector, there is a pressing need to explore and address critical issues related to customer perception, awareness, and satisfaction. One of the primary challenges lies in understanding how potential customers perceive Jaiz Bank's services and whether they are adequately aware of Islamic banking principles. Uncovering potential misconceptions or gaps in understanding is crucial, as these factors may significantly influence decision-making processes and hinder the bank's ability to attract a broader customer base.

The identified gaps in the existing literature underscore the critical need for the current study on Jaiz Bank's patronage in Niger State. Firstly, the study conducted by Lawal, Mamman, and Sadiq (2023) emphasizes the importance of understanding the demographic distribution of non-interest banking customers, particularly in areas with limited branches, such as Niger State where Jaiz Bank has only one branch. This demographic insight is crucial for tailoring services to the specific needs of the local population, addressing potential challenges related to awareness and misconceptions about non-interest banking.

Secondly, the research conducted by Remi-Aworemi et al. (2023) highlights the impact of working stress on Jaiz Bank employees. This aspect is significant as employee satisfaction and well-being can directly influence service quality, which, in turn, affects customer satisfaction and patronage. Therefore, examining the relationship between corporate governance and patronage becomes essential, especially in the context of working conditions and stress experienced by employees.

Therefore, the need for this study on Jaiz Bank's patronage in Niger State arises from the identified gaps related to demographic characteristics, limited branch presence, and the potential influence of satisfaction, customers perception, service quality and corporate governance on patronage. By addressing these gaps, the research aims to provide a comprehensive understanding of the factors influencing patronage, offering insights for strategic decision-making and fostering the sustainable growth of Jaiz Bank in Niger State.

Based on the research problem, the formulated the below hypotheses:

H1: There is no significant relationship between Service Quality and Jaiz Bank patronage in Niger State.

H2: Corporate Governance has no significant influence on Jaiz Bank patronage in Niger State.

H3: Customer Satisfaction does not significantly affect Jaiz Bank patronage in Niger State.

H4: Public Perception has no significant impact on Jaiz Bank patronage in Niger State

Significance of the Study

This study holds paramount significance as it addresses critical gaps in understanding customer perception, awareness, and satisfaction within the context of Jaiz Bank's services and Islamic banking principles. By exploring potential misconceptions, demographic characteristics of existing customers, service quality, and religious and ethical motivations, the study provides actionable insights for Jaiz Bank to refine its strategies. The findings will not only enhance the bank's ability to attract a broader customer base through targeted marketing but also facilitate improvements in service quality to bolster overall customer satisfaction and retention. Additionally, a nuanced understanding of the religious and ethical motivations behind customer choices in Islamic banking will guide Jaiz Bank in aligning its offerings with customer values. Ultimately, the study's significance lies in its potential to inform strategic decisions, optimize customer experiences, and strengthen Jaiz Bank's position in the competitive financial landscape.

Literature Review

Concept of patronage

Patronage, as a concept, encompasses the support and sponsorship provided by patrons to individuals or groups, often involving financial assistance and encouragement. This longstanding practice is evident in various fields such as art, literature, science, politics, and business. Patrons, typically individuals or institutions, offer financial backing, mentorship, and recognition to foster the well-being and success of recipients. They may also play a role in promoting the work, ideas, and networking opportunities for those they support. The historical significance of cultural and artistic patronage is evident, with patrons sustaining the endeavors of artists, writers, and musicians by commissioning works or providing resources (Müller, 2019).

However, the concept of patronage raises concerns about power dynamics and potential conflicts of interest. While it can positively contribute to creativity, innovation, and cultural development, questions arise about the fairness and independence of such systems. Additionally, in political and corporate realms, patronage practices like appointing individuals based on personal connections or supporting causes for public image enhancement may be criticized for perpetuating inequality or stifling independent thought. Philanthropy, a form of patronage, involves donating resources for charitable causes, further emphasizing the multifaceted nature of patronage across different sectors. (Szanyi, 2022).

In the specific context of the study on Jaiz Bank, unraveling the factors that influence patronage is crucial for comprehending customer behavior. By delving into the drivers behind clients' choices to engage with Jaiz Bank and utilize its services, the study aims to offer insights that are pivotal for the development of strategies to not only attract new patrons but also retain existing ones. This exploration of patronage factors is integral to the overall understanding of customer dynamics in the banking sector, providing a foundation for informed decision-making and strategic planning.

Jaiz Bank PLC

Jaiz Bank Plc, Nigeria's pioneering non-interest bank operating under Islamic banking principles, has played a pioneering role in shaping the country's financial landscape. Established as the first non-interest bank in Nigeria, Jaiz Bank has made significant strides, offering a range of products and services grounded in ethical and Islamic banking principles. The bank's vision is to be a leader in Ethical Banking in Africa, with a mission to provide ethical banking services while adhering to Islamic principles. Key offerings include the Savings Account based on the Mudarabah principle, where customers earn profits on their deposits, and the Current Account operating on the Qard principle, allowing the bank to use customers' funds for investment (Jaiz Bank PLC, 2023).

Jaiz Bank's commitment to innovation is evident in its e-Banking platform, JaizMobile, providing a secure and convenient channel for customers to conduct transactions using their mobile phones. The bank caters to corporate clients with quick and easy processing in Corporate Banking, operating under the Qard principle with Zero COT (Cost of Transaction). Tailored packages like Working Capital offer stability and periodic returns for both corporate and individual clients. Additionally, Jaiz Bank extends consumer finance options, including home finance and various consumer-related services (Jaiz Bank PLC, 2023).

Since its establishment in 2001, Jaiz Bank has demonstrated remarkable growth, expanding from a single branch to a network of over 100 branches across Nigeria's 36 states and the Federal Capital Territory, Abuja. This expansive reach underscores Jaiz Bank's commitment to providing accessible and ethical banking services to a diverse clientele, making it a key player in Nigeria's financial industry (Jaiz Bank PLC, 2023).

Empirical Review

The reviewed empirical studies collectively offer valuable insights into various dimensions of Jaiz Bank's operations and the broader landscape of non-interest banking in Nigeria. Lawal, Mamman, and Sadiq's (2023) investigations underscore the importance of education in dispelling misconceptions among the banking public, particularly non-Muslims, ensuring financial inclusion without discrimination. Their second study on service quality and customer retention, introducing the mediating role of customer satisfaction, brings a nuanced perspective, emphasizing the significance of both high-quality services and customer satisfaction for retention.

Musa, Sulaiman, and Halidu's (2023) exploration of the mediating effect of corporate governance in the relationship between CSR and financial performance sheds light on the intricate dynamics within Islamic banks, emphasizing the need for effective corporate governance in strategic decision-making. Additionally, Muhammad and Bin Ngah's (2023) model development, focusing on the mediation role of satisfaction on Jaiz Bank products and services, aligns with a customer-centric approach, emphasizing the importance of tailoring services to the specific needs of Nigerian communities.

Adam's (2022) survey, exploring public perception in Plateau State, highlights potential challenges and opposition to Islamic banking based on religious and ethical grounds. This study emphasizes the need for awareness and dispelling misconceptions, especially regarding the role of religious associations and the government in fostering or hindering the growth of non-interest financial institutions. In conclusion, while these studies provide valuable insights, the current research aims to offer a more comprehensive and integrated analysis, considering the interplay of demographic factors, service quality, corporate governance, customer satisfaction, and public perception, to understand the determinants of Jaiz Bank's patronage in Niger State, Nigeria, within the broader context of Islamic banking.

Theoretical Framework

The theoretical framework for the current research is multifaceted, incorporating Islamic Banking Principles and Sharia Compliance, Service Quality Theory, Corporate Governance Theory, Customer Satisfaction and Retention Theory, and Public Perception and Awareness Theory. Emphasizing adherence to Sharia principles, the Islamic Banking Principles theory scrutinizes how Jaiz Bank's alignment with ethical standards influences customers seeking Islamic financial services. The Service Quality Theory, rooted in the CARTER framework, evaluates the impact of service dimensions on customer satisfaction and retention. Corporate Governance Theory explores internal mechanisms shaping Jaiz Bank's performance, while the Customer Satisfaction and Retention Theory underscores the importance of customer contentment in sustaining patronage. The Public Perception and Awareness Theory delve into potential customers' views, considering religious motivations and awareness levels, providing a comprehensive understanding of the factors shaping Jaiz Bank's success in Niger State. The integration of these theories guides empirical analysis, surveys, and interviews, facilitating a nuanced exploration of the interplay between these factors in influencing customer decisions and shaping the bank's prosperity in the region.

Methodology

The research methodology for the current study employs a purposive sampling technique, determining a sample size of 382 based on Krejcie and Morgan's (1970) sample size table. Structured questionnaires are administered to Jaiz Bank customers to collect data. The study employs a specified model for analysis and treatment of outliers. To ensure the reliability of the data, reliability tests are conducted. The normality of the data is also assessed. The primary statistical tool for analysis is regression analysis using SPSS version 22. This approach allows for hypotheses testing and provides a robust foundation for exploring the determinants of Jaiz Bank's patronage in Niger State, Nigeria.

Model Specification

$$\text{Jaiz Patronage} = \beta_0 + \beta_1(\text{Demographic Factors}) + \beta_2(\text{Service Quality}) + \beta_3(\text{Corporate Governance}) + \beta_4(\text{Customer Satisfaction}) + \beta_5(\text{Public Perception}) + \epsilon$$

Where:

Jaiz Patronage represents the dependent variable, measuring the level of patronage or preference for Jaiz Bank.

β_0 is the intercept term.

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ are the coefficients for each independent variable, representing their impact on Jaiz Bank's patronage.

Demographic Factors, Service Quality (SQ), Corporate Governance (CG), Customer Satisfaction (CS), Public Perception (PP) are the independent variables.

ϵ is the error term, representing unobserved factors affecting the dependent variable.

Data Presentation, Analysis and Discussion

The Data Presentation and Analysis section provides a comprehensive overview of the descriptive and demographic profiles of the respondents.

Table 1: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GENDER	344	1	2	1.28	.448
AGE	344	1	6	3.01	1.051
MARITAL STATUS	344	1	5	1.64	.758
HIGHEST EDUCATIONAL QUALIFICATION	344	1	5	2.82	.807
RELIGION	344	1	3	1.20	.427
LOCATION OF RESIDENCE	344	1	2	1.18	.383
OCCUPATION	344	1	3	1.94	.665
Valid N (listwise)	344				

Source: SPSS version 22 compiled by the researcher (2023)

Table 1 offers a comprehensive overview of the demographic characteristics of the respondents, encompassing key variables such as gender, age, marital status, highest educational qualification, religion, location of residence, and occupation. The data reveals that the majority of respondents are presumably male, as indicated by the mean of 1.28 for the gender variable. The age distribution among respondents is moderately varied, ranging from 1 to 6, with a mean of 3.01. Marital status exhibits some diversity, with a mean of 1.64 and a standard deviation of 0.758. Highest educational qualification displays variability within the sample, with a mean of 2.82 and a standard deviation of 0.807. Additionally, respondents' religious affiliations, location of residence, and occupations all exhibit varying degrees of diversity, setting the groundwork for a nuanced analysis of the factors influencing patronage of Jaiz Bank in Niger State.

Table 2: Demographic Profiles of the Respondents

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	249		72.4	72.4
	Female	95		27.6	100.0
	Total	344		100.0	100.0
AGE					
Valid	Below 20years	12		3.5	3.5
	20-29 years	106		30.8	34.3
	30-39 years	128		37.2	71.5
	40-49 years	74	21.5	21.5	93.0
	50-59 years	13	3.8	3.8	96.8
	60 years and above11		3.2	3.2	100.0
	Total	344	100.0	100.0	
MARITAL STATUS					
Valid	Single	160		46.5	46.5
	Married	164	47.7	47.7	94.2
	Divorced	11	3.2	3.2	97.4
	Widow	2	.6	.6	98.0
	Separated	7	2.0	2.0	100.0
	Total	344	100.0	100.0	

HIGHEST EDUCATIONAL QUALIFICATION					
Valid	O' Level	27	7.8	7.8	7.8
	Diploma or Equivalent	66	19.2	19.2	27.0
	Degree or Equivalent	196	57.0	57.0	84.0
	Post-graduate studies	53	15.4	15.4	99.4
	Others	2	.6	.6	100.0
	Total	344	100.0	100.0	
RELIGION					
Valid	Islam	280	81.4	81.4	81.4
	Christianity	60	17.4	17.4	98.8
	Others	4	1.2	1.2	100.0
	Total	344	100.0	100.0	
LOCATION OF RESIDENCE					
Valid	Urban	283	82.3	82.3	82.3
	Rural	61	17.7	17.7	100.0
	Total	344	100.0	100.0	
OCCUPATION					
Valid	Civil Servant	87	25.3	25.3	25.3
	Private Organization				
	Worker	191	55.5	55.5	80.8
	Self-Employed	66	19.2	19.2	100.0
	Total	344	100.0	100.0	

Source: SPSS version 22 compiled by the researcher (2023)

Table 2 provides a consolidated view of the demographic profiles of the respondents, encompassing gender, age, marital status, highest educational qualification, religion, location of residence, and occupation. In terms of gender, the majority of respondents identify as male, constituting 72.4% of the sample, while females represent 27.6%. The age distribution reflects a diverse demographic, with respondents falling into categories such as below 20 years, 20-29 years, 30-39 years, 40-49 years, 50-59 years, and 60 years and above. Marital status displays a range of categories, including single, married, divorced, widow, and separated. The highest educational qualification reveals a varied educational background among respondents, ranging from O' Level to post-graduate studies. The religious affiliation is predominantly Islamic, with 81.4%, followed by Christianity with 17.4%. Location of residence indicates that the majority reside in urban areas (82.3%) compared to rural areas (17.7%). Finally, the occupation of respondents is diverse, with categories including civil servant, private organization worker, and self-employed, providing a comprehensive overview of the demographic composition of the sample.

Pre-Estimation Test

The pre-estimation tests conducted as part of the research methodology aim to ensure the reliability and validity of the data before proceeding with the main regression analysis. Several essential pre-estimation tests were conducted, including the Z-score screening, multicollinearity assessment, and Cronbach's reliability test. Out of the 382 questionnaires distributed, in the pre-estimation test, 17 items out of the 361 were excluded from the dataset due to Z-scores exceeding +3.29 or falling below -3.29. This step was taken to address outliers and ensure the robustness of subsequent statistical analyses. Removing extreme outliers helps maintain the accuracy and reliability of the research findings by preventing undue influence from data points that significantly deviate from the overall pattern of the dataset. This decision reflects a commitment to conducting a thorough and reliable exploration of the determinants of Jaiz Bank's patronage in Niger State, Nigeria. It is important to note that the exclusion of outliers is a standard practice in statistical analysis, contributing to the integrity of the research results.

Table 3: Result of Normality Test

Tests of Normality				
Variable	Kolmogorov-Smirnov^a		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.
Jaiz Patronage	.165	.420	.975	.100
Service Quality	.070	.643	.993	.220
Corporate Governance	.096	.683	.964	.138
Customer Satisfaction	.188	.090	.983	.530
Public Perception	.076	.687	.934	.240

Source: Computed from Field Survey (2022) using SPSS Version 22

Table 3 presents the results of the normality test for key variables, including Patronage, Service Quality, Corporate Governance, Customer Satisfaction, and Public Perception. The normality tests were conducted using both the Kolmogorov-Smirnov and Shapiro-Wilk statistics. For the variable Jaiz Patronage, the Kolmogorov-Smirnov statistic is 0.165 with a corresponding p-value of 0.420, while the Shapiro-Wilk statistic is 0.975 with a p-value of 0.100. Similarly, for Service Quality, the Kolmogorov-Smirnov statistic is 0.070 with a p-value of 0.643, and the Shapiro-Wilk statistic is 0.993 with a p-value of 0.220.

In the case of Corporate Governance, the Kolmogorov-Smirnov statistic is 0.096 ($p = 0.683$), and the Shapiro-Wilk statistic is 0.964 ($p = 0.138$). For Customer Satisfaction, the Kolmogorov-Smirnov statistic is 0.188 ($p = 0.076$), and the Shapiro-Wilk statistic is 0.687 ($p = 0.983$). Lastly, for Public Perception, the Kolmogorov-Smirnov statistic is 0.090 ($p = 0.530$), and the Shapiro-Wilk statistic is 0.240 ($p = 0.240$). Overall, the normality test results indicate that the data for the variables are reasonably normally distributed, supporting the assumption for subsequent statistical analyses.

Table 4: Result of the Reliability Statistics of the variables of the Study

Variables	No of items	Cronbach's Alpha
Jaiz Patronage (JP)	6	0.965
Service Quality	5	0.867
Corporate Governance	4	0.882
Customer Satisfaction	5	0.799
Public Perception	5	0.871

Source: Field survey (2023) and computed using SPSS version 22

Table 4 displays the results of the reliability statistics for the variables of the study. The variables include Jaiz Patronage (JP), Service Quality, Corporate Governance, Customer Satisfaction, and Public Perception. The reliability of these variables was assessed using Cronbach's Alpha, with the number of items in each variable indicated. For Jaiz Patronage, consisting of 6 items, the Cronbach's Alpha is 0.965, indicating a high level of internal consistency. Similarly, the Service Quality variable, with 5 items, demonstrates strong internal consistency with a Cronbach's Alpha of 0.867. Corporate Governance, comprising 4 items, exhibits good reliability with a Cronbach's Alpha of 0.882.

For Customer Satisfaction, with 5 items, the reliability is satisfactory, as reflected by a Cronbach's Alpha of 0.799. Finally, the Public Perception variable, consisting of 5 items, shows a high level of internal consistency with a Cronbach's Alpha of 0.871. Overall, these reliability statistics suggest that the measurement scales for the variables in the study are reliable and internally consistent.

Regression Result

The regression provides the result of the R-Squared, Adjusted R-Squared, Model Summary, P-Value, Standardized and Unstandardized Coefficients and Hypotheses test.

Table 5: Result of R-squared and Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.698 ^a	.539	.487	1.44395	.539	12.782	5	344	.000

a. Predictors: (Constant), Service Quality, Corporate Governance, Customer Satisfaction, Public Perception.

b. Dependent Variable: Jaiz Patronage

Source: Field survey (2023) and computed using SPSS version 22

Table 5 provides the results of the R-squared and Model Summary for the regression analysis conducted. The model includes predictors such as Service Quality, Corporate Governance, Customer Satisfaction, and Public Perception, along with a constant term. The R-squared value, denoted as R Square, is 0.539, indicating that approximately 53.9% of the variance in the dependent variable (Jaiz Patronage) is explained by the predictors in the model. The Adjusted R Square, which considers the number of predictors and sample size, is 0.487.

The Standard Error of the Estimate is 1.44395, representing the standard deviation of the residuals. The Change Statistics section shows the R Square Change, which is 0.539, and the F Change, which is 12.782. The F Change test assesses the overall significance of the predictors, and in this case, it yields an F value of 12.782 with 5 and 344 degrees of freedom for the numerator and denominator, respectively. The associated p-value (Sig. F Change) is 0.000, indicating that the overall regression model is statistically significant. The predictors collectively contribute significantly to explaining the variance in Jaiz Patronage.

Table 6: Parameter Estimates

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.569	2.242		1.110	.000
Service Quality	.810	.152	.698	4.144	.000
Corporate Governance	1.017	.149	.592	5.546	.000
Customer Satisfaction	.677	.150	.602	4.941	.000
Public Perception	-.113	.109	-.078	-2.789	.000

a. Dependent Variable: Jaiz Patronage

Source: Field survey (2023) and computed using SPSS version 22

The regression analysis conducted reveals that the model, with predictors including Service Quality, Corporate Governance, Customer Satisfaction, and Public Perception, demonstrates a substantial explanatory power ($R^2 = 0.539$). Notably, Service Quality and Corporate Governance emerge as significant positive influencers on Jaiz Bank patronage, with standardized coefficients of 0.698 and 0.592, respectively. Customer Satisfaction also proves to be a significant positive factor ($Beta = 0.602$), contributing to the bank's patronage. Surprisingly, Public Perception exhibits a negative relationship ($Beta = 0.078$), implying that as public perception decreases, Jaiz Bank patronage tends to increase. The model's robustness is underscored by significant t-values and p-values (all < 0.001), affirming the statistical significance of these relationships. These findings collectively suggest that enhancing Service Quality, ensuring effective Corporate Governance, and fostering Customer Satisfaction play pivotal roles in influencing patronage, while careful consideration of Public Perception is crucial for sustaining and expanding Jaiz Bank's clientele in Niger State.

Hypotheses Testing

The study employed hypotheses testing to evaluate the relationships between crucial factors and Jaiz Bank patronage in Niger State, leading to the rejection of three null hypotheses. Firstly, the findings revealed a significant positive relationship between Service Quality and Jaiz Bank patronage, rejecting the hypothesis that there is no significant association. Secondly, Corporate Governance exhibited a significant positive influence on Jaiz Bank patronage, contrary to the null hypothesis suggesting no influence. Thirdly, the study found a significant positive effect of Customer Satisfaction on Jaiz Bank patronage, contradicting the hypothesis of no significant effect. Lastly, the analysis indicated a significant negative impact of Public Perception on Jaiz Bank patronage, accepting the null hypothesis that posited no significant impact. In summary, the research identifies the substantial roles of Service Quality, Corporate Governance, and Customer Satisfaction in shaping Jaiz Bank patronage in Niger State. While, Public Perception was contrary to the majority.

Discussion of Findings

Table 5 presents the results of the R-squared and Model Summary, offering insights into the effectiveness of the regression model in explaining Jaiz Bank patronage based on the predictors; Service Quality, Corporate Governance, Customer Satisfaction, and Public Perception. The R-squared value of 0.539 signifies that approximately 53.9% of the variability in Jaiz Patronage is accounted for by the included predictors. The Adjusted R Square, considering the number of predictors and sample size, is 0.487, suggesting a robust fit of the model.

The Standard Error of the Estimate, at 1.44395, represents the standard deviation of the residuals, providing an indication of how well the model's predictions align with the actual data. The Change Statistics section further illuminates the model's performance, with the R Square Change of 0.539 indicating the improvement in explained variance, and the F Change of 12.782 evaluating the overall significance of the predictors. The associated p-value of 0.000 underscores the statistical significance of the regression model, affirming that the combined influence of Service Quality, Corporate Governance, Customer Satisfaction, and Public Perception significantly contributes to explaining the variance in Jaiz Patronage. Overall, the results suggest that the model is a meaningful and statistically significant framework for understanding the factors influencing Jaiz Bank patronage in Niger State.

Table 3 illustrates the outcomes of the regression analysis, emphasizing the substantial explanatory power of the model in predicting Jaiz Bank patronage ($R^2 = 0.539$). Noteworthy influencers on patronage include Service Quality and Corporate Governance, both demonstrating significant positive relationships with standardized coefficients of 0.698 and 0.592, respectively. Customer Satisfaction also emerges as a significant positive factor ($Beta = 0.602$), indicating its role in fostering patronage. Unexpectedly, Public Perception exhibits a negative relationship ($Beta = 0.078$), suggesting that as public perception diminishes, Jaiz Bank patronage tends to increase. The robustness of the model is evident in the significant t-values and p-values (all < 0.001), affirming the statistical significance of these relationships.

The implications of these findings are profound for Jaiz Bank's strategic decision-making. Enhancing Service Quality, ensuring effective Corporate Governance practices, and prioritizing Customer Satisfaction are crucial for attracting and retaining customers. The negative association between Public Perception and patronage suggests that addressing misconceptions and improving the public's understanding of non-interest banking is vital. The findings underscore the importance of targeted efforts to positively shape how Jaiz Bank is perceived by the public. Ultimately, these insights provide actionable strategies for Jaiz Bank to sustain and expand its clientele in Niger State, fostering a competitive edge in the dynamic banking landscape.

The hypotheses testing conducted in the study provides valuable insights into the determinants of Jaiz Bank patronage in Niger State. The rejection of the null hypotheses signifies the presence of significant relationships between key factors and patronage. The positive relationship between Service Quality and patronage highlights the importance of delivering high-quality services to attract and retain customers. Corporate Governance emerges as a significant influencer, emphasizing the need for effective governance structures to enhance patrons' trust and confidence in Jaiz Bank.

The positive effect of Customer Satisfaction on patronage underscores the customer-centric approach, emphasizing the pivotal role of meeting customer expectations in fostering loyalty and repeated transactions. However, the unexpected negative impact of Public Perception on patronage suggests a unique challenge. While the study accepted the null hypothesis regarding Public Perception, the negative relationship implies that as public perception diminishes, Jaiz Bank patronage tends to increase. This counterintuitive finding calls for a nuanced understanding of the factors influencing public perception, necessitating targeted efforts to address misconceptions and improve awareness.

Implications for Jaiz Bank include a strategic focus on maintaining and enhancing Service Quality, strengthening Corporate Governance practices, and continually prioritizing Customer Satisfaction. The unexpected negative impact of Public Perception underscores the importance of proactive communication and educational initiatives to positively shape how the public views and understands Jaiz Bank's non-interest banking model. Overall, these findings offer actionable insights for Jaiz Bank to refine its strategies and fortify its position in the banking landscape of Niger State.

Conclusion

In conclusion, the comprehensive empirical analysis conducted in this study sheds light on the determinants of Jaiz Bank's patronage in Niger State, Nigeria. Drawing on a rich theoretical framework and a robust methodology, the research explored the interplay of demographic factors, service quality, corporate governance, customer satisfaction, and public perception. The findings reveal significant positive relationships between Service Quality, Corporate Governance, and Customer Satisfaction with Jaiz Bank patronage, suggesting the critical role of these factors in shaping customer decisions.

Interestingly, the study identified a counterintuitive negative impact of Public Perception on Jaiz Bank patronage, emphasizing the need for targeted communication strategies to address misconceptions and enhance public awareness. These findings have profound implications for Jaiz Bank's strategic decision-making, urging a customer-centric focus, continual enhancement of service quality, and proactive measures to positively influence public perception.

The rejection of null hypotheses reinforces the importance of considering Service Quality, Corporate Governance, and Customer Satisfaction as integral components in Jaiz Bank's growth and sustainability strategy. As the study contributes to the existing body of knowledge on Islamic banking in Nigeria, it also underscores the importance of tailored initiatives to cater to the unique needs and perceptions of the local community.

In light of these findings, Jaiz Bank is encouraged to leverage its strengths in service quality, governance, and customer satisfaction while implementing targeted interventions to positively influence public perception. As the financial landscape continues to evolve, the study provides a foundation for future research and offers valuable insights for Islamic banks and policymakers seeking to foster financial inclusion and sustainable banking practices.

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