

The implications of electronic payment methods on the performance of banking services

انعكاسات وسائل الدفع الالكتروني على أداء الخدمات المصرفية البنكية

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Abstract: This study aims to shed light on the importance of electronic payment at the level of banks and the extent of its impact on the performance of their services, as the distinguished services provided by banks are considered one of the most important factors for their success, and with the emergence of electronic payment methods, banks of various types began to use these methods in providing their services. Which will lead to improving the quality of its services and facilitating electronic payment operations through the information and communications network - the Internet -The Algerian experience in the field of electronic banking is recent, and it cannot be judged as failure or success, given the great demand among citizens for this type of service. Therefore, the Algerian authorities should pay attention to the infrastructure supporting the activation of electronic payment services in bank.

Keywords: electronic payment methods, services Banking

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1. Introduction

The countries of the world have witnessed amazing developments in the information and communications market and in the technologies of this market. Information and communications technologies have begun to be linked to various activities, especially in the economic fields in their diversity, and these technologies have become an important element that helps progress and development in those activities, and perhaps The banking sector was one of the most prominent sectors affected by the wealth of information and communications, which constituted a factor that helped and developed work and banking services since the early seventies and in very advanced trends during the eighties and nineties until today.

These increasing developments in the information and communications market and the Internet are considered a fundamental reason for making it play the electronic path of the information age and enabling it to be the main base for electronic banks, which are intended to conduct banking operations in electronic ways, whether it is a matter of withdrawal, payment, or credit. Therefore, electronic banking has been known over the years. The latter developed significantly, which affected the volume of electronic commerce and led to an increase in its volume, which was the main factor in the development of payment methods from traditional means to modern electronic banking payment methods that rely on checks and electronic cards.

Through the above and within this development in payment methods, it is possible Formulate the following main problem: How effective are electronic payment methods in improving and developing the performance of banking services?

The following sub-questions fall within this problem:

- What is meant by modern electronic payment methods?
- What are the advantages and disadvantages of electronic payment methods?
- To what extent do electronic payment methods reflect on banking performance?

To answer these questions, we start from a basic hypothesis based on:

- The outstanding performance of banks is one of the most important factors for their success, and with the emergence of electronic payment methods and reliance on their use, this will lead to improving the performance of banking services.
- Importance of the study: The importance of the study lies in trying to identify the extent to which electronic payment methods contribute to improving and developing the level of performance of banking services in light of the changes that the world is witnessing in various fields, especially integration into the digital economy.
- importance of studying: This study aims to:
 - Identify patterns and means of electronic payment
 - Explain the advantages and disadvantages of electronic payment methods
 - Explaining the importance of electronic payment methods in improving banking service

Based on the above, and for the purpose of understanding the topic under study, the research was divided into:

- **The first axis:** The concept of electronic payment methods and the motives for their emergence.
- **The second axis:** The patterns of electronic payment methods and their characteristics.
- **The third axis:** The implications of electronic payment methods on banking services.

2. The concept of electronic payment methods and the motives for their emergence

In light of the development of information and communications technology, and the requirements for introducing the electronic network in providing banking services, electronic payment methods have emerged, and the latter will be discussed in this topic

2.1. The concept of electronic payment methods

There are several definitions of electronic payment methods, the most important of which are the following:

- It is the safe and fast electronic cycle of transferring money from the buyer to the seller through financial institutions at the lowest possible costs(Mahrez & Sayd, 2011, p. 14)
- Through this definition, it is clear that electronic payment methods transfer money safely and quickly through financial institutions, which are intermediaries between the seller and the buyer.
- It is a technology that uses electrical, magnetic, optical, or electromagnetic means to exchange and store information(Al-Kilani, 2008, p. 44).
- From the previous definition, it is clear that electronic payment methods have various forms, and are characterized by modernity and are useful in exchanging and storing information.
- From the above, electronic payment methods can be defined as: means of transferring money according to electronic technology, which facilitates the exchange process in a safe and fast manner and at the lowest possible costs.

2.2. Motives for the emergence of electronic payment

The emergence of electronic payment methods based primarily on the flow of information electronically is only a result of developments in traditional payment methods, and the emergence of the electronic payment system is due to various factors, the most important of which are as follows:

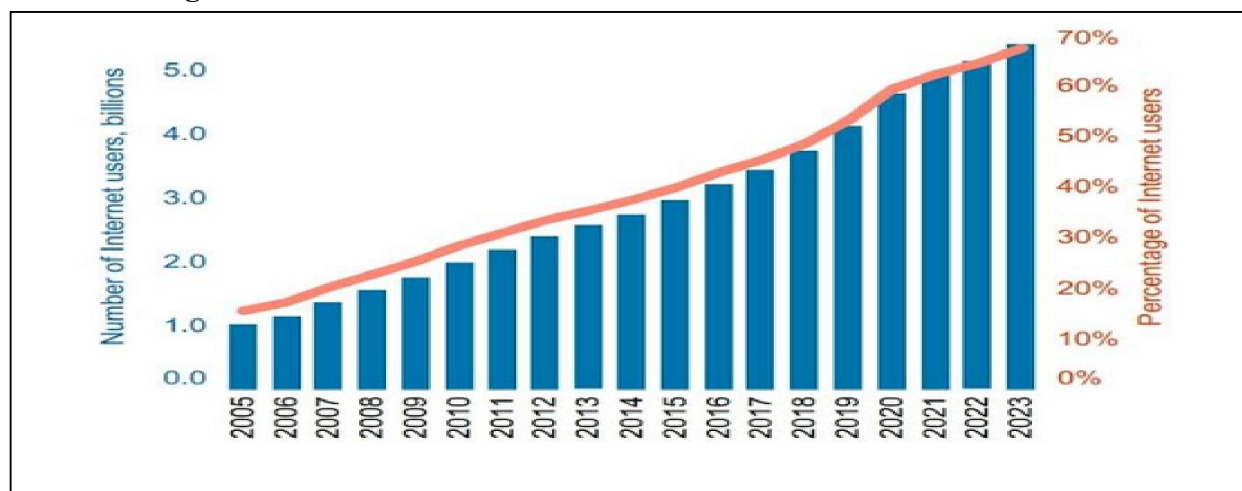
-Information technology developments: As a result of developments in information technology, which represents all types of technology used in operating, transmitting, and storing information in electronic form, through means of communication, networking, and other equipment, this advanced technology has become linked to the fields and activities of the economy. Banks are considered one of the most important sectors affected by the information and communications revolution, which constituted a contributing factor to the development of banking work, as the use of modern technology has become an essential element in the work of banks, especially in light of the increasing competition in the banking industry and its intensification locally and globally, which has prompted the need to improve banking services and use electronic payment services(Manasra & Ayyash, 2013).

-The trend towards electronic commerce: Since the nineties of the last century, the enormous potential of using the Internet in marketing and commercial transactions that take place through electronic exchanges has been taken advantage of. Being an exchange of goods, services, and information between spatially distant parties via the Internet, it necessitated the development of electronic payment methods, especially since electronic commerce is based on four basic elements: sellers, buyers, the Internet, and electronic payment methods. Therefore, it was necessary to develop means Electronic payment that is appropriate to the nature and requirements of electronic commerce(Elias, 2011, p. 9).

-Creation of the Internet: The Internet is considered the largest computer network in the world, consisting of a group of partial networks in which information is transmitted to and from anywhere in the world with complete freedom, and allows information to be passed in an easy and economical way to and from any place(Barika, 2011, p. 100), and its growth and spread is

considered Its use around the world in developing and developed countries is among the basic factors helping to develop electronic payment methods, and the following table shows the growth in Internet use in the world.

Figure 01. Growth of Internet use in the world between 2005 and 2023



Source :International Telecommunication Union (ITU).

It is clear from the previous figure that the use of the Internet in the world is growing in a positive and increasing manner, which confirms the use of it to obtain services and information and confirms its stimulating role in Publishing and using electronic services.

-The emergence of electronic banking: As a result of the development of information technology and the growth in the spread of the Internet, the emergence of what is known as electronic banking and its multiple terms, which refer to the customer managing his accounts or completing his work related to the bank via the Internet, whether he is at home, in the office, or anywhere. They are virtual banks that do not require the customer to move to them, which has resulted in the emergence of new electronic banking services that require the use of electronic payment methods(Manasra & Ayyash, 2013, p. 36).

3. Types of electronic payment methods and their characteristics

This topic will address both types and characteristics of electronic payment methods

3.1.Types of electronic payment methods

The most important electronic payment methods are as follows:

3.1.1Electronic money

The European Central Bank defined it as “an electronic store of monetary value on a technical means that is commonly used to make payments to contractors other than the one issuing it, without the need for a bank account when conducting the transaction, and it is used as a portable, prepaid instrument”(Zuhair, 2006, p. 252). From this definition, it can be concluded that electronic money is generally accepted because it is commonly used, and it does not require a bank account when conducting a transaction. That is, it is a set of protocols and digital signatures that allow the electronic message to replace the exchange of traditional currencies, and it is characterized by several characteristics, including(Manasra & Ayyash, 2013, p. 37):

- It allows the transfer of value to another person by transferring digital information;
- It allows the transfer of one another via public networks such as the Internet or wireless communication networks;

- It does not, in most cases, require the presence of a third party to demonstrate, review or confirm the exchange;
- It is characterized by the fact that transactions are available at all times and circumstances to suit the nature of the Internet;
- It is designed to be easier to use compared to other payment methods.

Electronic money is divided in terms of its monitoring and control into (Zuhair, 2006, p. 253):

- **Identifiable electronic money:** It contains information about the person who withdrew money from the bank at the beginning of the transaction.
- **Non-name electronic money:** It is used exactly like banknotes in that it has a proven connection to the person who deals with it, so it does not leave behind a trace indicating the identity of the person from whom or to whom it was transferred

3.1.2 Electronic cards

They have several names, the most important of which are (plastic money, credit cards, plastic payment cards). They are: plastic cards issued by the bank for the benefit of its customers instead of carrying money. They have a rectangular shape and bear the name of the issuing institution, its logo, and its expiration date prominently on the face of the card and its number. The name, account number and signature of the holder, which enables him to withdraw cash amounts from ATM machines and present them as payment for goods and services (Barika, 2011, p. 141). From the previous definition, it can be concluded that the electronic card is small and personal, issued by the bank or financing institutions for the purpose of facilitating its holder's obtaining credit. This card has parties represented by (Shayeb, 2007, p. 4):

- **Global Card Center:** A global institution in various parts of the world to participate in issuing it and settling financial dues between them.
- **The card issuer:** that is, the participating banks all over the world that promote the card to individuals to obtain it.
- **Merchants:** They are the companies and institutions that The issuer agrees with them to accept the sale to the cardholder and then return to the issuer the price due.
- **Cardholders:** They are the individuals whose request to obtain the card is approved by the issuer to be used to obtain goods and services from merchants once they are presented, or to withdraw cash from cash withdrawal machines or banks and their branches that participate in the card membership and then pay the dues to the issuing bank according to the type of card.

The types of this card are divided into (Manasra & Ayyash, 2013, p. 39):

- **ATM card:** It is a card that allows a person to deduct an amount directly from his current account to pay it to the merchant, and it can be obtained after opening an account with the bank. The bank issues the card to the customer and links it to the drawer's account, and the customer cannot use it except for Cash withdrawals from ATMs or purchases through point-of-sale devices, unless the computer balance is in credit.
- **Crédit card:** It is the card issued by banks to customers in cooperation with international payment companies such as: Visa Card, Master Card, and American Express, where the holder can use it for cash withdrawals or to pay for his purchases from stores that accept them. Then pay its value later, and the customer can either pay the total amount or pay the minimum, which usually ranges between 3% to 6% of the total amount, and calculate an interest rate on the remaining outstanding balance according to the agreement with the issuing bank.

- **Charged card:** It differs from a credit card and a debit card in that it carries a specific monetary value that is paid in advance in exchange for it to be used in settling payments for the amounts of services purchased. If the value of the card is about to expire, an additional cash value can be stored in the card.

- **Smarts Card:** It is a plastic payment card characterized by the presence of a thin disc engraved on the card capable of controlling and preserving the stored data from any deletion or addition. This data is read through the reader when the card is passed over it (Al-Shammari & Zuhair Al-Abdalat, 2008, p. 47).

- **Internet Card:** Issued by MasterCard and Visa Card. Its advantage is that it is used in online marketing and not in direct marketing. Its amount is specific and relatively small. In the event that the card number is identified and used without the permission of its owner, this reduces the risks that arise. It is borne by its owner (Barika, 2011, p. 148).

3.1.3 Electronic check

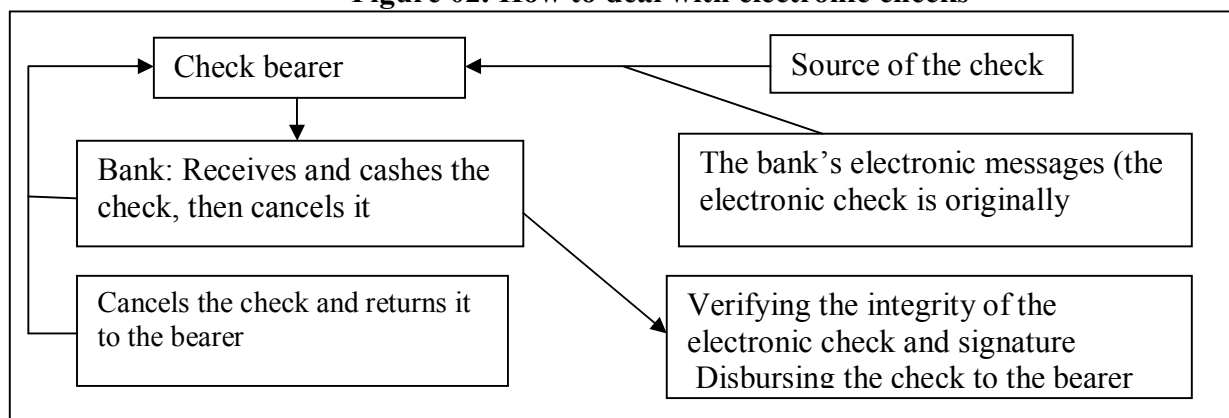
It is a temporary and secured electronic message sent by the issuer of the check to its bearer. It functions as a document pledging payment, carries a digital signature whose authenticity can be verified electronically, and includes a secure electronic file (Manasra & Ayyash, 2013, p. 40). From the previous definition, it can be concluded that the electronic check: contains information about the check writer and the destination of its disbursement, as well as the date of its disbursement, its value, its beneficiary, the account number, the transferee's number... That is, it is similar to a traditional check, except that it differs from it in that it is sent electronically. It has two systems that are used to deal with it, which are (Manasra & Ayyash, 2013, pp. 40-41):

- **Financial Services Technology Union System (FSTU):** According to this system, the check was transferred from its normal, tangible paper form to the virtual, intangible system, where the customer can obtain electronic check books and receive the latter according to this system on the website and an e-mail message.

- **NETCHEX System:** In offering an electronic check fulfillment system via the Internet, Netchew resorted to intermediaries. This system requires allowing the customer to deal with his checks and manage them using his personal computer. The security measures for this system are based on a basic point, which is not showing banking information on the document that is transmitted over the network. Online but only appear when the check is sent to NETCHEX.

The method of making an electronic check can be summarized in the following figure:

Figure 02. How to deal with electronic checks



Source : (Barika, 2011, p. 151)

The previous figure shows that dealing with an electronic check takes place through three parties, represented by the check issuer, its bearer, and the bank. The issued electronic check is transmitted to the beneficiary represented by its bearer, who in turn submits it to the bank via the Internet, where the integrity of the bank and electronic signature is verified. The check is then cashed in favor of its bearer, and the check is canceled and returned electronically to its bearer after disbursing and transferring the amount.

3.1.4 Electronic financial transfer

After the most important means that allow bank customers to make payments without them, without using money, it can be defined as “the process by which a transfer is made from one account to another by restricting it to the debit side of the order and the credit side of the beneficiary, whether this transfer takes place between... Two different accounts in the same bank or in two different banks”(Muhammad Abu Farwa, 2001, p. 55), From the previous definition, it is clear that electronic financial transfer is a system that aims to expedite payments and settlements between banks, which ensures the provision of better services to customers. Electronic financial transfer is characterized by the presence of two cases(Manasra & Ayyash, 2013, p. 42):

-The presence of an intermediary: The customer sends a financial transfer via modem to the intermediary who collects the financial transfers and does the following:

- Sending the financial transfers to the Automated Financial Clearing House, which sends the electronic financial transfer form to the customer's bank.
- Comparing the customer's bank for the financial transfer with the customer's balance.

- Lack of an intermediary: In this case, the merchant must have special software that allows this process to be carried out. This software is secured with the merchant's password. Then the customer approves the payment form attached to a certified check in favor of the merchant.

The merchant sends the approval to the automated clearing house, The latter sends the credit to the bank to deduct the amount from the customer's account at the specified time and transfer it to the merchant's account.

3.2 Characteristics of electronic payment methods:

Electronic payment methods are characterized by several distinctive characteristics, including the following(Barika, 2011, p. 151):

- Electronic payment is international in nature, meaning that it is a means accepted by all countries, as it is used to settle accounts in transactions that take place via electronic space between users in all parts of the world.
- Payment is made using electronic money.
- The electronic payment method is used to settle electronic transactions remotely, where the contract is concluded between parties far apart in place and payment is made via the Internet according to electronic data that allows direct communication between the two parties to the contract, and payment is made in one of two methods:
 - Through money previously allocated for this purpose, where the price is paid in advance.
 - Through regular bank cards, as there are no amounts previously allocated for this purpose.
- It requires the provision of devices that handle these operations that take place remotely, to facilitate the parties' dealings and provide trust between them.

3.3 Advantages and disadvantages of electronic payment methods

3.3.1 Advantages of electronic payment methods (bin Omar, 2014)

- **The cost of trading is low:** transferring electronic, i.e. digital, money via the Internet or other networks is much cheaper than using traditional banking systems.
- **Not subject to borders:** Electronic money can be transferred from anywhere to another in the world, at any time, due to its reliance on the Internet or on networks that do not recognize political borders.
- **Simple and easy to use:** Electronic money greatly facilitates banking transactions, as it depends on filling out investments and making banking inquiries over the phone.
- **Acceleration of payment processes:** Financial transactions take place and their coordination information is exchanged immediately, in real time, without the need for any intermediary, which means speeding up this process.
- **Encouraging secure payment operations:** Banks that deal with electronic money use server devices that support the Secure Financial Transactions Protocol, and they also use web browsers that support layered security protocols, which makes electronic money payment operations more secure.

3.3.2 Disadvantages of the electronic payment system (bin Omar, 2014)

- **For its holder:** It increases borrowing and spending beyond financial capacity and the card holder does not pay its value on time, which results in his name being placed on a blacklist.
- **for the merchant:** The occurrence of violations on his part or his failure to adhere to the conditions causes the bank to cancel dealing with him and place his name on the blacklist.
- **for its source:** It is the risk that cardholders will pay the debts they owe, and the issuing bank will also bear the expenses of losing them.

4. The implications of electronic payment methods on electronic banking services.

4.1 The concept of electronic banking service.

Several definitions have been provided for electronic banking services, the most important of which are:

- "It is an activity or work that the beneficiary obtains through individuals, organizations or machines through which it is provided, and that the level of satisfaction for the beneficiary is linked to the level of performance of individuals and machines due to the intangibility of this activity or work and that the provision of these services may or may not be linked to a product." (Jassim Al-Sumaidaie & Wardina, 2005, pp. 59-60), Banking service is also defined as "a group of operations with a utilitarian content inherent in a group of tangible (real) and intangible (unreal) elements perceived by individuals or institutions through their connotations and utilitarian value that constitute a source for satisfying their current and future financial and credit needs."
- Through the previous definitions, banking service can be defined as a concept that is not far removed or different from the concept of service in general, as it is a group of activities that achieve benefits for the customer, and these activities are not necessarily linked to the presence of tangible elements.

Banking services are characterized by several characteristics. The most important of them can be highlighted as follows:

- **Intangible:**Intangibility means that the banking service cannot be seen, tasted, heard, or felt (Al-Bakri & Al-Rahoumi, 2008, p. 78). The intangibility of the banking service makes it incapable of inventory or storage in order to meet periods of high demand, and thus the service requester must wait to obtain it. His service(Zollinger, 2004, p. 18). So, in practice, service satisfaction and consumption occur at the same time, so it is difficult to monitor.
- **Syndromic:** that is, the inability to separate the service, which is also called the property of complementarity, as the service cannot be separated from its provider, whether the provider is a person or a machine, and because the banking service is produced and distributed at the same time, the bank's interest usually focuses on creating benefit. Temporal and spatial, meaning providing banking services at the appropriate time and place(Al-Bakri & Al-Rahoumi, 2008, p. 78).
- **Perishability:**means that it cannot be stored, sold, or used later(Al-Bakri & Al-Rahoumi, 2008, p. 79).
- **Constancy of the service:** The quality of the service depends on the skill, style and competence of the provider of it, the time and place of its provision (for example, the bank employee's style of dealing with beneficiaries varies according to his psychological and social circumstances. Also, the presence of ten individuals inside the bank with different temperaments, attitudes and needs affects the provision of the service and the level of satisfaction achieved(Jassim Al-Sumaidaie & Wardina, 2005, p. 28).

In addition to this precedent, which applies to any service, the banking service has other advantages in addition to those mentioned previously, which are:

- **Pluralism and Diversity:** The bank must provide a wide range of banking services that meet the diversity of customers' financing and credit needs, regardless of their types and geographical presence (Ahmed, 2001, p. 71).
- **Geographical investment:** The banking service is characterized by rapid spread, through opening the largest number of banking branches, in other words, for the bank to be able to reach current and potential customers where they are located or where they need banking service (Hussein & Meraj, 2004, p. 21).
- **The balance between growth and risk:** When a bank sells loans, it is in fact buying risks, and therefore necessity and logic require finding a kind of balance between the expansion of banking activity and caution. In other words, banking includes the necessity of finding a balance between the expansion of activity and the degree of risk. borne by the bank (Ahmed, 2001, p. 74).
- **Banking services are often controlled by banking and tax laws:**Therefore, any amendment to them may result in the creation of new services, development of the old service, or the disappearance of this service. Banking services are also offered directly to customers, and therefore there are no intermediaries(Wholesalers or resellers) involved in the distribution circle, and the presence of bank agencies does not mean the presence of intermediaries because these agencies are run by the bank itself, and thus the absence of intermediaries results in the establishment of direct relationships between the bank and its customers (Sylveir, 1996, p. 65).

4.2: Distribution channels for electronic banking services.

The bank's success depends on choosing distribution outlets to provide its banking services in an appropriate manner to meet the customer's needs. The most important outlets are:

- **automatic teller machine:**These are automatic bank devices whose purpose is to provide withdrawal and deposit services into the accounts of bank customers, using cards designed for

this purpose and at all times (Al-Musaed, 2003, p. 236), It can be deployed in various places, whether on the wall or independently, and it is connected to the bank's computer network, and the customer uses plastic cards or smart cards to obtain various services such as: cash withdrawal, cash deposit, and account inquiries (Nouri Al-Shammar & Zuhair Al-Abdalat, 2008, pp. 30-32). The following table shows the total number of ATMs in Algeria during the period 2016 - February 2024

Table.01: Total number of ATMs in Algeria during the period 2016 - February 2024.

Année	2016	2017	2018	2019	2020	2021	2022	2023	à Février 2024
Nombre Global des automates interbancaires en exploitation	1 370	1 443	1 441	1 621	3 030	3 053	3 640	3 847	3 857

Source :(Data from the Economic Services, 2024)

It is clear from Table No. that the total number of ATMs in Algeria is constantly increasing, reaching an estimated 3,857 in February 2024 after it was 3,053 and 3,847 during the years 2022 and 2023, respectively. This is due to the efforts made by the state to cover all its regions with ATMs in order to accelerate and develop Electronic payment system in banks in Algeria.

Algeria also witnessed increases in the number of withdrawal transactions via ATM, as the number of withdrawal transactions for the year 2023 reached approximately 174,415,895, and the total number of withdrawal transactions for the same year reached 3,262,245,367,500 DZ compared to other years, and this shows that there is a noticeable development in banking services in Algeria. The following table explains this:

Table.02: Number of transactions and total withdrawals via ATMs in Algeria during the period 2016-February 2024

Année	Nombre global des transactions retrait	Montant global des transactions retrait
2016	6 868 031	98 822 524 500
2017	8 310 170	126 398 291 000
2018	8 833 913	136 233 452 000
2019	9 929 652	164 116 233 000
2020	58 428 933	1 073 004 953 000
2021	87 722 789	1 728 937 064 000
2022	128 035 361	2 182 896 695 000
2023	174 415 895	3 262 245 367 500
Année 2024		
Jan-24	14 660 304	265 629 378 000
Fév-24	13 607 499	257 026 998 000

Source :(Data from the Economic Services, 2024)

- electronic points of sale: These are machines that are deployed in commercial and service institutions of various types and activities. The customer can use plastic or smart cards to make payments by debiting his account electronically by passing this card through these machines that are electronically connected to the bank's computer (Al-Shammari & Zuhair Al-Abdalat, 2008). Its services include: guaranteeing checks, direct payment and debit through electronic transfer from the buyer's account to the merchant's account (Al-Sammadi, 2000, p. 31).

-Home or office banking: Modern communication technologies have provided banks with the opportunity to provide innovative and modern services to their customers, including home banking via the Internet (Luc Bernert, 2006, p. 189), It is: that personal account located at home, work, or anywhere, which is connected to the bank's computer so that it can be accessed through

the password.or any pin number or both to complete the required banking process(Abdel Rahim, 2011, p. 68).

- **Phone banking:** It is also called the customer service center (call center). It is an advanced method for performing banking services provided to customers, operating 24 hours throughout the year without interruptions. The customer can, with a special secret number, withdraw an amount from his account and transfer it to pay the required bills and bills. As well as obtaining loans and opening documentary credits (Hussein Mansour, 2003, p. 127), it is a modern banking service that banks have begun to use and offer to customers (Latrash, 2001, p. 12).

- **television banks:** It is a satellite connection between the television set at home and the exchange computer, thus one can enter, through a secret number, the bank account or the Internet, and carry out the required operations(Abdel Rahim, 2011, p. 70).

-**Mobile banking:**The world today is moving at an accelerated pace towards a steady use of mobile phones, which necessitates developing the uses of these phones for many purposes, as it has become possible through accessing the Internet and inquiring about account balances(Safar, 2006, p. 116).

Table.03: Electronic payment via mobile phone during the period 2022-2023

Année 2022	Nombre global des transactions paiement	Montant global des transactions paiement
Novembre	2 019 180	1 462 237 873,38 DZD
Décembre	2 165 941	1 491 356 478,36 DZD
Année 2023	39 283 478	27 855 521 037,78 DZD

Source :(Data from the Economic Services, 2024)

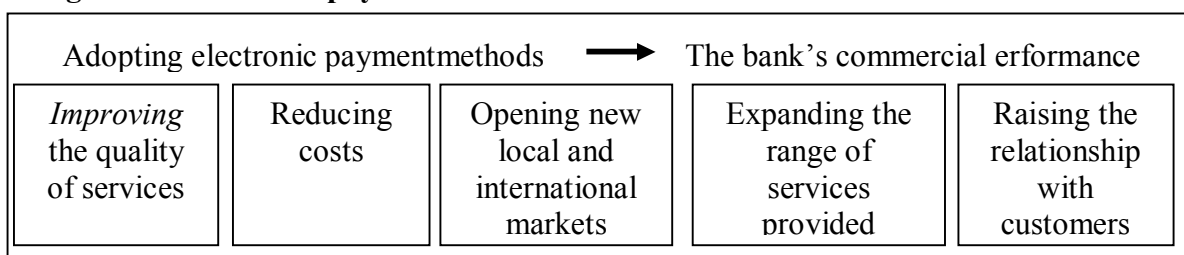
It is clear from Table No. that the mobile payment activity in Algeria, where the total number of payment transactions during the year 2023 reached an estimated 39,283,478, and the total amount of payment transactions during the same year was estimated at approximately 27,855,521,037.78 DZD. This is due to the presence of several easy-to-use and simple electronic services. We mention among them the Algeria Postal Service (baridi mop), which is an electronic service via a mobile phone that facilitates the use of several postal services such as transferring money, paying gas and electricity bills, recharging the mobile phone balance for various communication networks, withdrawing from an ATM without a gold card... etc

Therefore, electronic payment via mobile phone is a quick and secure solution, but it is still in the first stage compared to the total number of phone users and subscribers.

4.3: The impact of electronic payment methods on banking services

The distinguished services of banks are one of the most important factors for their success, and in order to achieve this, their banking services must be developed and presented in a satisfactory manner. With the emergence of electronic payment methods and reliance on their use, this will lead to improving the performance of services, relying on banking performance.

Figure.03:Electronic payment methods services and the bank's commercial erformance



Source:(Manasra & Ayyash, 2013)

From the previous figure, it is clear to us that there are five dimensions that will have a positive impact on bank performance:

- **Opening new local and international markets** : Adopting electronic payment methods would lead to innovation in banks and open new local and international markets, as well as an increase in market share through modern means that allow providing services to the consumer across a wider geography. The more the bank relies on providing electronic payment methods, the more it will be able to break spatial barriers, gain market share in foreign markets, and maintain its customers (Shirouf, 2010, p. 62) .

- **Expanding the range of services provided** : Through the use of electronic banking, the bank can expand the banking services it provides, and this is demonstrated through various types of electronic payment methods, such as electronic money, various credit cards, financial transfer operations, and other services that are available electronically to the customer and enable him to process various payments. Purchases of goods and services that you obtain.

Table.04: The cost of obtaining the banking service through various electronic channels and branches

The electronic channel	The Internet	The ATM	The phone	Branches
The cost of the service €	0.09	0.17	0.40	1.06

Source: (Al-Shammari & Zuhair Al-Abdlat, 2008, p. 40).

It is clear from the previous table that the cost of the payment service through various electronic channels is low compared to obtaining it through branches, which would attract customers and satisfy their desires in the shortest time and lowest costs, in addition to (Manasra & Ayyash, 2013, pp. 45-46):

- **Improving methods for managing relationships with customers**: This is because the electronic service is characterized by accuracy and security and provides the customer in real time and enables him to obtain information from their remote locations, at any time and in any place. Therefore, it is supposed to lead to improving relations with the bank's customers, especially in light of the lack of transmission. Customer to the bank and avoid waiting lines.

- **Improving the quality of services** : Quality is the consistency of what customers expect from the banking service provided through technological means with their awareness of the benefit they obtain as a result of obtaining the service. It includes important dimensions, including :

- **Confidentiality** : by preserving customer information .

- **Reliability** : which is the ability to provide promised services with accuracy and trust .

- **Responsiveness** : which is the ability to interact with customers and answer related questions by facilitating the use of electronic payment methods.

- **Communication**: That is, keeping customers in touch in a language they understand, providing all information, listening to them, and providing an interactive communication system between the two parties.

Through the previous dimensions, which can be provided through electronic services in general and electronic payment methods in particular, which would achieve customer satisfaction and a sense of credibility towards the bank..

5. Conclusion

Electronic banking services, including the means for providing good banking services electronically via the Internet, are of great importance in terms of saving cost and effort, and they are a means of providing and meeting customer requests, as well as supporting electronic commerce and the use of various credit cards... All of this would have an impact. Positive impact on the bank's performance in providing and developing banking services in light of the reliance on advanced technology on the one hand and the increasing intensity of competition on the other hand.

Study results: Through this study, the following results were reached:

- The emergence of various types of electronic payment methods and reliance on their use in the daily lives of citizens, and with the excellence of banks in improving and developing their performance, this will lead to improving the performance of banking services. And its success.
- The Algerian experience with electronic banking is young, so it cannot be judged as failure or success, given the presence of a large demand among citizens for this type of service, which is known for its continuous anticipation, even if it is at a slow pace.
- For payment methods Electronic means provide broad horizons for obtaining banking services at any time and in any place.
- Ease of using electronic payment methods in terms of providing all conditions and standards, speed, ease and time saving - which enables the application to be used by various customers so that it meets their needs,

Suggestions: Through this study, a number of recommendations will be proposed as follows:

- Diversifying the banking services provided in banks and financial institutions and considering this as the cornerstone of any process of transformation towards electronic banking.
- Sending professionals and academics Algerians to the leading countries in the field of electronic banking and digitization in order to exchange experiences and benefit from the experiences and expertise of those countries.
- Facilitating electronic withdrawals and payments for users of electronic cards and expanding their use on a large scale.

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