

Problems and Prospects of Point-of-Sale Service Delivery in Nigerian Universities

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Abstract

This study examined the problems and prospects of point-of-sale service (POS) delivery in Nigerian Universities with particular focus on Federal University Otuoke. The study discussed the level of customer satisfaction with point-of-sale (POS) usage and service delivery. The research questions seek to examine the nature of service delivery by POS operators and its manifestations on the level of satisfaction derived by students of Federal University Otuoke. The study adopted the Diffusion and Innovation (DOI) Theory developed by Rogers (1962). The mixed method research design guided the study and data were sourced through primary and secondary means. The Taro Yamane formula was used to deduce the sample size of a total of 388 students across six faculties, after which a structured questionnaire was used to elicit the needed information. The content analysis and thematic approach were used to explain the in-depth interviews (IDI) conducted among six POS merchants while descriptive statistics was used for the questionnaire. Findings indicated that customers welcomed the services of POS operators but were displeased with the hike in service charge, incessant network glitches arising from epileptic internet services, and paucity of funds by operators. Recommendations include the reduction in service charge, social relations between banks and POS operators, and provision of strong internet services to foster smooth service delivery.

Keywords: Point-of-Sale (POS), Satisfaction, Service Delivery, Students, Federal University Otuoke, Customer

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Background to the Study

A greater percentage of problems within the economies of most developing countries is attributable to the cash-carrying nature of their economy. To reduce the volume of cash in circulation and reduce the risk associated with carrying cash, several electronic payment systems such as payment cards (smart cards) and paper-based instruments were introduced by the financial regulatory body in Nigeria (Amaefuleet, Njoku, & Donatus, 2019). The adoption of an e-payment system by consumers has improved Nigeria's payment landscape (Adeoti, 2013). The level of this adoption by consumers has continued to increase significantly and accounted for transactions worth billions of Naira. In January 2023, POS sales transactions hit eight hundred and seven billion (N807.16), signaling a 40.69 percent year-on-year increase from five hundred and seventy-three, seventy-two billion (573.72) transactions carried out in January 2022 (NIBSS, 2023). Total cash transactions in Nigeria rose by 45.41 percent year-on-year to 39.58 trillion Naira in January 2023 with about nine hundred and fifty-five thousand, two hundred and thirty-four (955,234) deployed POS terminals in the country as of January 2022 (NIBSS, 2023). The growth in POS transactions was due to CBN's cashless policy and the resultant increase in the number of people and merchants using debit cards.

The point-of-sale (POS) system is a set of strategies, software packages, and reimbursement services brokers use to make sales in person. The emergence of Point-of-Sale (POS) terminals to make financial payments in Nigeria by the Central Bank of Nigeria (CBN) in 2012, brought about increasing growth in the number of active POS terminals provided by banks for mobile money transactions. In the first three months of 2018, about one hundred and ninety-three (193) POS terminals were registered by banks for carrying out cashless transactions in Nigeria (Ogunfuwa, 2018). Nigeria Inter-Banking Settlement Scheme (NIBSS, 2023) reveals that at the end of 2018, the number of active POS terminals in Nigeria was one hundred and sixty-four thousand, six hundred and seven (164,607) which translates to a 66.6% rise in transaction usage of POS across the country, and as of January 2018 compared to the value registered using POS for transactions in January 2024. This growth shows an acceptance of POS terminals for making payments and increasing Information and Communication Technologies (ICT) network penetration in Nigeria. POS is a device that allows local debit cardholders to make withdrawals or make payments for products and services. The services of the banks do not serve everybody in Nigeria especially those in remote areas, banks created the POS business as a terminal to bring financial services closer to the unbanked and under-banked segments of the society. This encouraged entrepreneurs to be bank agents while earning their commission (Guarantee Trust Bank. n.d).

Despite its wide acceptability, the nature of POS service delivery calls for concern for customers and operators. Nzaro & Magidi (2014) posit that e-payment has brought about customer convenience, and speedy access to funds. However, there is more to a good point-of-sale system than just handling payments and recording sales easily and quickly. If selling products is the core of a business, the POS system should also be at the core, to enable the tracking of sales, manage inventory, empower staff, identify regular customers, resolve debt issues, and get the right pricing (Xero, 2014), which the POS lacks, as every technology has its pros and cons, and the POS system is not left out (Olakah, 2012). POS, like many other e-

payment platforms, is faced with some problems such as delays in accessing services provided. Specifically, Federal University Otuoke is being serviced by only the United Bank of Africa (UBA) with just one branch on the University campus. The UBA is therefore expected to service the local Otuoke community, teaching and non-teaching staff, and over ten thousand students which is almost impossible, thus, POS operators have gainfully attracted more patronage. Hence, this study bridged the gap by examining the problems and prospects of POS service delivery usage in Federal University Otuoke (FUIO), Bayelsa State, Nigeria.

Statement of the Problem

Every business is fraught with difficulties and the POS business is not an exemption. Adeoti (2013), Nzaro & Magidi (2014), Okeke et al. (2017), and Ojo (2022) examined the challenges of e-payment and explained that, although POS is a beneficial and convenient product and service that provides easy access to funds and speedy payment, issues such as high cost of charges, insecurity, the question of fraud via e-banking, and debit without credit are major problems facing POS service providers. This consequentially affects the financial experience of customers who use these services, as it has in so many cases caused delays in payment as a result of poor network, machine failure, charges disadvantages, debit card compromise, etc. Federal University Otuoke being a student environment with only one servicing bank available in the community, majorly runs a cash-based system as the livelihood and wellbeing of students is paramount, thus seeking the services of POS operators cannot be overemphasized. However, the challenges of POS are related to the banks, operators, and customers (Omerabi, 2013). Considering the strength of students and the disadvantage of having only one bank with just three (3) automated teller machines (ATM) to operate with over time, students have become disgruntled while seeking services from the ATM.

The lack of sufficient funds for customers and other issues have necessitated a massive rise in POS delivery services in the community and university environment. Studies on customer satisfaction and challenges facing point-of-sale systems (Ishraga, A.; Bushra A.; Omer, 2022; Abdulaziz, A.; Muhammad, S.; Shamsuddeen, S., 2022) revealed that POS enhanced customer satisfaction yet there is a dearth in literature in the study area which this study tends to bridge by investigating the problems and prospects of point-of-sale service delivery in the Nigerian University. Therefore, the aim of the study is to investigate the nature of service delivery by POS operators in Federal University Otuoke, the satisfaction level of customers using POS, and the challenges fraught with providing POS services for students by operators.

Review of Literature

POS is a distinct machine that is solely designed to provide automatic service to customers and different service organisations. The POS systems offer standardised sales procedures as each POS is connected directly to the account of the merchant who completes the financial transactions (Adam, 2013). POS terminal is a portable device that allows local debit cardholders to make payments for goods and services in a retail environment (Guarantee Trust Bank, 2023). A simple transaction takes just three steps: select the product on the screen, click the complete sale button, and take the money. This is so fast that it often takes only one associate to staff a store at any given time. Also, since these procedural steps are automated

and validated, there will be fewer user mistakes due to keystroke errors and/or giving incorrect change.

According to Gomzin (2014), there are two POS payment process stages: authorization is related to the payment process where the purchase is confirmed, followed by settlement which focuses on settling the account balance between parties (i.e. merchant, acquirer, and issuer). Despite their importance, the services are not without hurdles. The unique nature of POS services cannot be overemphasized especially to customers. POS in many countries was found to help businesses keep records of transactions and manage stock more effectively; it also decreases the need for paperwork and provides quick and safe services to customers. At the same time, it decreases cash payment transactions which are expected to help retain money in the banking sector (Peffer & Ma, 2003).

Nature and Types of Point-of-Sale

This refers to the physical environment where the POS transaction is made. A POS transaction is a financial transaction that occurs at the point where a customer makes a purchase from a business. It involves the transfer of funds from the customer's payment method, such as a credit card or a debit card to the operator's account. These transactions always take place in physical retail stores but can also occur online or through a mobile payment method (Brett, 2023). There are three basic types of POS transactions: online POS transactions, offline POS transactions, and return of products. Online transactions occur through an e-commerce website. Here, the customers visit online businesses or online stores and purchase goods, while offline POS transactions occur when a customer physically visits a store to make a purchase. Return of product transactions occur when customers are dissatisfied with the goods and services purchased, therefore seeking a refund or credit note.

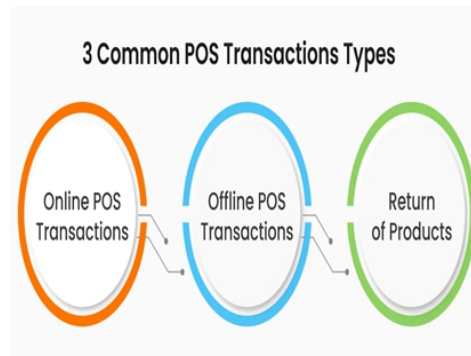


Fig 1: Picture showing three common POS types

Point-of-Sale and Service Delivery

According to Horus Development (2011), POS is an electronic transfer system for money that allows cardholders to pay for purchases from merchants. A POS terminal consists of hardware and software, this equipment is the POS machine, which offers e-payment services. POS services are designed in a manner that its swift dispensation of cash both credit and debit will yield customer satisfaction which is one key factor that influences business, because when

customers wait longer than expected, their level of satisfaction declines (Iqbal, Whiteman, & Malzahn, 2012). POS service delivery is very unique as it decreases the need for paperwork as often experienced in the bank where tellers are filled and every little error is signed and counter-signed, with face capturing taken depending on the transaction.

POS use has boosted sales and service delivery in small and medium-scale enterprises in Nigeria. It helps delivery businesses manage sales, employees, inventory, and more. Most importantly, it helps businesses to keep track of everything regularly or quarterly. (www.white label fox.com, retrieved March, 2024). Lastly, POS use has improved the way customers are served and helps the society to become less dependent on cash (Kelvin, 2012).

Problems and Prospects of POS

Despite the benefits of POS technology in swift retrieval of cash and deposits to banks, increasing sales and achieving profits for operators of POS systems are some faced challenges. In Nigeria, poor internet connectivity militates against efficient service delivery. Eleanya (2021) explains that Nigeria ranks 103rd for fixed internet speed, with a fixed internet swiftness at 16.39 Mbps, a far cry from the global average download speed of 67.25 Mbps. POS machines are faced with network challenges, with agents and customers either left with the option of queuing up at bank branches to lay complaints on failed transactions or are forced to lose their money. These factors are demoralizing and show unsatisfactory service delivery. (Wondwosson, 2025; Kumaga, 2010; Taddesse & Kidan, 2005; Bassey, 2008). In a specific study of POS challenges, in Ghana, the research found that the lack of the acceptance channel by users, ignorance, and network failure are among the main challenges that affect the deployment of the channels. Moreover, some salespeople in Ghana believe that online payments deprive them of tips that they may receive from customers. In addition, the POS software can be hacked, posing a huge risk to customers and operators, a cursory observation shows that the main challenge of POS terminals is the delay in the reversal of failed debits to account owners (cardholders) (Nzaro & Magidi, 2014). As a result, customers are frustrated by bureaucratic hurdles and delays associated with visits to banks. It can be observed that some Customer Care officers in the banks fail to resolve customer complaints in record time and this erroneously portends POS operators as culprits, aiming to swindle their customers.

Theoretical Framework

The study adopted the Diffusion of Innovation (DOI) Theory as developed by E.M. Rogers in 1962. DOI originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system. It is a theory of behavioural change which explains that diffusion is a part of the social system and people adopt ideas, behaviours, or products which are new, and consolidate their use. Adoption means that a person does something differently than what they had previously done (i.e. purchase or use a new product, acquire and perform a new behaviour, etc.).

Rogers (1962) divided the stages of diffusion into five, namely:

1. **Innovators** are predisposed to greater risks because they are the first to adopt new technological ideas.
2. **Early Adopters** try out new technology and derive benefits from using technological innovations.

3. **Early Majority** are responsible for introducing technological innovations into mainstream society.
4. **Late Majority** are individuals who follow the steps of the early majority. However, they adopt these innovations into the facets of their daily lives
5. **Laggards** stay behind and hesitate to adopt innovations as part of their daily lives.

The key to adoption is that the person must perceive the idea, behaviour, or product as new or innovative and it is through this that diffusion is possible. The adoption of a new idea, behaviour, or product does not happen simultaneously in a social system; rather, it is a process where some people adopt the innovation more than others. Halton (2023) asserts that innovators and early adopters are predisposed to greater risks associated with trying out new technologies. People who adopt an innovation early have different characteristics than people who adopt an innovation later. When promoting an innovation, it is important to understand the characteristics of the target population that will help or hinder the adoption of the innovation.

The theory is relevant to the study as it is often regarded as a valuable change model for guiding technological innovation, where the innovation itself is modified and presented in ways that meet the needs across all levels of adopters (Kaminski, 2011). Thus, the purpose of the innovation is to meet the customer's needs. Suffice, it to say that the use of POS services spreads (diffuses) into the fabric of society and members of society learn (adapt) the usage (implementation) of POS technology thereby exploring the services of POS which explains the DOI assertion that a new technological idea migrates from creation to use (Rogers, 2003).

Methods and Materials

This study involves a survey across six faculties (Education, Engineering, Humanities, Management Sciences, Sciences, and Social Sciences) with a population of 8,464 students, according to Registry records of 2021. Education has 640 students while Engineering and Humanities have 1,656 and 988 students respectively. Management Sciences has 1,708 students, while Sciences and Social Sciences have 2,121 and 1,260 students respectively. Two different samples were collected from the total student population. For the first sample, we employed the Yamane formula, stated as follows:

$$n = \frac{N}{1 + Ne^2} \tag{1}$$

Where:

n = the expected sample population

N = the population of the study

e = level of significance (5% or 0.05).

Given that the total student population is 8,464, and that the level of significance is taken at 5%. we derived the sample size for the study as follows:

$$n = \frac{8464}{1 + 8464(0.05)^2}$$

$$n = 399.95 \approx 400$$

Using the Yamane formula, the sample size for the study is 400. Therefore, 400 hundred respondents (students) were selected from the six (6) faculties. Employing simple percentage in respect to the number of students per faculty and the total student population, 7.56% of the sample size (30 students) were randomly selected from the Faculty of Education, while 19.57% of the sample size (78 students) were randomly selected from the Faculty of Engineering. 11.67% of the sample size (47 students) were randomly selected from the Faculty of Humanities, while 20.18% of the sample size (81 students) were randomly selected from the Faculty of Management Sciences. Finally, 26.13% of the sample size (104 students) were randomly selected from the Faculty of Sciences, whereas, 14.89% of the sample size (60 students) were randomly selected from the Faculty of Social Sciences. Out of the 400 well-structured questionnaires that were distributed to the respondents, 388 questionnaires were returned. This implies that 97% of the distributed questionnaires were retrieved.

In addition, with the help of the personal interview method, six POS merchants were selected within the domains of the six faculties, where a thoroughly drafted questionnaire, was administered. Quantitative data obtained from the responses are presented in a simple percentage table, while the questions are structured using the four-point Likert Scale classification. The classifications are as follows: Strongly Agree = 4 points; Agree = 3 points; Strongly Disagree = 2 points; Disagree = 1 point. Furthermore, the mean score technique is used as a method of analysis to conclude on responses provided by the respondents. A Mean score of 2.5 and above is regarded as depicting a positive decision, while a mean score below 2.5 is interpreted as depicting a negative decision. Based on the feedback received from our respondents, we present the results in the respective tables below.

Presentation of Quantitative Data and Analyses

Table 1: Table showing the socio-demographic distribution of respondents

Socio-Demographic Variables	Frequency	Percentage %
Age		
16-20	188	48.45
21-25	118	30.41
26 -30	43	11.08
31 and above	39	10.05
Total	388	100
Sex		
Males	174	44.8
Females	214	55.2
Total	388	100
Marital Status		
Single	365	94.1
Married/cohabiting	23	5.9
Total	388	100
Undergraduate Level		
100 level	79	20.4
200 level	55	14.2
300 level	144	37.1
400 level	88	22.7
500 level	22	5.7
Total	388	100

Source: Field Survey 2022

Table 1 indicated that the highest number of respondents were between the ages of 16-20 (30.4%) while the least number of respondents fell in the category of 31 years and above (16.2%). On gender, the highest number of respondents were females (214) which represents 55.1% of the respondents, while males constitute the least with about 174 males, which represents about 44.9% of respondents.

Table 2: Nature of Service Delivery by POS Merchants

S/N	Responses	SA (4)	A (3)	SD (2)	D (1)	Total Weighted Score	Total No of Respondents	Mean Score	Decision	Group Mean
1.	Students are knowledgeable about the use of PoS machines	111 (444)	100 (300)	42 (84)	125 (125)	953	378	2.52	Accept	2.53
2.	POS operators have good customer relationship with students	148 (592)	23 (69)	32 (64)	185 (185)	910	388	2.35	Reject	
3.	---	167 (668)	88 (264)	21 (42)	112 (112)	1086	388	2.80	Accept	
4.	---	128 (512)	110 (330)	95 (190)	55 (55)	1087	388	2.80	Accept	
5.	---	80 (320)	58 (174)	100 (200)	150 (150)	844	388	2.18	Reject	

Source: Field Survey 2022

Table 2 dwelt on the Nature of Service Delivery by POS Operators. Item 1 on the questionnaire shows that 111 respondents strongly agreed that they are knowledgeable about the use of POS machines; 100 agreed, 42 strongly disagreed, and 125 disagreed. The positive mean score of 2.52 agrees that POS consumers are knowledgeable about the use of POS machines. Also, item 2 on the questionnaire shows that 148 respondents strongly agreed that POS merchants have good customer relationship with students; 23 agreed, 32 strongly disagreed, and 185 disagreed. The negative mean score of 2.35 shows that POS merchants do not have a cordial relationship with students. On POS service charges, item 3 on the questionnaire shows that 167 respondents strongly agreed that POS merchants' charges are exorbitant; 88 agreed, 21 strongly disagreed, and 112 disagreed. The positive mean score of 2.80 means that POS service charges are high. Item 4 on the questionnaire sought to find out whether POS services are readily available as and when needed. 128 respondents strongly agreed, 110 agreed, 95 strongly disagreed, and 55 disagreed. The positive mean score of 2.80 reveals that POS services are readily available as and when needed. Item 5 on the questionnaire sought to uncover if POS service providers are rude to customers. 80 respondents strongly agreed, 58 agreed, 100 strongly disagreed, and 150 disagreed. The negative mean score of 2.18 means that POS service providers are not rude to customers. The group mean score of 2.53 shows that the nature of service delivery by POS merchants is commendable.

Qualitative Data on the Nature of Service Delivery by POS Operators.

When probed on why POS services are not readily available as and when needed, a respondent replied as follows:

“The network providers have a fluctuating system here. You know that POS requires internet to function. When there is bad network, business is dull and it affects our transactions” (female, 26 years old, POS merchant).

Further probe on the relationship between POS merchants and customers, a respondent avers that:

“We are not rude; the problem is the students. Some of them don't understand what we go through. When there is a failed transaction and maybe we are debited without credit alert, we tell them to exercise patience because the bank will likely reverse the debit, but they will get angry and start making trouble” (male, 35 years old, POS merchant).

On the reason why, customers and POS merchants do not keep transaction receipts, a respondent explains that:

“The paper is expensive now, if we continue to print receipts for customers, we end up using our profit to service the customers. POS companies and banks don't give us papers. The only time we print is when a customer request for it. Even when you print, they will throw it away” (female, 29 years old, POS merchant).

On whether POS is more secure, a respondent said:

“I have heard stories of people who copy customers PIN and card number and use it to steal money from their account, so when you make withdrawal as a customer, you should be on alert” (female, 32 years old, POS merchant).

When probed on whether ATM cards are not compromised by operators, a respondent revealed that:

“Sometimes, our customers don't know what to do when they suspect that their card has been compromised. The best thing is to block your account when it occurs, but many customers don't know how to do this, that is what I observed on this job” (male, 28 years old, POS merchant).

On whether POS operators do not always have money for transactions above N50,000, a respondent explained that:

“The major reason why we don't keep huge sums of money is for security reasons. Another reason is that this business has little returns, so it is risky to keep so much money on a business that does not yield so much profit” (male, 23 years old, POS merchant).

Table 3: FUO Students' Level of POS Usage & Satisfaction

S/N	Responses	SA (4)	A (3)	SD (2)	D (1)	Total weighted Score	Total No of Respondents	Mean Score	Decision	Group Mean
1	POS reduces the stress of waiting in a queue just to withdraw money	151 (604)	172 (516)	25 (50)	40 (40)	1210	388	3.12	Accept	2.82
2	POS is fast and easy to operate	250 (1000)	105 (315)	12 (24)	21 (21)	1369	388	3.51	Accept	
3	I keep POS transaction receipt for financial records	11 (44)	150 (450)	180 (360)	47 (47)	901	388	2.32	Reject	
4	POS charges is outrageous for students	106 (424)	145 (435)	54 (108)	83 (83)	1050	388	2.71	Accept	
5	POS service is more secure	50 (200)	150 (450)	100 (200)	88 (88)	938	388	2.42	Reject	

Source: Field survey 2022

Table 3 determined the level of satisfaction derived by students of FUO on the usage of POS. Item 6 on the questionnaire shows that 151 respondents strongly agreed that POS reduces the stress of waiting in a queue just to withdraw money. 172 agreed, 25 strongly disagreed, and 40 disagreed; thus, the positive mean score of 3.12 shows that POS reduces the stress of waiting at ATM points. For item 7 on the questionnaire, 250 respondents strongly agreed that POS is fast and easy to operate, 105 agreed, 12 strongly disagreed, and 21 disagreed. At a positive mean score of 3.51, we accept that POS is fast and easy to operate.

On whether customers keep POS transaction receipts for financial records (item 8), results indicate that 11 respondents strongly agreed that they keep transaction receipts, followed by 150 who agreed, and then 180 respondents who strongly disagreed. However, 47 respondents disagreed that they keep POS transaction receipts for financial records. The negative mean score of 2.32 suggests that customers do not keep transaction receipts after using POS. With reference to item 9 on the questionnaire, 106 respondents strongly agreed that POS charges are outrageous for students, while 145 agreed. Conversely, 54 respondents strongly disagreed, whereas 83 respondents disagreed that POS charges are outrageous for students in FUO. The positive mean score of 2.71 shows that POS charges are outrageous for students. Item 10 on the questionnaire sought to find out if POS service is more secure. From the response, it was observed that 50 respondents strongly agreed, 150 agreed, 100 strongly disagreed and 88 disagreed. The negative mean score of 2.42 indicates that POS transactions are not secure. In summary, the group mean of 2.82 implies that the level of satisfaction derived by students of FUO on POS usage is positive.

Table 4: Challenges of POS Usage as Experienced by FUIO Students

S/N	Responses	SA (4)	A (3)	SD (2)	D (1)	Total Weighted Score	Total No of Respondents	Mean Score	Decision	Group mean
1	Network error is too frequent among POS operators in their service delivery	126 (504)	186 (558)	31 (62)	45 (45)	1169	388	3.01	Accept	3.08
2	Failed transactions are not easily and quickly resolved	255 (1020)	103 (309)	11 (22)	19 (19)	1370	388	3.53	Accept	
3	Security of ATM card details are most times compromised by POS operators	58 (232)	65 (195)	112 (224)	153 (153)	804	388	2.07	Reject	
4	Most POS agents/operators do not always have money for transactions above N50,000	147 (588)	188 (564)	22 (44)	31 (31)	1227	388	3.16	Accept	
5	POS merchants do not liaise with banks to help solve double charges on customers	291 (1164)	75 (225)	8 (16)	14 (14)	1419	388	3.66	Accept	

Source: Field survey 2022

Table 4 examined the challenges experienced by students in a bid to use POS. Item 11 on the questionnaire sought to uncover whether network error is too frequent among POS operators in their service delivery. 126 respondents strongly agreed, 186 agreed, 31 strongly disagreed and 45 disagreed. The positive mean score of 3.01 accepts that network error is very frequent among POS operators in their service delivery. For item 12 on the questionnaire, 255 respondents strongly agreed that failed transactions are not easily and quickly resolved, while 103 agreed. Conversely, 11 strongly disagreed while 19 disagreed that failed transactions are not easily and quickly resolved. The mean score of 3.53 accepts that failed transactions are not easily and quickly resolved.

Item 13 on the questionnaire asked whether the security of ATM card details is most times compromised by POS operators. Findings indicate that 58 respondents strongly agreed that POS operators most times compromise the security of ATM cards, while 65 agreed. On the other hand, 112 strongly disagreed and 153 disagreed that POS operators most times compromise the security of ATM cards. The negative mean score of 2.07 is indicative that the security of ATM cards is not compromised by POS operators. On the questionnaire, item 14 sought to know whether most POS operators do not always have money for transactions above N50,000. The results revealed that 147 respondents strongly agreed to the question, 188 agreed, 22 strongly disagreed and 31 disagreed. The mean score of 3.16 confirms that POS operators often decline transactions above N50,000 due to a shortage of funds. Finally, a

probe on item 15 on the questionnaire which aimed to uncover whether POS operators do not liaise with banks to help solve double charges on customers reveals that 291 respondents strongly agreed, 75 agreed, 8 strongly disagreed and 14 disagreed. The positive mean score of 3.66 shows that POS operators do not liaise with banks to help solve double charges on customers.

Discussion of Findings

Findings from the study show that customers are knowledgeable about the use of POS. However, they contend that merchants charge much for transactions even when their services are not readily available as and when needed. The study also found that customers perceive merchants to be rude owing to their inability to resolve complaints. However, it was discovered that customers do not keep evidence of transaction receipts for easier identification of complaints to service providers.

Specifically, internet service is a major impediment to the realisation of efficiency in POS services, as Adeoti (2013), Amaefule et al. (2019) and Eleanya (2021) point out, poor internet services threaten the effective utilisation of POS terminals and this is not peculiar to growing economies like Nigeria. The study also corroborates the findings of Okeke et al. (2017), Ojo (2022), and NIBSS (2023) which agree that the growth of commercial POS services in Nigeria has alleviated time waste associated with queuing at deposit money banks. However, it was found that complaints arising from failed transactions do not receive the expected attention, hence a reduction in customer satisfaction levels.

Conclusion and Recommendations

This study concludes that POS users will continue to face challenges arising from poor internet, and network failure, excessive charges, limited number of POS, and other financial transaction irregularities such as an inaccurate debit system. To this end, the study recommends that:

- i) POS users should liaise with banks for a fast, easy, and efficient means of solving transaction errors.
- ii) POS merchants should endeavour to build more friendly relational skills, especially with the student population.
- iii) Transaction charges on customers and students by POS operators should be timely and uniform.
- iv) POS users should maintain multiple sources of accessing cash as a way of solving the challenge of cash shortage.
- v) Customers should endeavour to demand for and keep receipts as evidence of failed transactions and also communicate their dissatisfaction to terminal operators.

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