E-ISSN: 1116 - 3240 P-ISSN: 3026-9334
MPRI-JAIMR | INTERNATIONAL JOURNAL OF AFRICAN INNOVATION & MULTIDSCIPLINARY RES.
VOL. 09 NO. 2 – JULY, 2025

POINT OF SALE (POS) SERVICES AND PERFORMANCE OF RETAIL OUTLETS IN LOKOJA, KOGI STATE

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DOI: https://doi.org/10.70382/mejaimr.v9i2.077

Abstract

This study examined the influence of Point of Sale (POS) services on the business performance of retail outlets in Lokoja, Kogi State. Specifically, it investigated the effect of cash withdrawal and cash deposit services on customer patronage and customer satisfaction. Four research questions and corresponding hypotheses were developed to guide the study. Employing a cross-sectional survey design, the study targeted a population of 1,062 retail outlets registered with the Kogi State Ministry of Commerce and Industry. A sample size of 291 retail outlets was determined using Taro Yamane's formula. Data were collected through a structured questionnaire and analyzed using descriptive statistics (frequencies, percentages, and mean scores), while hypotheses were tested using the Spearman Rank Order Correlation Coefficient (rho) via SPSS version 24.0. Findings revealed that both cash withdrawal and cash deposit services are significantly related to customer patronage and satisfaction. Additionally, funds transfer services were also found to significantly influence business performance indicators. These findings are consistent with previous studies, which reported that offering POS services—especially cash withdrawals and deposits—enhances customer engagement and satisfaction. The results supported all four alternate hypotheses (Hi1, Hi2, Hi3, Hi4), leading to the rejection of the null hypotheses (Ho1, Ho2, Ho3, Ho4). The study concludes that POS services are

Keywords: POS Services, Business Performance, Retail Outlets, Cash Withdrawal Services Cash Deposit Services, Customer Patronage, Customer Satisfaction

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critical drivers of improved business performance among retail outlets in Lokoja. It recommends that retailers, particularly those experiencing low customer engagement, adopt POS technology to offer cash-related services, thereby aligning with Nigeria's cashless policy and enhancing both patronage and customer satisfaction

INTRODUCTION

Background of the Study

Historically, business transactions in Nigeria were largely cash-based, limiting customer patronage, sales, and profit margins for retailers (Omotayo & Dahunsi, 2015). In response, the Central Bank of Nigeria introduced the Point of Sale (POS) device to facilitate cashless transactions and improve business performance (Saleh, Umar & Magaji, 2021). POS devices enable banks to provide various banking services, including cash deposits, withdrawals, and transfers, as well as verify cheques and facilitate airtime purchases (Adeyemi, Ola & Oyewole, 2014).

The adoption of POS technology has transformed the retail industry, enabling customers to make payments using their debit or credit cards (Ameme & Wireko, 2016). POS devices have also enabled retailers to provide additional financial services, such as cash withdrawals, deposits, and funds transfers, thereby expanding their business operations and improving their performance (Saleh, Umar & Magaji, 2021). The effectiveness of POS devices in improving business performance is evident in their ability to increase customer patronage, sales, and profitability (Agu, Simon, Nwankwo & Onuka, 2016).

Business performance is a critical measure of a firm's success, encompassing operational, market, and financial performance (Richard, Devinney, George & Johnson, 2009). Retailers in Nigeria are increasingly adopting POS technology to improve their business performance and stay competitive in the market (Ayeni, 2016). By providing additional financial services via POS, retailers can expand their customer base, increase sales, and maximize profitability.

The acquisition of POS devices has become a strategic imperative for retailers in Nigeria, enabling them to improve their business performance and achieve sustainable growth. This study examines the relationship between POS services and business performance of retail outlets in Lokoja, Kogi State, with a view to contributing to the existing knowledge on POS adoption in business organizations.

Statement of the Problem

Retailers in Lokoja, Kogi State, face significant challenges in improving their business performance, including increasing customer patronage, sales, and profitability (Uba, Momoh &Yakubu, 2019). Many retail outlets have struggled to stay afloat, with some ceasing operations due to poor sales and customer patronage. In response, some retailers have adopted Point of Sale (POS) devices to drive sales and increase profitability, offering additional financial services like cash withdrawal, cash deposit, funds transfers, and bill payment.

Despite the adoption of POS devices, it remains unclear whether retailers in Lokoja have improved their business performance. Existing studies on POS adoption have focused on factors influencing adoption, growth in POS usage, benefits, and challenges, as well as customer satisfaction (Ayeni, 2016; Omotayo & Dahunsi, 2015; Gupta, 2022; Getachew, 2018; Saleh et al., 2021; Agu et al., 2016).

However, there is a gap in literature regarding the relationship between POS services and business performance of retail outlets in Lokoja, Kogi State, which this study aims to address.

Objectives of the Study

The main objective of this study is to examine the relationship between POS services and business performance of retail outlets in Lokoja, Kogi State. The specific objectives includes to:

1. determine the relationship between POS quick cash withdrawal services and customer patronage of retail outlets in Lokoja;
2. explore the relationship between POS quick cash withdrawal services and customer satisfaction of retail outlets in Lokoja;
3. find out the relationship between POS cash deposit services and customer patronage of retail outlets in Lokoja;
4. determine the relationship between POS cash deposit services and customer satisfaction of retail outlets in Lokoja;

Research Questions

The following research questions are developed to address the objectives of this study:

1. To what extent does a POS quick cash withdrawal service contribute to customer patronage of retail outlets in Lokoja?
2. In what way is POS quick cash withdrawal services related to customer satisfaction of retail outlets in Lokoja?
3. What is the relationship between POS cash deposit services and customer patronage of retail outlets in Lokoja?
4. To what level do POS cash deposit services relate to customer satisfaction of retail outlets in Lokoja?

Research Hypotheses

The following hypotheses are formulated to guide this study:

Ho_1: There is no significant relationship between POS quick cash withdrawal services and customer patronage of retail outlets in Lokoja.

Ho_2: There is no significant relationship between POS quick cash withdrawal services and customer satisfaction of retail outlets in Lokoja.

Ho_3.There is no significant relationship between POS cash deposit services and customer patronage of retail outlets in Lokoja.

Ho_4: There is no significant relationship between POS cash deposit services and customer satisfaction of retail outlets in Lokoja.

Scope of the Study

This study focuses on the relationship between POS services and business performance of retail outlets in Lokoja, Kogi State. Specifically, it explores the dimensions of POS services (cash withdrawal and deposit) and measures of business performance (customer patronage and satisfaction). Geographically, the study is limited to retail outlets (supermarkets, superstores, and

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kiosks) in Lokoja Local Government Area that offer POS services, with store owners being the primary unit of analysis due to their strategic decision-making role in POS adoption and usage.

Review of Related Literature

This chapter provides a comprehensive review of existing literature on POS services and business performance, encompassing conceptual, theoretical, and empirical frameworks. The conceptual framework explores the notions of Point of Sale (POS) services, including cash withdrawal and deposit, and business performance, measured by customer patronage and satisfaction. The theoretical framework discusses relevant theories that underpin the study, while the empirical review synthesizes existing research on POS services and business performance, highlighting gaps in the literature that this study aims to address.

Conceptual Framework

The conceptual framework of this study encompasses two key concepts: POS and its services, specifically cash withdrawal and cash deposit, and business performance, measured by two indicators: customer patronage and customer satisfaction. The operational conceptual model of the relationship between POS services and business performance are shown in figure 2.1 below

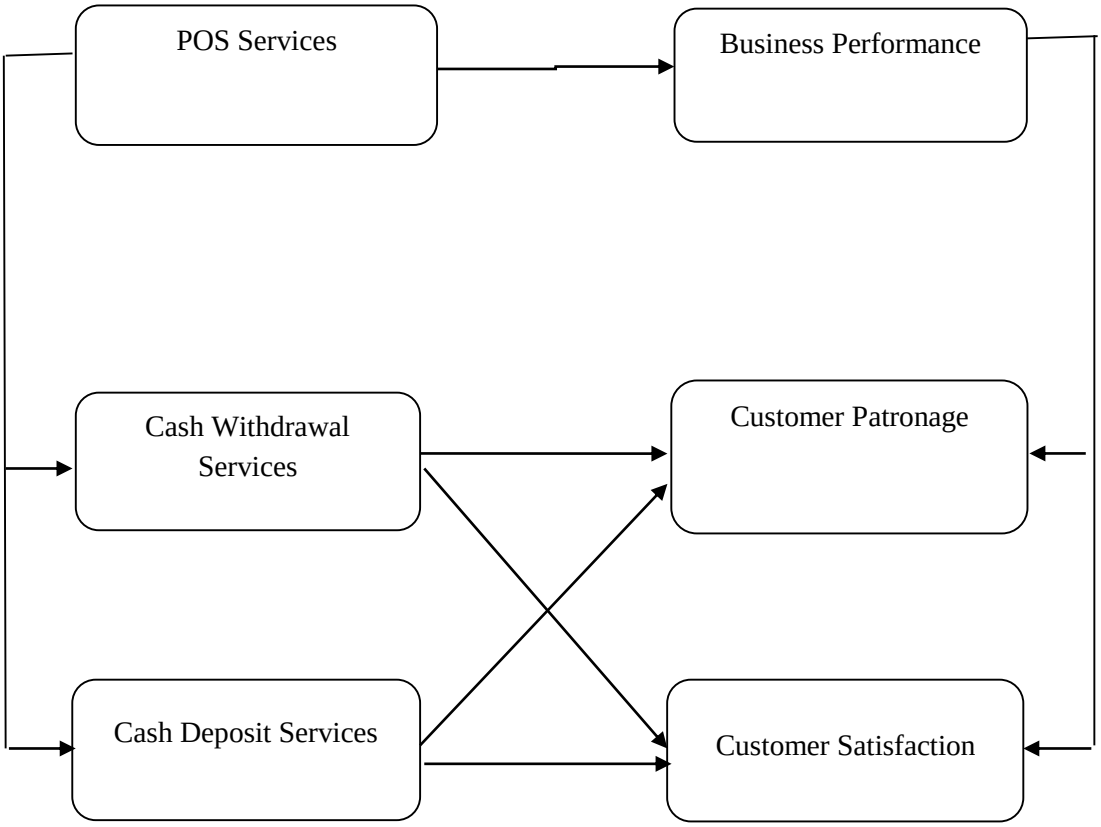

Figure 2.1: Operational conceptual model of the relationship between POS services and business performance of retail outlets

Source: Researcher's Operationalization, 2024

Concept of Point of Sale (POS) and its Dimensions

Point of Sale (POS) is an electronic banking mode that facilitates various financial transactions, including cheque verification, credit authorization, cash deposit, and withdrawal (Adeyemi et al., 2014). According to Rose et al (in Agu et al., 2016), POS terminals enable customers to pay for goods and services electronically, deducting the cost directly from their accounts. The main advantage of POS is that bank customers can pay for goods without carrying physical cash (Ameme &Wireko, 2016).

POS services have expanded to include cash withdrawal, cash deposit, and funds transfer, among others (Adeyemi et al., 2014; Omotayo & Dahunsi, 2015; Okafor, 2017; Sunith, 2019; Saleh et al., 2021). Cash withdrawal services enable people to access funds quickly, while cash deposit services allow customers to deposit funds into their accounts using POS machines and debit cards (Mangmang, 2018). These services have become increasingly popular, especially during periods of low cash availability.

The adoption of POS technology has facilitated Nigeria's transition to a cashless economy, where electronic payments are widely accepted (Thomas et al., in Jumba &Wepukhulu, 2019). Cashless payment benefits businesses by extending customer bases, boosting cash flow, reducing costs, enhancing customer service, and improving competitive advantage (Jumba &Wepukhulu, 2019). POS guarantees a fast, safe, and convenient way of making deposits and withdrawals, improving the overall payment experience.

The proliferation of POS vendors has reduced the number of customers in banking halls, especially those making cash withdrawals (Getachew, 2018). Retailers who use POS machines to provide cash deposit and withdrawal services are likely to make more profit than their competitors (Okafor, 2017). Overall, POS services have transformed the payment landscape, offering convenience, efficiency, and innovation in the world payment system (Oladeji, in Kabir et al., 2015).

Business Performance

Business performance refers to the actual output or results of a firm measured against its intended outputs or goals (McKechnie & Puffer, 2003; Morgan & Strong, 2003). It encompasses three specific areas: financial performance, product market performance, and shareholder return (Richard et al., 2009). Measuring business performance is crucial for monitoring progress, growth, and identifying areas for improvement (Delmar et al., 2003; Neely, 2007).

Business owners, particularly those of small and medium-sized firms, must plan their resources effectively to achieve desired performance level. In Nigeria, the performance of small businesses has been a major concern, with entrepreneurs seeking to improve their financial, market, and operational performance (Akinmayowa & Olohi, 2012; Joan, 2017).

Regularly measuring business performance helps firms protect against financial loss and operational inefficiency, lower process costs, and improve productivity and organizational effectiveness (Kumar & Petersen, 2005; Fatoki, 2012). Improving business performance is crucial for growth and survival, with entrepreneurs seeking to remain competitive and expand their operations (Amara &Emuwa, 2010).

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Theoretical Framework

This study is anchored on two (2) theories namely; technological determinism theory and technology acceptance model. These theories are discussed below:

Technological Determinism Theory

The Technological Determinism Theory, developed by Thorstein Veblen, states that technological changes drive social, economic, and organizational changes (Green, 2001). This theory explains how technology influences human thoughts, actions, and behaviors, including the way people make payments for goods and services. Technological determinism emphasizes that technological advancements are the primary drivers of social progress and economic development (Croteau & Hoynes, 2003).

According to Karl Marx, technological advancements have significantly impacted society, leading to new modes of production and influencing political, social, economic, and cultural aspects (Dafoe, 2015). The theory suggests that technology has become a dominant force in shaping human behavior and society. The introduction of new technologies, such as the internet and computers, has led to significant changes in the way people live, work, and interact.

The Technological Determinism Theory is relevant in understanding the relationship between POS services and business performance of retail outlets. The theory argues that the adoption of POS technology can improve business performance by increasing customer patronage, boosting sales and profitability, and providing additional financial services such as cash withdrawal and funds transfer. The theory emphasizes that technology has become a crucial driver of business success and competitiveness.

Technology Acceptance Model (TAM):

The Technology Acceptance Model (TAM) was developed by Fred Davis in 1986 to explain how new technology is accepted and used by society, including business organizations (Abbasi et al., 2015). The model identifies two key factors that influence an organization's decision to adopt new technology: perceived usefulness and perceived ease-of-use (Davis, in Venkatesh, 2000). Perceived usefulness refers to the extent to which a person or organization believes that using the technology would improve their job performance, while perceived ease-of-use defines the degree to which a person or organization believes that adopting the technology would require less effort.

TAM is widely applied in studying the adoption of new technology in business organizations. The model suggests that individuals develop intentions to act based on their attitudes and perceptions of the technology (Bagozzi et al., in Rahimi et al., 2018). However, actual usage may not be a direct consequence of these attitudes and intentions. Instead, they can influence an organization's decision to use the technology.

Research has highlighted the importance of perceived ease-of-use in deciding the adoption of new technology. Studies have shown that compatibility, relative advantage, and complexity have a significant influence on the adoption of new technology (Tornatzky and Klein, in Lunceford, 2009). Additionally, the attitude of the user plays a crucial role in the adoption of new technology, with perceived ease-of-use influencing behavioral intention to use the technology (Fathema et al., 2015).

Empirical Review

Two empirical studies examined the effectiveness of Point of Sale (POS) services. Saleh et al (2021) investigated the influence of POS services on sales performance of small and medium-scale enterprises in Ahmadu Bello University, Zaria, and found that POS services significantly increased sales performance.

Gupta (2022) analyzed the growth and usage of ATM/POS in India, comparing pre-COVID-19 and post-COVID-19 data, and discovered a significant increase in ATM/POS users before the pandemic, but a decrease during the pandemic due to the adoption of online banking and e-wallets.

Gap in Reviewed Literature

A literature gap exists in three areas: subject, geographical, and variables/indices. The subject gap reveals that while numerous studies have examined POS utilization in business organizations, few have explored the relationship between POS services and business performance. The geographical gap indicates that most studies on POS adoption have been conducted in India, Ethiopia, Taiwan, and a few cities in Nigeria, leaving a gap in research on retail outlets in Lokoja, Kogi State.

Another literature gap exists in the dimensions of POS services and business performance measurement. Previous studies focused solely on goods payment, neglecting cash withdrawal and deposit services. Additionally, business performance was not measured using customer patronage and satisfaction. This study aims to fill this gap by exploring the relationship between POS services (including cash withdrawal and deposit) and business performance (measured by customer patronage and satisfaction) of retail outlets in Lokoja.

Methodology

This chapter provides a comprehensive description of the methods used to conduct this study.

Research Design

This study employed a cross-sectional survey research design, which involves taking a snapshot of a situation at a single point in time. The design was chosen to analyze the relationship between POS services and business performance among retail outlets in Lokoja, Kogi State, using data collected from a sample of owners and managers.

Population of the Study

The study's population consisted of 1,062 registered retail outlets in Lokoja Local Government Area of Kogi State, comprising supermarkets, superstores, grocery stores, and convenient stores, as per the data obtained from the Kogi State Ministry of Commerce and Industry in 2024

Sample Size Determination

The study's sample size was 291 retail outlets in Lokoja, determined using Taro Yamane's formula. The sample consisted of supermarkets, superstores, grocery stores, and convenient stores that use POS terminals. The purposive sampling technique, specifically critical case sampling and systematic sampling, was used to select the sample. The respondents were owners of the selected retail outlets. The Taro Yamene’s formula:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size sought
N = Population (1,062 retail outlets)
e = Level of significance (5%)

The sample size sought (n) is:

$$n = \frac{1,062}{1 + 1,062\ (0.05)^2}$$

$$n = \frac{1,062}{3.655}$$

n = 291

Instrument and Its Administration

A structured questionnaire was the primary data collection instrument used in this study. The questionnaire consisted of two sections: Section A gathered demographic information, while Section B obtained data on POS services (cash withdrawal, cash deposit, and funds transfer) and business performance (customer patronage, sales growth, and profitability). The questionnaire used a modified 4-point Likert scale, with responses scored from 1 (Strongly Disagree) to 4 (Strongly Agree). The questionnaire was administered to 291 owners of retail outlets in Lokoja, Kogi State, with the assistance of four trained research assistants.

Validity and Reliability of the Instrument

To ensure the validity and reliability of the research instrument, the researcher employed face and content analysis, as well as the Cronbach Alpha reliability test. For validity, the questionnaire was reviewed by the researcher's supervisor and two other lecturers, who assessed its ability to generate the needed information and suggested modifications. For reliability, the instrument was administered to 30 store owners using POS in Lokoja, and then re-administered two weeks later. The responses were then tested using the Cronbach Alpha reliability test method to determine the instrument's reliability.The formula for computing the Cronbach's alpha is given as:

$$\alpha = \frac{k \times \bar{c}}{\bar{v} + (k-1)\,\bar{c}}$$

Where k = the number of scale items
$\bar{c}$ = the average of all co-variances between items
$\bar{v}$ = the average variance of each item.

The value obtained from each of the study variables was presented in table 3.1 below:

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Table 1: Result of the Reliability Test

Study Variables	Dimensions/Measures/Moderators	No. of Items	Alpha Coefficient
POS Services	Cash Withdrawal Services	5	0.744
	Cash Deposit Services	5	0.781
Business Performance	Customer Patronage	5	0.821
	Customer Satisfaction	5	0.791

Source: Field Survey, 2024.

The reliability test results showed that all variables had a reliability coefficient above 0.70, indicating the research instrument is reliable, with coefficients ranging from 0.719 to 0.821, meeting Cronbach's adequacy standard of 0.70 or above.

Data Analysis Techniques

This study employed various data analysis techniques, including percentage and frequency tables, mean, standard deviation, and Spearman Rank Order Correlation Coefficient (rho). The demographic variables were analyzed using percentage and frequency tables, while the study variables were analyzed using mean and standard deviation, with a criterion mean of 2.50 for acceptance. The hypotheses were tested using Spearman Rank Correlation Coefficient (rho).The formula for computing the Spearman Rank Correlation Coefficient (rho) is given as:

$$rho = 1 - \frac{6\sum d^2}{N(N^2 - 1)} \quad \text{or} \quad 1 - \frac{6\sum d^2}{(N^3 - N)}$$

Where $\sum d^2$ = Sum of the squared difference in the ranking of the subjects on the two variables
N = Number of paired subjects being ranked

The Spearman Rank Correlation Coefficient was used to test the research hypotheses to determine the relationship between POS services and business performance. This method was chosen because it can detect non-linear relationships and outliers, and is easy to interpret. Instead of manual calculation, the study used the Statistical Package for Social Sciences (SPSS) software to compute the rho value.

Data Presentation, Analysis and Discussion Of Findings

Introduction

A total of 291 questionnaires were administered to retail outlets in Lokoja, including supermarkets, superstores, grocery stores, and convenient stores. The collection rate was 86%, with 250 questionnaires retrieved. The breakdown by type of retail outlet is as follows:

Table 1: Questionnaire Administration and Collection

Respondents (Retailers)	Collection Rate	Percentages (%)
Supermarket Operators	(81/96)	84
Superstore Owners	(63/72)	88

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Respondents (Retailers)	Collection Rate	Percentages (%)
Grocery Store Owners	(49/55)	89
Convenient Store Owners	(57/68)	83

Source: Field Survey, 2024

Univariate Analysis

This section analyzed the responses from the respondents, focusing on POS services (cash withdrawal and deposit) and business performance (customer patronage and satisfaction). The data was converted to mean scores for analysis.

Table 2: Mean responses of retailers on the extent of using their POS to provide cash withdrawal services to their customers in Lokoja

S/No	Cash Withdrawal Services Items	SA 4	A 3	D 2	SD 1	Grand Total	Mean X	Crit. Mean	Decision
1.	My POS is used to provide cash withdrawal services to customers.	98	91	41	20	250	3.07	2.50	Accepted
2.	Our cash withdrawal service comes with a commission which customers have to pay.	87	80	54	29	250	2.90	2.50	Accepted
3.	The commission charged on cash withdrawal is not fixed for all withdrawal transactions.	91	82	59	18	250	2.99	2.50	Accepted
4.	Our cash withdrawal service is charged based on the amount of money withdrawal.	82	87	51	30	250	2.88	2.50	Accepted
5.	Our cash withdrawal service is very affordable.	79	90	57	24	250	2.90	2.50	Accepted

Source: Field Survey, 2024

Table 2 shows that retailers in Lokoja extensively use their POS for cash withdrawal services, with mean responses exceeding the 2.50 criterion, indicating most respondents agreed with the items.

Table 3: Mean responses of retailers on the extent of using their POS to provide cash deposit services in Lokoja

S/No	Cash Deposit Services Items	SA 4	A 3	D 2	SD 1	Grand Total	Mean X	Crit. Mean	Decision
6.	We provide cash deposit services to our customers via POS.	73	83	61	33	250	2.78	2.50	Accepted
7.	Our cash deposit service comes with a commission which customers have to pay.	79	87	56	28	250	2.87	2.50	Accepted

S/No	Cash Deposit Services Items	SA 4	A 3	D 2	SD 1	Grand Total	Mean X	Crit. Mean	Decision
8.	The commission charged on cash deposit varies according to the transactions.	70	76	64	40	250	2.70	2.50	Accepted
9.	Our cash deposit service is charged based on the amount of money deposited by the customers.	80	75	50	45	250	2.76	2.50	Accepted
10.	Our cash deposit service is relatively cheap and affordable.	84	71	53	42	250	2.79	2.50	Accepted

Source: Field Survey, 2024.

Table 3 shows that retailers in Lokoja extensively use their POS for cash deposit services, with mean responses exceeding the 2.50 criterion, indicating most respondents agreed with the items.

Table 4: Mean responses of retailers on the level of customer patronage of their outlets in Lokoja

S/No	Customer Patronage Items	SA 4	A 3	D 2	SD 1	Grand Total	Mean X	Crit. Mean	Decision
11.	Our level of customer patronage is increasing on a daily basis.	89	81	43	37	250	2.89	2.50	Accepted
12.	Some people patronize us because of ourPOS services.	84	70	50	46	250	2.77	2.50	Accepted
13.	Most customers prefer our store because they can do a cashless transaction.	73	79	54	44	250	2.72	2.50	Accepted
14.	Our existing customers bring new customers to our store for POS services.	86	77	52	35	250	2.86	2.50	Accepted
15.	The massive increase in the level of customer patronage of our store has improved our business performance.	90	82	48	30	250	2.93	2.50	Accepted

Source: Field Survey, 2024

Table 4 shows that retailers in Lokoja reported a high level of customer patronage, with mean responses exceeding the 2.50 criterion, indicating that customer patronage has increased since the introduction of POS services.

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Table 5: Mean responses of retailers on the level of customer satisfaction with their services

S/No	Customer Satisfaction Items	SA 4	A 3	D 2	SD 1	Grand Total	Mean X	Crit. Mean	Decision
16.	I think our customers are satisfied with our services.	81	74	53	42	250	2.78	2.50	Accepted
17.	Our customers have commended us for the way we respond to their needs.	75	83	49	43	250	2.76	2.50	Accepted
18.	Our customers have commended us for providing them with quality and reliable POS services.	84	92	54	20	250	2.96	2.50	Accepted
19.	Our customers have commended for the way we handle their complaints.	90	81	40	39	250	2.89	2.50	Accepted
20.	Our customers have requested us to keep up with our good work.	83	96	44	27	250	2.94	2.50	Accepted

Source: Field Survey, 2024.

Table 5 shows that retailers in Lokoja reported a high level of customer satisfaction, with mean responses exceeding the 2.50 criterion, indicating that customers are satisfied with the services provided by retail outlets since the introduction of POS devices.

Testing of Hypotheses

This section tested the study's hypotheses using the Spearman Rank Order Correlation Coefficient (rho) via SPSS version 24.0, to determine the relationship between the independent and dependent variables. The results are presented below for each hypothesis.

Hypothesis 1

Ho_1: There is no significant relationship between cash withdrawal services and customer patronage of retail outlets in Lokoja.

Hi_1: There is significant relationship between cash withdrawal services and customer patronage of retail outlets in Lokoja.

Table 6: Relationship between cash withdrawal services and customer patronage of retail outlets in Lokoja

			Cash Withdrawal Services	Customer Patronage
Spearman (rho)	Cash Withdrawal Services	Correlation Coefficient Sig. (2 tailed) N	1.000 . 250	.624** .001 250
	Customer Patronage	Correlation Coefficient Sig. (2 tailed) N	.624** .001 250	1.000 . 250

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2024

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Table 6 shows a strong positive correlation (rho = 0.624**) between cash withdrawal services and customer patronage of retail outlets in Lokoja, significant at the 0.01 level. Therefore, the null hypothesis (Ho1) is rejected, and the alternate hypothesis (Hi1) is accepted, indicating a significant relationship between the two variables.

Hypothesis 2

Ho_2: There is no significant relationship between cash withdrawal services and customer satisfaction of retail outlets in Lokoja.

Hi_2: There is significant relationship between cash withdrawal services and customer satisfaction of retail outlets in Lokoja.

Table 7: Relationship between cash withdrawal services and customer satisfaction of retail outlets in Lokoja

			Cash Withdrawal Services	Customer Satisfaction
Spearman (rho)	Cash Withdrawal Services	Correlation Coefficient Sig. (2 tailed) N	1.000 . 250	.828** .001 250
	Customer Satisfaction	Correlation Coefficient Sig. (2 tailed) N	.828** .001 250	1.000 . 250

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2024

Table 7 reveals a very strong positive correlation (rho = 0.828**) between cash withdrawal services and customer satisfaction of retail outlets in Lokoja, significant at the 0.01 level. Thus, the null hypothesis (Ho2) is rejected, and the alternate hypothesis (Hi2) is accepted, confirming a significant relationship between the two variables.

Hypothesis 3

Ho_4: There is no significant relationship between cash deposit services and customer patronage of retail outlets in Lokoja.

Hi_4: There is significant relationship between cash deposit services and customer patronage of retail outlets in Lokoja.

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Table 8: Relationship between cash deposit services and customer patronage of retail outlets in Lokoja

			Cash Deposit Services	Customer Patronage
Spearman (rho)	Cash Deposit Services	Correlation Coefficient Sig. (2 tailed) N	1.000 . 250	.714** .001 250
	Customer Patronage	Correlation Coefficient Sig. (2 tailed) N	.714** .001 250	1.000 . 250

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2024

Table 8 shows a strong positive correlation (rho = 0.714**) between cash deposit services and customer patronage of retail outlets in Lokoja, significant at the 0.01 level. Therefore, the null hypothesis (Ho3) is rejected, and the alternate hypothesis (Hi3) is accepted, indicating a significant relationship between the two variables.

Hypothesis 4

Ho_5: There is no significant relationship between cash deposit services and customer satisfaction of retail outlets in Lokoja.

Hi_5: There is significant relationship between cash deposit services and customer satisfaction of retail outlets in Lokoja.

Table 9: Relationship between cash deposit services and customer satisfaction of retail outlets in Lokoja

			Cash Deposit Services	Customer Satisfaction
Spearman (rho)	Cash Deposit Services	Correlation Coefficient Sig. (2 tailed) N	1.000 . 250	.853** .001 250
	Customer Satisfaction	Correlation Coefficient Sig. (2 tailed) N	.853** .001 250	1.000 . 250

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-Generated Output, 2024

Table 9 reveals a very strong positive correlation (rho = 0.853**) between cash deposit services and customer satisfaction of retail outlets in Lokoja, significant at the 0.01 level. Therefore, the null hypothesis (Ho4) is rejected, and the alternate hypothesis (Hi4) is accepted, confirming a significant relationship between the two variables.

This study found significant relationships between:

1. Cash withdrawal services and customer patronage (rho = .624*, .828*)
2. Cash withdrawal services and customer satisfaction (rho = .828**)
3. Cash deposit services and customer patronage (rho = .714**)
4. Cash deposit services and customer satisfaction (rho = .853**)

Summary of Findings

These findings are consistent with previous studies, which reported that providing cash withdrawal and deposit services via POS increases customer patronage and satisfaction. The study's results support the alternate hypotheses (Hi1, Hi2, Hi3, Hi4) and reject the null hypotheses (Ho1, Ho2, Ho3 Ho4)

Summary of Findings

The findings of this study are summarized as follows:

i. That, there is significant relationship between cash withdrawal services and customer patronage of retail outlets in Lokoja.
ii. That, there is significant relationship between cash withdrawal services and customer satisfaction of retail outlets in Lokoja.
iii. That, there is significant relationship between cash deposit services and customer patronage of retail outlets in Lokoja.
iv. That, there is significant relationship between cash deposit services and customer satisfaction of retail outlets in Lokoja.

Conclusions

This study investigated the impact of POS services on the business performance of retail outlets in Lokoja, Kogi State, focusing on cash withdrawal, deposit, and transfer services. The results showed a significant relationship between these POS services and business performance metrics, including customer patronage, satisfaction, and retention. The study concludes that POS services have a significant positive impact on the business performance of retail outlets in Lokoja.

Recommendations

The following recommendations are given based on the findings and conclusions:

I. Retail outlets should acquire more POS terminals to provide cash withdrawal and deposit services, aligning with the Federal Government's cashless policy objectives.
II. Retailers experiencing poor performance should adopt POS terminals to offer cash withdrawal and deposit services, improving their business performance.
III. Retail outlets should utilize POS terminals for cash withdrawal services, attracting new customers and increasing patronage.

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IV. Banks should offer POS machines at affordable prices to encourage retailers to adopt the technology, improving their business performance and customer satisfaction.

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