

**FACTOR INFLUENCING THE CUSTOMER SATISFACTION ON  
'ELECTRONIC BANKING SERVICE IN BATTICALOA  
DISTRICT**



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## ABSTRACT

Electronic banking services uses is rapidly increased. So, the main purpose of this study is to identify the factors influencing the customer satisfaction on electronic banking service in Batticaloa district. The study variables are Convenient, Privacy, Cost Effective, Ease of use, Personalization and Security.

The objective of the study is find out the level of influence of independent variable on dependent variable. To achieve these objectives, the target population was considered as customers of the banks in Batticaloa district. Data were collected from 200 customers by using questionnaires. The collected data were analyzed by using descriptive, correlation, simple linear regression and multiple regression analyses.

Univariate analysis used to find out the level of customer satisfaction, the researcher found that the level of customer's satisfaction among the customers of the bank was in high level, Correlation analysis was used to find out the relationship between the independent and dependent variable. Researcher identified that Convenient, Privacy, Cost Effective, Ease of use, Personalization and Security have a positive and significant relationship with Customer Satisfaction. According to the simple linear regression analysis Convenient, Privacy, Ease of use, Personalization are significantly impact on customer satisfaction among the customers while Cost Effective, Security do not significantly impact Customer Satisfaction among the Customers of the bank in Batticaloa district. According to the multiple regression analysis Convenient, Cost Effective, Ease of use, Personalization are significantly impact on customer satisfaction among the customers while Privacy, Security do not significantly impact Customer Satisfaction among the Customers of the bank in Batticaloa district.

**Key words:** Convenient, Privacy, Cost Effective, Ease of use, Personalization, Security and customer satisfaction

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