

**CUSTOMERS' PERCEPTION TOWARDS THE ELECTRONIC
BANKING SYSTEM IN ANURADHAPURA DISTRICT**



BY

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ABSTRACT

With the rapid advancements in technology, lifestyle and demographic of people, traditional branch banking is turning into electronic banking systems. Customers tend to a high level of perception based on online than traditional banking. In this context, the study aims to find out the extent of customers' perception towards the e-Banking system in Anuradhapura district mainly in the town area. A structured questionnaire distributed to 200 E-banking users of eight selected banks in Anuradhapura district. The study was used descriptive statistics basically to analyze the data. According to the findings of the study, customers' perception towards the E-Banking system is high level in the Anuradhapura district. The results of descriptive statistics indicated that ease of use, security, accessibility; convenience and usefulness are in high Level. It revealed that customers' perception towards the E-banking system of each selected bank is significantly not varying and when take to all dimension and overall customers' perception towards the E-banking are in high level.

Keywords: customers' perception, E-banking, Banking Services, Internet Banking, online banking

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