

**THE RELATIONSHIP BETWEEN PERCEIVED
BENEFITS OF INFORMATION TECHNOLOGY AND
CUSTOMER SATISFACTION IN PUBLIC BANK IN
TRINCOMALEE DISTRICT**



NARAYANASAMY BALRAJ

1546



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY SRI LANKA
2015**

ABSTRACT

This study investigates influence of perceived benefits of information technology on customer satisfaction, namely customers, in a context of public banking sector in Trincomalee district. The quantitative data was collected from selected public banks in Trincomalee district. Two variables are considered to this study, namely, perceived benefits of information technology and customer satisfaction. Under the perceived benefits of information technology features of internet banking and features of mobile banking were undertaken for study purpose.

Descriptive and inferential statistics were used to analyze the data; descriptive statistics was used to find out the Mean value, under the inferential statistics regression used to find out the influence of independent variable of perceived benefits of information technology in the dependent variable, customer satisfaction. And the correlation was done to find out the relationship between independent and dependent variable. The researchers used SPSS 19.0 to analyze the data.

In general, researcher found that perceived benefits of information technology has a significant impact on customer satisfaction.

Key words: Perceived Benefits of Information Technology, Customer satisfaction, Features of Internet Banking and Features of Mobile Banking

LIST OF CONTENTS

	Page No
Acknowledgement	I
Abstract	II
List of Contents	III
List of Tables	VI
List of Figures	VII
CHAPTER 01. INTRODUCTION	1-5
1.1 Background of the Study	1
1.2 Research problem	2
1.3 Research Questions	3
1.4 Research Objectives	3
1.5 Scope of the Study	4
1.6 Significant of the study	4
1.7 Limitations	4
1.8 Chapter outline	5
1.9 Summary	5
CHAPTER 02. LITERATURE REVIEW	6-12
2.1 Introduction	6
2.2 Introduction information technology	6
2.2.1 Internet banking	6
2.2.2 Benefits of Internet banking	7
2.2.3 Mobile banking	7
2.2.4 Benefits of Mobile banking	8
2.3 Customer Satisfaction	9
2.4 Relationship between Internet banking and customer satisfaction	10
2.5 Relationship between Mobile banking and customer satisfaction	11
2.6 Summary	12

CHAPTER 03. CONCEPTUALIZATION AND OPERATIONALIZATION

	13-16
3.1 Conceptualization	13
3.2 Definition of key Concepts	14
3.2.1 Information technology	14
3.2.2 Features of Internet banking	14
3.2.3 Features of Mobile banking	14
3.2.4 Customer satisfaction	14
3.3 Operationalization	15
3.3.1 Operationalization for perceived benefits of Information technology and customer satisfaction	15
3.4 Summary	16

CHAPTER 04. METHODOLOGY**17-20**

4.1 Introduction	17
4.2 Study Design	17
4.2.1 Research method	17
4.2.2 variables of the study	17
4.2.3 Extent of researcher inference with the study	17
4.2.4 Study setting	17
4.2.5 Time horizon	17
4.2.6 Unit of analysis	18
4.2.7 Population of the study	18
4.2.8 Sample size and sampling method	18
4.3 Data collection Method	18
4.4 Method of data analysis and Evaluation	19
4.4.1 Method of Data analysis	19
4.4.2 Method of Data evaluation	19
4.5 Summary	20

CHAPTER 05. DATA PRESENTATION AND ANALYSIS**21-30**

5.1 Introduction	21
5.2 Reliability analysis	21

5.3 Personal information	21
5.3.1 Bank	22
5.3.2 Occupation	23
5.3.3 Gender	24
5.3.4 Age	24
5.3.5 Educational Qualification	25
5.4 Customer Satisfaction	28
5.5 Relationship between perceived benefits of Information technology and Customer satisfaction	29
5.6 Level of influence of perceived benefits of Information technology and Customer satisfaction	30
5.7 Summary	30
CHAPTER 06. FINDINGS AND DISCUSSION	31-34
6.1 Introduction	31
6.2 Discussion of Objective	31
6.2.1 Level of perceived benefits of Internet banking	31
6.2.2 Level of perceived benefits of Mobile banking	31
6.2.3 Level of Customer satisfaction	32
6.2.4 Relationship between perceived benefits of Information technology and Customer satisfaction,	33
6.2.5 Level of influence of perceived benefits of Information technology on Customer satisfaction	34
6.3 Summary	34
CHAPTER 07. CONCLUSION AND RECOMMENDATIONS	35-38
7.1 Conclusion of the Study	35
7.2 Recommendations of the Study	35
7.2.1 Recommendation on perceived benefits of information technology	36
7.2.2 Recommendation on customer satisfaction	37
7.3 Implications for future research	38
7.4 Summary	
APPENDIX 01	