

A COMPARATIVE STUDY ON THE SERVICE QUALITY OF  
INTERNET BANKING BETWEEN BOC AND HNB IN MANNAR  
DISTRICT



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1622



FCN/1622  
Project Report  
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2016

## ABSTRACT

This study integrates past research and propose a framework for a comparative study on the service quality of internet banking between BOC and HNB in Mannar district. The paper highlights the overview of internet service quality in Mannar District and identifies some features that are considered by Mannar District customer for using internet service quality using with help of simple arithmetic mean and standard deviation and hypothesis method. Attempts have been made in this research to measure the service quality using Parasuraman's SERVQUAL Model and determining the actual position of internet service provider depending upon five quality dimensions of two different firms (BOC and HNB). The result reveals that consumers of BOC bank are fairly satisfied on reliability, site aesthetics, security, fulfillment, responsiveness and efficiency dimensions than customer of banking industry. There is no difference on service quality between demography factors of customer in BOC. There is no difference on service quality between demography factors of customer in HNB. Service quality of internet service between demography factors of customer in both banks are high level.

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