

**THE IMPACT OF SERVICE QUALITY OF INTERNET  
BANKING ON CUSTOMER SATISFACTION IN TRINCOMALEE  
DISTRICT**



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## ABSTRACT

Internet banking still remains as the coherent and most cost effective channel for the banks as well as for customers. A significant feature of online Banking or the internet banking permits customers to access their bank accounts 24/7, which is a new experience and intrinsically motivating. Service Quality is the main factor that determines the success or failure of internet banking, (Santos 2003). Inability to measure the service quality is detrimental to the growth of the internet banking. Customers tend to demand equal or higher levels of service quality based on-line than the traditional services. In this context, the research was carried out to identify the impact of service quality of Internet Banking on customers' satisfaction in Trincomalee district.

The study was carried out with six dimensions as reliability, efficiency, responsiveness, security, fulfillment and site aesthetics to measure the service quality of internet banking and two dimensions to measure the customer satisfaction as customer loyalty and customer attitude. Data were collected using questionnaire within the 200 sample.

Based on the findings of the study, it concluded that service quality of internet banking is good predictor of the customer satisfaction and there is a positive relationship between the service quality of internet banking and customer satisfaction. As well as all the dimensions of the service quality of internet banking are significant predictors of the customer satisfaction while security and site aesthetics are major among them. There are no significant differences in level of perceptions regarding the service quality of internet banking by demographic factors. Performances regarding the service quality of each selected bank are significantly not varying and when take the all dimensions and overall level of service quality all banks are in high level.

## TABLE OF CONTENTS

Acknowledgement .....	I
Abstract .....	II
Table of Contents .....	III
List of Tables .....	VII
List of Figures .....	VIII
Abbreviations .....	IX
1. Chapter One	
1.1. Chapter Introduction .....	01
1.2. Background of the Study .....	01
1.3. Problem Statement .....	05
1.4. Research Questions .....	05
1.5. Objectives of the Study .....	06
1.6. Significance of the study .....	06
1.7. Scope of The Study .....	07
1.8. Chapter Summary .....	07
2. Chapter Two	
2.1. Introduction .....	08
2.2. Defining Internet Banking .....	08
2.3. Service Quality .....	09
2.3.1 Traditional Service Quality .....	09
2.3.2 Online Service Quality .....	14
2.3.3 Service Quality in Banking Industry .....	20
2.3.3.1 Service Quality in Traditional banking .....	20
2.3.3.2 Service Quality in Online banking .....	20
2.4. Customer satisfaction .....	22
2.5. Relationship between service quality and customer satisfaction .....	26
2.6. Chapter summery .....	26
3. Chapter Three	
3.1. Chapter introduction .....	27
3.2. Conceptualization .....	27
3.2.1 Service quality in Internet Banking .....	28

3.2.2 Reliability .....	29
3.2.3 Efficiency .....	29
3.2.4 Responsiveness .....	30
3.2.5 Security .....	30
3.2.6 Fulfillment .....	31
3.2.7 Site Aesthetics .....	31
3.2.8 Customer Satisfaction .....	31
3.2.9 Customer Loyalty .....	31
3.2.10 Customer Attitude .....	32
3.3. Operationalization of variables .....	32
3.4. Chapter Summary .....	37
4. Chapter Four .....	
4.1. Chapter Introduction .....	38
4.2. Study setting, Study design and Method of Survey .....	38
4.3. Sampling .....	39
4.4. Data Collection .....	40
4.5. Methods of Measurement .....	40
4.5.1 Method of measuring the personal information .....	40
4.5.2 Method of measuring the service quality of Internet banking .....	42
4.5.3 Method of measuring the customer satisfaction .....	44
4.6. Data presentation .....	46
4.6.1 Data presentation for personal factors .....	46
4.6.2 Data presentation for service quality of internet banking and customer satisfaction .....	46
4.7. Method of data analysis .....	46
4.7.1 Univariate Analysis .....	46
4.7.2 Bivariate Analysis .....	47
4.7.3 ANOVA test and Independent sample t test .....	48
4.7.4 Cross tabulation Analysis .....	48
4.8. Method of data evaluation .....	48
4.9. Chapter Summary .....	49
5. Chapter Five .....	
5.1. Chapter Introduction .....	50
5.2. Analysis of reliability of the instrument .....	50

5.3. Data Presentation.....	51
5.3.1 Frequency distribution analysis of respondent by personal characteristics.....	51
5.3.1.1 Age level.....	51
5.3.1.2 Gender.....	52
5.3.1.3 Education Level.....	52
5.3.1.4 Monthly Income Level.....	53
5.3.1.5 Time Period of using internet banking.....	53
5.3.1.6 Bank.....	54
5.3.2 Data presentation for the research variable.....	55
5.3.2.1 Service quality of internet banking.....	55
5.3.2.2 Customer satisfaction.....	57
5.4. Univariate Analysis.....	58
5.4.1 Mean and Standard deviation for service quality of internet banking.....	58
5.4.2 Mean and standard deviation for customer satisfaction.....	60
5.5. Bivariate Analysis.....	61
5.5.1 Simple Regression Analysis.....	61
5.5.1.1 Reliability.....	62
5.5.1.2 Efficiency.....	62
5.5.1.3 Responsiveness.....	62
5.5.1.4 Security.....	62
5.5.1.5 Fulfillment.....	63
5.5.1.6 Site Aesthetics.....	63
5.5.1.7 Overall Service Quality of Internet Banking.....	63
5.6. ANOVA testing and Independent sample t test.....	63
5.7. Cross Tabulation Analysis.....	65
5.8. Chapter Summary.....	67
6. Chapter Six.....	
6.1. Chapter Introduction.....	68
6.2. Discussion on personal factors.....	68
6.2.1 Age Level of the User.....	68
6.2.2 Gender of the user.....	69
6.2.3 Education level of the user.....	69
6.2.4 Monthly Income Level of the user.....	69

6.2.5 Time period of using internet banking.....	69
6.3. Performance on the basis of service quality by the bank of the user.....	70
6.4. Discussion on research variables.....	70
6.4.1 Service quality of internet banking.....	70
6.4.2 Customer satisfaction.....	70
6.4.3 Impact of each dimension of service quality of internet banking on customer satisfaction.....	70
6.4.4 Impact of overall service quality of internet banking on customer satisfaction.....	73
6.4.5 Relationship between the demographic factors of the user and service quality of internet banking.....	73
6.5. Chapter Summary.....	74
7. Chapter Seven	
7.1. Chapter Introduction.....	75
7.2. Conclusions.....	75
7.3. Recommendations.....	76
7.4. Limitations for the study and suggestions for the future studies.....	77
7.5. Implications of the study.....	78
7.6. Chapter Summary.....	78
8. References.....	79
9. Appendix	
Appendix - 1: The Questionnaires used for the study.....	82
Appendix - 2: The Output of the Analyses.....	87
Appendix - 3: Index of Statistical Definitions.....	104