

**A STUDY ON ONLINE SERVICE QUALITY
OF INTERNET BANKING AND ITS EFFECTS
ON CUSTOMER SATISFACTION IN
BATTICALOA DISTRICT.**



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Abstract

In today's competitive marketplace, information technology is becoming much more important for gaining sustainable competitive advantage. That means it becomes more difficult for products and services to differentiate themselves from other offerings than ever before. To meet these demands, businesses especially in the banking sector need to develop innovative ways of creating value which often require different enterprise architectures, different IT infrastructures and different way of thinking about doing business.

In the last few years we have witnessed a substantial growth of internet-based services, both from pure Internet businesses and from traditional companies that are developing online services. One of the key challenges of the Internet as a service delivery channel is how they manage service quality, which holds a significant importance to customer satisfaction. The purpose of this research was to gain a better understanding of the service quality dimensions that affect customer satisfaction in the Internet banking sector from a consumer perspective. Based on a detailed literature review, a frame of reference was developed. Five service quality dimensions were selected to be tested in the Internet banking sector in order to explore the effects of online service quality on customer satisfaction.

Data presentation and analysis were done in accordance with the research questions and the frame of reference. Finally, in the last chapter findings and conclusions were drawn by answering the research questions. In order to analyze about the customer satisfaction about the internet banking five dimensions were considered which are efficiency, reliability, responsiveness, fulfilment and privacy. Structured questionnaire was used to collect the primary data .200 respondents were selected as sample by using the random sampling method. When concerning the overall perception of customers, it means how much the customers satisfied with the internet banking in commercial banks in Manmunai north D.S division in Batticaloa district. The study found that, the overall customer satisfaction regarding the internet banking in high level. All of the five variables were highly influence on the customer satisfaction .Eventually this report recommends some remedial actions that help banks to improve customer satisfaction regarding internet banking.

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