

**SATISFACTION OF E-BANKING USERS IN THE
PUTTLAM DISTRICT**

By

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A Project Report

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ABSTRACT

In the area of retail banking, service providers have integrated electronic service delivery channels to bring banking services to customers and this is said to be influencing how banks interact with their customers in the market space such as electronic banking (E-banking) mostly into internet banking, telephone banking and automated teller machines etc. The major aim of this research paper is to find out "Satisfaction of E-banking users in Puttlam District". Relevant with literature review and findings, there is knowledge gap regarding the satisfaction of E-banking users. So accordance with this scenario this study was conducted to fill these research gaps.

The study has been developed by the researcher based on the study of satisfaction of E-banking users in the Puttlam District. The variables included attitudinal outcomes of Performance expectance (PEX), Social influence (SI), Perceived credibility (PC) and Perceived ease of use (PEU) to test the satisfaction level of E-banking. Data that has been used for the study were obtained from E-banking users in Puttlam District. Questionnaire (Sinhala) was used to collect the data and convenient sampling method was used to obtain 150 responses of E-banking users. The collected data has been analyzed by using descriptive statistics and univariate analysis (level) through with the help of a powerful statistical software SPSS 22.0.

Most of the study variables are in high level and some of them are in moderate level too. Among them performance expectance, social influence, perceived ease of use are in the high level and only perceived credibility coming under the moderate level. When consider about the mean values, variable of performance expectance represent the highest mean value on behalf of the satisfaction of the E-banking.

According to this study deeply discuss about demographic variables and how they connect with customer satisfaction. For satisfaction of E-banking services, frequencies of male respondents are higher than female respondents. At the same time, frequencies of younger generations are majority of the respondents.

Keywords: Performance expectance, Social influence, Perceived credibility, Perceived ease of use, customer satisfaction

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