

The effect of quality of e-Banking on consumer satisfaction (A Special reference of Kiribathgoda Town)

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ABSTRACT

Sri Lankan banking industry has taken a new step forward in providing more services to its customers with the help at the world's leading technology, which is commonly known as e-banking. The important thing is the qualitative E-banking is how long affect to the customer satisfaction. This research based on the problem that whether the e-banking provides a quality service. The main objective of this report is to study above problem on five factors. These are reliability, tangible, assurance, responsiveness and empathy. The study area is Kiribathgoda town which is one of semi-urban area. The research has chosen four banks including two state banks and two private banks. The researcher has selected 100 customers for the sample by the stratified random sampling technology. Primary data collected by using questionnaires and interweaves. Secondary data collected by using Annual reports articles and Journals. In this report researcher used regression analysis, Chai square test, Run test, Descriptive statistics method, Charts and table for data analysis. In conclusion this research convinces that Tangible, Assurance, Responsiveness, and Empathy factors are affect to the customer's satisfaction and reliability is not. Updating latest information of E-banking service and taking actions to develop the reliability on E-banking services are suggestions of our research.

Key words: *Bank, Customer satisfaction, E-banking, Service*

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