

**A Study on the Impact of Internet Banking on Customer Satisfaction:
Evidence from a Bank of Ceylon Branches in Matara District**

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ABSTRACT

Introduction: There are some key factors that have an important impact on customer satisfaction with regarding the internet banking. Internet banking has become one of the essential banking services and give banks a competitive advantage. This study is aimed to study the impact of internet banking on customer satisfaction with special reference to Bank of Ceylon Branches in Matara District.

Design/Methodology/Approach: The study based on the quantitative approach. The Bank of Ceylon customers in Matara District are considered as the population, where 100 Customers are used as sample for the study. A questionnaire was used for data collection. Regression analysis was used in hypotheses testing.

Findings: The internet banking service quality variables such as efficiency, privacy and security, responsiveness and communication have significant positive impact and reliability has not significant but has the positive impact on the customer satisfaction.

Conclusion: Finally conclude these all variables are having positive relationship with customer satisfaction and explore the customer satisfaction level is very high. Further identify reliability has not significant but has positive impact on customer satisfaction.

Keywords: *Internet banking, Bank of Ceylon, Matara District, Customer Satisfaction*