

Impact of E-Service Quality on Customer Satisfaction in Internet Banking: with Reference to Licensed Commercial Banks in Sri Lanka

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Internet banking is one of the major services introduced by the banking sector. This study aimed to investigate the E-Service Quality factors affecting customer satisfaction of Internet banking context in the Gampaha district. The researcher used a quantitative study approach, and a comprehensive survey was conducted using a self-administered questionnaire as the main research instrument. The data were collected from the 341 respondents) in Gampaha district, and the sample respondents were selected based on convenience sampling technique. To assess the questionnaire's overall validity, content validity and construct validity were applied, and its reliability was measured through Cronbach's of the questionnaire alpha. The empirical results support the claim that the conceptual framework applied in this study better explains the relationship between e-service quality on customer satisfaction. The independent variable (E-service Quality) was elaborated based on seven dimensions, namely, efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact. In this study, the researcher tested seven hypotheses related to e-service quality and customer satisfaction. The results revealed that efficiency, system availability, fulfillment, privacy, and responsiveness significantly impact customer satisfaction. In contrast, compensation and contact did not significantly effect on customer satisfaction. The study's findings accommodate the academics, bank managers, and practitioners to develop and implement customer satisfaction and service quality-related internet banking strategies.

Keywords: *Customer Satisfaction, Dimensions of E-Service Quality, E-Service Quality, Internet Banking*