

**IMPACT OF SERVICE QUALITY OF E-BANKING ON CUSTOMER
SATISFACTION IN BATTICALOA DISTRICT**



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ABSTRACT

This study aims to assess the degree of service quality and customer satisfaction, and examine the impact of service quality on customer satisfaction in the context of e-banking in Batticaloa district. To achieve this objective a questionnaire was developed with item measures that capture the constructs in the conceptual framework. A survey on e-banking users was undertaken to test the hypotheses, and a response rate of 92 percent was obtained.

This study validated the key constructs by using Statistical Package for Social Sciences (SPSS) 19 software in three stages, namely (a) reliability assessment: it conducted by using Cronbach's alpha coefficient and inter-item correlation; and (b) validity assessment, and the data was analyzed via one-sample t-test and simple linear regression. The results reveal that in the context of e-banking in Batticaloa district, degree of service quality and customer satisfaction are at high level achieved objectives 1 and 2 respectively, whereas degree of service quality has a significant positive impact on the degree of customer satisfaction achieved main objective 3 of the study.

Indeed, this study is vital for bank managers, academics and practitioners to examine how service quality impact on customer satisfaction in e-banking context, and it could assist to develop and implement successful e-banking related service quality and customer satisfaction strategies. Further, this study makes a contribution to the existing literature by comprehensively examining the notions of service quality and customer satisfaction in e-banking.

Key Words: E-Banking, Service Quality, Customer Satisfaction

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