

An Examination of the Relationship between Service Quality Dimensions, Overall Internet Banking Service Quality and Customer Satisfaction

Akshya Singh, Deepti Verma, Vandana Bharti

Assistant Professor, Anand Engineering College, Agra

Assistant Professor, Anand Engineering College, Agra

Associate Professor, ITM University, Gwalior

Abstract

The focus on new technologies in all sectors is growing and Banking Industry is also not an exception to it. Internet Banking has the potential to transform the banking business as it significantly lowers delivery and transaction costs. Therefore it is essential for banks to know about the customer adoption of Internet Banking service & their satisfaction level for the same. Despite the importance of Internet banking in many financial institutions, fewer studies have focused on consumer adoption and customer satisfaction especially in the Indian setting. With technology implementation, a new phenomenon in Agra's (Uttar Pradesh) banking sector, many customers has not yet embraced it. This study evaluates major factors (i.e. service quality, brand perception and perceived value) affecting on customers' satisfaction in internet banking service settings. This study further evaluates influence of service quality on brand perception, perceived value and satisfaction in internet banking. The data was collected through customers' survey and the collected data was analyzed using principle component (PCA) using SPSS 19.0. A result indicates that Perceived Value, Brand Perception, Responsiveness, Merchandising, Reliability, Trust/Security, Website design and Easy to Use are important factors in customers satisfaction in internet banking. Website design, Easy to Use, Merchandising, Responsiveness and Search option are predictors of brand perception in internet banking and Customised products, Convenience, Website design, Easy to Use, Reliability, Trust/Security, Responsiveness and Search option are predictors of perceived value in internet banking.

Keywords: Service quality, Brand perception, Perceived value, Satisfaction, Internet Banking

1.INTRODUCTION

Banking is an industry which is highly involved with the customers. Customers in developing economies seems to keep the "technological factors" of services as the yardstick in differentiating good & bad services and the human factor – the employees seem to play a lesser role in discriminating the quality of service for banks and the variation in services offered by the banks develops the excellence for service quality. Therefore today's banking situation demands continuous innovation in order to meet the aspirations of the ever-demanding customers .Hence banks need

to roll out new products and services quickly and effectively, using latest cutting edge technology (Augusto, 2002). As electronic banking is becoming more prevalent, so level of customer satisfaction is also changing the scenario of technological environment and the customer satisfaction is defined as a judgment that a product or service feature, or the product or service itself, provide (or is providing) a pleasurable level of consumption related fulfillment, including levels of under or over fulfillment (Oliver,1997). Therefore, customer satisfaction is considered as a pre-requisite for customer retention,

loyalty and convenience which ultimately helps in realizing the goals of profitability, market share, growth, return on investment, productivity etc. A variety of internet banking technologies in recent years had expanded but these innovations and creations need an environment that is customer friendly and likely to improve on their satisfaction (Pardon ,1977). He also noted that in a clientele world, the customer is the king so if these technologies are meant to improve on service delivery and satisfaction, internet banking possess a better future. Internet banking is also known by names e-banking and online banking.

The authors had conducted this research to identify the major factors affecting on customers' satisfaction in internet banking in Indian context as they felt that there may be some possibilities of gaps between customers' expectations and actual perception of service quality, brand perception and perceived value in internet banking. The rationale of this research is to examine the impact of service quality, brand perception and perceived value affecting on customers' satisfaction in internet banking service settings . Research questions which the study will examine and try to get answer are given below:

- i)To examine the impact of service quality dimensions on customers' satisfaction in internet banking.
- ii)To examine the impact of brand perception on customers' satisfaction in internet banking.
- iii)To examine the impact of perceived value of internet banking services on customers' satisfaction.

2.LITERATURE REVIEW

2.1. Service quality and customer satisfaction

In relating customer satisfaction and service quality, researchers have been more precise about the meaning and measurements of satisfaction and service quality. Customer satisfaction is defined as a collection of outcome of perception, evaluation and psychological reactions to the consumption experience with a

product/service (Saha and Zhao ,2005). Satisfaction and service quality have certain things in common, but satisfaction generally is a broader concept, whereas service quality focuses specifically on dimensions of service (Wilson et al., 2008).Since customer satisfaction has been considered to be based on the customer's experience on a particular service encounter, (Cronin & Taylor, 1992) it is in line with the fact that service quality is a determinant of customer satisfaction, because service quality comes from outcome of the services from service providers in organizations . Bitner et al. (1990) define service quality as "the consumers" overall impression of the relative inferiority/superiority of the organization and its services." The most common definition of service quality is the discrepancy between consumer's expectations and perceptions of the service received. Regarding the relationship between customer satisfaction and service quality, Oliver (1993) first suggested that service quality would be antecedent to customer satisfaction regardless of whether these constructs were cumulative or transaction-specific. Although it is stated that other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction (Zeithaml et al. 1988).

2.2.Internet banking and customer satisfaction

Service is an intangible good, appeal differently to each customer and certain extent of service should be achieved in order to satisfy the customer and that the resulting commitment, loyalty and retention are critical indicators of customer satisfaction (Raman et al. ,2008). To understand satisfaction in the e-commerce context, we need to have a clear understanding of what it meant by customer satisfaction. Customer satisfaction is defined as a result of a cognitive and affective evaluation, where some comparison standard is compared to the actually perceived performance. If the perceived is less than expected, customers will be

dissatisfied. On the other hand, if the perceived performance exceeds expectations, customers will be satisfied (Lin,2003).

Boateng and Molla (2006) contend that operational constraints related to customer location, the need to maintain customer satisfaction and the capabilities of the Bank's main software are influential factors in motivating the decision to enter electronic banking services and consequently influencing the usage experience and thus affecting the level of satisfaction. Research on consumer attitude and adoption of IB showed there are several factors predetermining the consumer's attitude towards online banking such as person's demography, motivation and behavior towards different banking technologies and individual acceptance of new technology. It has been found that consumer's attitudes toward online banking are influenced by the prior experience of computer and new technology (Laforet,2005) . E-Service is a service delivered to a customer or a potential buyer through a website .

2.3.Brand reputation and customer satisfaction

A strong brand enhances positive evaluation of a product's quality, maintains a high level of product awareness and provides a consistent image or brand personality (Best ,2009),. Brand reputation was viewed as an important factor in the service evaluation. Moreover, Bloemer et al.(1998) investigated the image related issues in banks and pointed out that a positive brand image of a bank significantly improves perceived service quality. Davies et al. (2002) suggested that brand reputation correlates with customer satisfaction.

2.4.Perceived value

Perceived value is customers' psychological assessment regarding the product and service about the utility of that product or service comparing with expectation and apart from brand perception, it is also one of the most important constructs of customer

satisfaction. To assess value perception customers consider perceived benefits relative to sacrifice (Lee et al., 2007). Perceived value is compression between price or charges paid for the services by the customer as sacrifice of the money and utility derived by service perception (Holbrook, 1994; Bolton and Drew, 1991; Cronin and Taylor, 1992; 1994). Recently value perceptions have been focused by marketing researchers and managers to explain customer satisfaction and loyalty (Lin and Wang, 2006). Perceived service quality points to customers' judgment about overall superiority of a service giver. This judgment is the result of what customers believe must be offered (expectations) and their understanding of the real service operation (Ladhari et al, 2011). So it can be concluded that overall decision of the customer is based on his/her expectations about various aspects of service quality and actual service he/she perceived by the bank.

2.5. 'e-customer', 'e-service' and 'e-satisfaction'

As per e-commerce and marketing literature we can define term e-customer as "e-customer is an individual or corporate one who are using e-portals to purchase, ordering, receiving information and paying price / charges of services/product purchased through various types of e-channels" i.e. internet, e-mail, personal computer, ATM, POS, credit cards, debit cards, cell phone, fax, phone and other electronic devices. e-Service quality is defined as difference between the service that a customer or a user of particular web site expects and the one actually provided by the web site (Musiime, Malinga,2011). Consequently, the level of e-satisfaction is also determined by the quality of e-services, the price level and e-purchasing process (Ming Wang, 2003). There is three most important attributes for online customer satisfaction and they are Product Factors (Merchandising, Product Quality, Product Value and Product Customization), Shopping Factors (Convenience, Usability, Trust and

Trustworthiness Delivery), and Technology Factors (Usability, Site Design and Privacy) (Schaupp and Bélanger ,2005).

2.6. Service Quality Dimensions

The service quality dimensions are measured by various measurement tools and instruments which are developed by various researchers for customer satisfaction. SERVQUAL scale by Parasuraman, Zeithaml and Barry (1985; 1988) which used dimensions of service like Reliability, Responsiveness, Assurance, Empathy and Tangibles. Szymanski and Hise (2000) uses e-Satisfaction service tools which have attributes Convenience, Merchandising, Easiness, Information, Design, Financial security. As per study conducted by Marcel Gommans, et al. (2001) e-customers loyalty depends up on Value Proposition (Customized products, Large set of choices, Product quality, Guarantees, Well-known brands, Pricing), Trust & Security (Trust, Third party approval, Privacy, Reputation, Reliability, Authentication and Non-repudiation), Website & Technology (Speed, easiness, Personalized features, Design, Language, Search Option, Server reliability, Content, Quick shopping checkout), Customer Service (Fast response to customer inquiries, Easy to contact, Free online applications, Easy payment methods, Fast delivery, Delivery options, Customer reward system), Brand Building (Brand image, Brand Community) . Cho Yoon, and Joseph Ha (2008), examined movie related website service and what its influence on e-customer satisfaction. In their study they have used Information Factor, Convenience Factor, Technology Factor, Community Factor, Entertainment Factor, Price Factor and Brand Name Factor to assessed e-satisfaction of the users. BANKZOT model by Nadiri, et al (2009) says desired, adequate, predicted and perceived service quality are essential for customer satisfaction. Ease of use criteria, web site design, responsiveness, personalization or customization, assurance (Kassim et

al, 2009), tangibility, reliability, responsiveness, assurance, and empathy (Beigi et al,2011), efficiency, requirement fulfillment, accessibility, and privacy (Sheng et al, 2010) are considered as dimensions of e-services quality. In our study we have used few service quality attributes/dimensions of e-satisfaction in internet banking given by various researchers.

3. HYPOTHESIS OF THE STUDY

The proposed study considers the following hypotheses-

H1: All service quality dimensions under study are not significantly contributing to customers' satisfaction in internet banking.

H2: All service quality dimensions under study are not significantly contributing to brand perception in internet banking.

H3: All service quality dimensions under study are not significantly contributing to perceived value in internet banking.

4. RESEARCH METHODOLOGY

Data was collected from customer (N=140) of public and private sector banks in Agra City of Uttar Pradesh. Survey was conducted using Likert based questionnaire. Questionnaire was divided into two sections. First section was designed to obtain demographic information about respondent's gender, age, qualification, income and different banking services users. Second section contain Likert scale questions ranging from 1= strongly disagree to 5= strongly agree. Respondents were selected using Judgemental Sampling. The respondents were clarified about the objectives of the research work before handling them the questionnaire. The responses of questionnaire were fed into the statistical packages of social sciences (SPSS) version 19 for analysis and evaluation. Multiple regression analysis and principal component analysis was used

as a statistical test to examine the factors which influence the customers' satisfaction in internet banking.

5.RESULTS AND FINDINGS

5.1. Demographic profile of the respondents

Figure 1 indicates demographic information of the respondents, consisting 12.86% of State Bank of India, 19.29% of Bank of Baroda, 8.57% of Syndicate Bank,

16.43% of Axis Bank, 20.71% of HDFC Bank and 22.14% of ICICI Bank(40.71% of Public Sector and 59.29% of private sector banks). Figure 1 also indicates that 15% of respondents were Credit Card users and 29% were Debit/ATM Card users, 17% were Electronic Fund Transfer Facility users, 32% were MICR Clearing Facility users, 4% were Internet Banking users and 3% were Mobile Banking Service users.

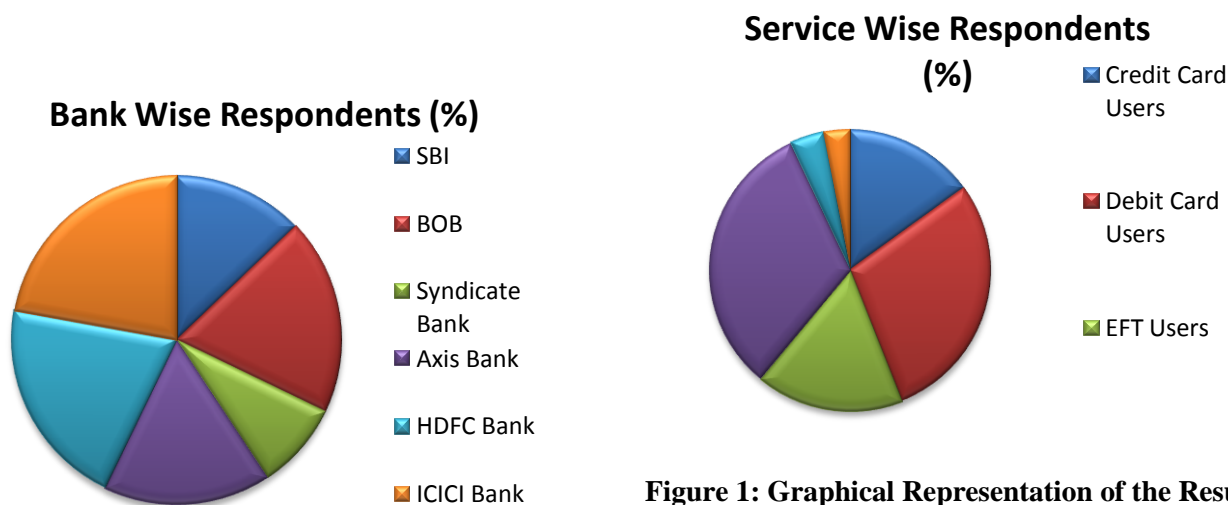


Figure 1: Graphical Representation of the Results

Table 1 tells general demographic details of respondents. It shows that 77.86% of the respondents were male 22.14% were female. In terms of age group 16.43% were below 25 years, 34.29% were between 25 to 35 years, 37.86% were between 36 and 50 years and 11.43% were between 51 to 60 years. Educational status of the respondents shows that 4.29% of the respondents were below HSC, 10% of HSC, 52.14% of

graduates and 33.57% of post graduates. There were 38.57% of serviceman and 41.43% of businessmen as a core respondent who were using most of the alternative channels. However 12.14% of professional (doctors, engineers, chartered Accountants, investment consultants, insurance agents, etc.) and 7.86% of students are also covered in this study.

Table 1: Demographic Profile of the Respondents

	Frequency	Percent		Frequency	Percent
< 1 Lakh	17	12.14	<HSC	6	4.29
1 – 5 Lakh	28	20	HSC	14	10
5 – 10 Lakh	53	37.86	Graduate	73	52.14
10 – 20 Lakh	16	11.43	Post Graduate	47	33.57
20 – 50 Lakh	11	7.86	Total	140	100
>50 Lakh	07	5	Serviceman	54	38.57
Dependents	08	5.71	Businessman	49	41.43
Total	140	100	Student	11	7.86
Below 25	23	16.43	Professional	17	12.14
25 – 35	48	34.29	Total	140	100
36 – 50	53	37.86	Female	31	22.14
51 – 60	16	11.43	Male	109	77.86

Total	140	100	Total	140	100
--------------	------------	------------	--------------	------------	------------

5.2.Measures of Sampling Adequacy

To test whether the partial correlations among variables are small, the Kaiser-Meyer-Olks measure of sampling adequacy is used. High values (close to 10) generally indicate that factor analysis may be useful with the data. Here the Table 2 indicates the Kaiser-Meyer-Olks measure is 0.795.

Bartlett's Test of Sphericity tests the hypothesis that correlation matrix is an identity matrix which indicates that variables are correlated. A small value of significance level (i.e. less than 0.05) indicates that a factor analysis may be useful with data. Table 2 also indicates that Bartlett's Sphericity Test.

Table 2:KMO and Bartlett's Test

KMO Measure of Sampling Adequacy		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	1001.961
	df	78
	Sig.	.000

5.3.Principal Component Analysis

Table 3 reveals that communalities are ranging from 0.640 to 0.799, which indicates that the extracted components represent the variables well.

Table 3: Communalities

	Initial	Extraction
Assurance	1	0.729
Customised Products	1	0.672
Convenience	1	0.754
Website Design	1	0.757
Easiness	1	0.640
Merchandising	1	0.726
Reliability	1	0.799
Responsiveness	1	0.758
Trust/Security	1	0.714
Search Option	1	0.667
Speed	1	0.695
Perceived Value	1	0.749
Brand perception	1	0.683
Extraction Method: Principal Component Analysis		

Table 4 reveals Eigen values and percentage of variance in the original variable accounted by each component. Factor 1 loading about 31.455%, factor 2 loading 15.960% , factor 3 loading 13.944%, and factor 4 loading 9.829%.

All four factors explain nearly 70% of the variability which means only a 30% loss of information. According to Garson (2002) and Kenova and Jonasson (2006) 60% is arbitrary level for good factor loadings in Likert Scale Cases.

Table 4: Total Variance Explained

	Initial Eigen Values			Rotation Sums of Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	4.119	31.455	31.455	4.119	31.455	31.455
2	2.162	15.960	47.415	2.162	15.960	47.415
3	1.673	13.944	61.359	1.673	13.944	61.359
4	1.158	9.829	71.188	1.158	9.829	71.188
5	.724	5.570	75.758			
6	.604	4.509	80.267			
7	.585	4.362	84.629			
8	.528	4.240	88.869			
9	.375	2.806	91.675			
10	.345	2.732	94.407			
11	.318	2.466	96.873			
12	.226	1.719	98.592			
13	.183	1.408	100.000			
Extraction Method: Principal Component Analysis						

Table 5 indicates that Factor 1 includes Perceived Value , Brand Perception and Responsiveness; Factor 2 includes Merchandising, Reliability, Trust/Security, Website Design, Easiness. Factor 3 includes Speed,

Assurance, Customised Products and Factor 4 includes Convenience , Search option. Factor 1 and Factor 2 covers 8 attributes and explain variance 47.415%.

Table 5: Rotated Component Matrix

	Component			
	1	2	3	4
Perceived Value	0.846			
Brand Perception	0.789			
Responsiveness	0.753			
Merchandising		0.614		
Reliability		0.518		
Trust/Security		0.779		
Website Design		0.580		
Easiness		0.786		
Speed			0.617	
Assurance			0.765	
Customised Products			0.820	
Convenience				0.778
Search Option				0.558
Variance	31.455	15.960	13.944	9.829
Cumulative Variance	31.455	47.415	61.359	71.188
Extraction Method: Principal Component Analysis				

6. TESTING OF HYPOTHESIS

A multiple regression test was performed to test hypothesis H₁, H₂ and H₃. R square value 994, F = 2611.605, df = 13/173, Sig. = 0.000 indicates that Brand Perception, Assurance, Customised products,

Convenience, Website Design , Easy to use, Merchandising, Perceived Value, Reliability, Responsiveness, Trust/Security, Search Option, Speed are good predictors of Customer’s Satisfaction in banking (Table 6).

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	
1	0.996 ^a	0.994	0.994	0.02859	
ANOVA ^b					
Model	Sum Squares	df	Mean Square	Ref	Sig
Regression	27.563	13	2.140	2611.605	0.000 ^a

Residual	0.240	173	0.001		
Total	27.803	186			
a. Predictors: (Constant), Brand Perception, Assurance, Customised products, Convenience, Website Design, Easy to use, Merchandising, Perceived Value, Reliability, Responsiveness, Trust/Security, Search Option, Speed					
b. Dependent variable: Overall Satisfaction.					

Table 7 indicates that all service quality dimensions were predictors of overall satisfaction in internet banking. Therefore the results do not permit to accept

the null hypothesis. So null hypothesis were rejected based on result of regression analysis.

Table 7: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig	Null Hypothesis
	B	Std. Error	Beta			
Constant	0.105	0.059		1.781	0.077	Reject
Assurance	0.107	0.013	0.172	7.789	0.000	Reject
Customised Products	0.108	0.020	0.150	5.660	0.000	Reject
Convenience	0.102	0.019	0.133	5.473	0.000	Reject
Website Design	0.089	0.018	0.116	5.348	0.000	Reject
Easiness	0.051	0.013	0.089	4.219	0.000	Reject
Merchandising	0.083	0.008	0.188	9.345	0.000	Reject
Reliability	0.099	0.011	0.233	9.971	0.000	Reject
Responsiveness	0.050	0.015	0.081	3.445	0.000	Reject
Trust/Security	0.102	0.017	0.155	6.422	0.000	Reject
Search Option	0.084	0.007	0.208	10.595	0.000	Reject
Speed	0.105	0.008	0.242	11.607	0.000	Reject
a. Dependent Variable: Overall Satisfaction						

Table 8 shows that all service quality dimensions are not good predictors of brand perception in internet banking because R square value 0.373 and it reveals that the service quality only explain 37 percent of variance in brand perception.

Table 8 also shows that Website Design, Easiness, Merchandising, Responsiveness and Search Option are predictors of brand perception in internet banking. Therefore H₂ is partially accepted and partially rejected. Dimension wise acceptance and rejection is shown in Table 8.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate		
1	0.610 ^a	0.373	0.335	0.65010		
a. Predictors: (Constant), Assurance, Customised Products, Convenience, Website Design, Easiness, Merchandising, Reliability, Responsiveness, Trust/Security, Search Option, Speed						
Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Null Hypothesis
	B	Std. Error	Beta			
(Constant)	0.900	0.470		0.195	0.854	
Assurance	0.211	0.106	0.167	1.964	0.050	Accept
Customised products	0.178	0.149	0.124	1.195	0.233	Accept
Convenience	0.097	0.148	- 0.063	- 0.655	0.512	Accept
Website Design	0.266	0.078	0.276	3.387	0.001	Reject
Easiness	0.267	0.053	0.264	3.280	0.005	Reject
Merchandising	0.254	0.072	0.251	3.588	0.004	Reject
Reliability	0.021	0.132	0.014	0.159	0.874	Accept

Responsiveness	0.253	0.070	0.264	3.588	0.000	Reject
Trust/Security	0.063	0.123	0.047	0.507	0.615	Accept
Search Option	0.271	0.060	0.281	3.447	0.003	Reject
Speed	- 0.135	0.112	- 0.106	- 1.200	0.230	Accept
a. Dependent Perception: Brand Perception						

Table 9 shows that all service quality dimensions are not good predictors of perception value in internet banking because R Square value is 0.471 which reveals that service quality only explains 47 percent of variance that Customised Products, Convenience, Website Design, Easiness, Reliability, Responsiveness Trust/Security and Search Option are predictors of

perceived value in internet banking. Therefore H₃ is partially accepted for same and Assurance, Merchandising and Speed are not predictor of perceived value, therefore H₃ was partially rejected. Dimension wise rejection and acceptance of hypothesis 3 is shown in Table 9.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate		
1	0.687 ^a	0.471	0.445	0.58008		
b. Predictors: (Constant), Assurance, Customised Products, Convenience, Website Design, Easiness, Merchandising, Reliability, Responsiveness, Trust/Security, Search Option, Speed						
Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Null Hypothesis
	B	Std. Error	Beta			
(Constant)	0.159	0.412	-	0.385	0.704	
Assurance	0.129	0.097	0.105	1.331	0.187	Accept
Customised Products	0.291	0.064	0.273	3.757	0.001	Reject
Convenience	0.255	0.063	0.264	3.453	0.000	Reject
Website Design	- 0.279	0.047	- 0.254	- 3.681	0.004	Reject
Easiness	- 0.281	0.044	- 0.263	- 3.590	0.003	Reject
Merchandising	0.119	0.065	0.119	1.857	0.066	Accept
Reliability	0.248	0.070	0.266	3.555	0.000	Reject
Responsiveness	- 0.287	0.100	- 0.234	- 2.887	0.005	Reject
Trust/Security	0.288	0.108	0.247	- 2.725	0.004	Reject
Search Option	- 0.266	0.560	0.280	- 3.218	0.003	Reject
Speed	0.344	0.063	0.369	5.431	0.171	Accept
b. Dependent Variable: Perceived Value						

7. CONCLUSION

In present research based on the previous literature various dimensions of internet banking service quality dimensions were identified and some proposed indicators or dimensions were used to measure customer satisfaction. The result of the study indicates that all the 13 variables were found significant and were good predictors of overall satisfaction in internet banking. But result of principal component analysis

indicates that Perceived Value, Brand Perception, Responsiveness, Merchandising, Reliability, Trust/Security, Website Design and Easy to Use are important factors in customers satisfaction in internet banking because it explains 47.415 percent of variance. Website Design, Easy to Use, Merchandising, Responsiveness and Search Option are predictors of brand perception in internet banking and Customised Products, Convenience, Website Design,

Easy to Use, Reliability, Responsiveness, Trust/Security and Search Option are predictors of perceived value in internet banking .Bank managers should develop a systematic assessment program to monitor service quality, perceived value and satisfaction of customer. Bank clients should be informed about the activities of bank management regarding customer satisfaction issues . Moreover, managers should not be obsessed just with usage of Internet banking as the sole criterion of success. They should consider the importance of perceived value and customer satisfaction as strategic goals, as the results indicate that perceived value has a stronger direct effect on satisfaction .The Internet banking service designers should think over these variables and make possible changes in Internet banking services according to customers' expectations which will increase the level of customers' satisfaction in Internet banking.

8. REFERENCES

- Agusto & Co. (2002 2003 and 2005): "Understanding Banking Business", Training Manuals, IBFC Limited, Lagos
- Beigi, M., and Shirmohammadi, M. (2011). "Effects of an emotional intelligence training program on service quality of bank branches". *Managing Service Quality*, 21(5): 552-567
- Best, R. (2009) *Market-Based Management: Strategies for growing customer value and profitability*. 5th edition. Pearson, Prentice Hall
- Bitner, M., B. Booms, and M. Tetreault (1990), "The Service Encounter: Diagnosing Favorable and Unfavorable Incidents," *Journal of Marketing*, Vol.54 (Jan.), pp. 71-84
- Bloemer, J., De Ruyter, K., & Peeters, P. (1998). Investigating drivers of bank loyalty: The complex relationship between image, service quality and satisfaction. *International Journal of Bank Marketing*, 16(7), 276–286.
- Boateng and Molla, (2006). Customer loyalty: towards an integrated conceptual framework. *Journal of the Academy of Marketing Science*, Vol. 22 No. 2, pp. 99-113.
- Boateng and Molla, (2006). *Electronic finance: A new approach to financial sector development*. Washington DC: Dalesmon.
- Bolton, Ruth N. and James H. Drew (1991), "A Multi-Stage Model of Customers' Assessments of Service Quality and Value," *Journal of Consumer Research*, 17 (4), 375-384.
- C.C. Lin(2003), A critical appraisal of customer satisfaction and e-Commerce, *Managerial Auditing Journal*, Vol.18, No. 3, (2003).
- Cho Yoon, and Joseph Ha (2008), Users' Attitudes Toward Movie-Related Websites And E-Satisfaction, *Journal Of Business & Economics Research* Volume 2, Number 3
- Cronin, J.J., & Taylor, S.A. (1992). Measuring service quality: A re-examination and extension. *Journal of Marketing*, 56(3), 55–68.
- Cronin, J.J., & Taylor, S.A. (1994). SERVPERF versus SERVQUAL: Reconciling performance-based and perceptions-minus-expectations measurement of service quality. *Journal of Marketing*, 58(1), 125–131.
- Davies G, Chun R (2002). Gaps between the internal and external perceptions of the corporate brand. *Corp. Reput. Rev.*, 5(2/3): 144-158
- Garson, D. (2002), "Differential bias in representing model parameters?", *Multivariate Behavior Research*, Vol. 28, p. 263, Cited with regard to preference for PFA over PCA in confirmatory factor analysis in SEM, available at: www2.chass.ncsu.edu/garson/pa765/factor.htm
- Holbrook, Morris (1994), "The Nature of Customer Value: An Axiology of Services in the Consumption Context," in *Service Quality: New Directions in Theory and Practice*, ed. Roland Rust and Richard L. Oliver, Thousand Oaks: SAGE Publications.
- Kassim, N. and Abdullah, N. A. (2010). "The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis". *Asia Pacific Journal of Marketing and Logistics*, 22(3): 351-371.
- Kenova, V. and Jonasson, P. (2006). *Quality Online Banking Services*, Bachelor's Thesis in Business Administration, submitted to Jonkoping University in 2006
- Ladhari, R., Ladhari, I., & Morales, M. (2011). Bank service quality: Comparing Canadian and Tunisian customer

- perceptions. *International Journal of Bank Marketing*, 29(3), 224-246.
- Laforet, S & Li, X.(2005), "Consumers' attitudes towards online and mobile banking in China," *International Journal of Bank Marketing*, vol. 23,no. 5, pp. 362-380.
- Lee, C-K., Yoon, Y-S. and Lee, S-K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ Tourism Management, 28, 204-214.
- Lin, H-H. and Wang, Y-S. (2006). An examination of the determinants of customer loyalty in mobile commerce contexts. *Information and Management*, 43, 271-282.
- Marcel Gommans, Krish S. Krishnan, & Katrin B. Scheffold (2001), From Brand Loyalty to E-Loyalty: A Conceptual Framework, *Journal of Economic and Social Research* 3(1) 2001, 43-58
- Ming, W. (2003). Assessment of E-service Quality via E-satisfaction in E-commerce Globalization, *The Electronic Journal on Information System in developing Countries(EJISDC)*, Vol. 11, No. 10, pp. 1-4
- Musiime, R. Malinga, Internet banking, Consumer adoption and Customer satisfaction, *African Journal of Marketing Management* ,Vol.3, No.10, (2011) 261-269.
- Nadiri, H., Kandampully, J. and Hussain, K. (2009), "Zone of tolerance for banks: a diagnostic model of service quality", *The Service Industries Journal*, Vol. 29 No. 11, pp. 1547-64.
- Oliver, R.L. (1997), *Satisfaction: Behavioral Perspective on the Consumer*, McGraw- Hill, New York, NY.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research, *The Journal of Marketing*, Vol. 49, No. 4 (Autumn, 1985), pp. 41-50
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988). SERVQUAL: A Multiple-Item Scale For Measuring Consumer Perceptions Of Service Quality, *Journal Of Retailing*, Spring, Volume 64, Number 1, pp. 12-40.
- Parasuraman, A., Zeithaml, V.A. and Malhotra, A. (2005). E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality, *Journal of Service Research*, Volume 7, No. X, Month 2005, pp. 1-21
- Raman et al. (2008). *Consumer Behavior and Marketing Action*. 4th edition, PWS-Kent, Boston, MA.
- Saha, P. and Zhao, Y. (2006) Relationship between online service Quality and customer satisfaction. A study of internet Banking. Retrieved on April 2009 from [www:http://epub.ttu.edu/14045508/2005/083/LTU-SHU-EX05083](http://epub.ttu.edu/14045508/2005/083/LTU-SHU-EX05083).
- Schaupp and Bélanger (2005) A Conjoint Analysis of Online Consumer Satisfaction, *Journal of Electronic Commerce Research*, VOL. 6, NO.2, 2005 PP 95-111
- Sheng, T. and Liu, C. (2010). "An empirical study on the effect of e-service quality on online customer satisfaction and loyalty", *Nankai Business Review International*, 1(3): 273-283.
- Szymanski and Hise (2000), e-Satisfaction: An Initial Examination, *Journal of Retailing*, Volume 76(3) pp. 309–322, ISSN: 0022-4359
- Wilson, D. (1995), "An Integrated Model of Buyer-Seller Relationships," *Journal of the Academy of Marketing Science*, Vol.23, No.4, 335-345.
- Zeithaml, V.A., Parasuraman, A. and Malhotra, A. (2000). A Conceptual Framework for Understanding e-Service Quality: Implications for Future Research and Managerial Practice, working paper, report No. 00-115, Marketing Science Institute, Cambridge, MA
- Zeithaml, V.A. (1988). Consumer Perception of Price, Quality and Value: A Means end Model and Synthesis of Evidence, *Journal of marketing*, 52, pp. 2-22