

Customer Satisfaction and E – Banking services: a Case Study of Tricity

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ABSTRACT: With the expanded use of internet based technologies, it has eliminated the geographical boundaries. Banking sector is one of the first sectors to make global presence. With the change in technologies adopted by banks, strategies used by the banks are also changing. Several innovative products have been launched through internet banking. Internet banking basically refers to systems that enable customers to access accounts and general information on bank products and services through computers or other intelligent devices like mobile & wireless devices. The study is an attempt to identify the factors that contribute to customer satisfaction with internet banking services. Dimension of service quality like tangibility, reliability, responsiveness, assurance and empathy have shown more or less a great impact on customer satisfaction with internet banking services.

KEYWORDS: Internet Banking, SERVQUAL, Customer Satisfaction.

I. INTRODUCTION – CUSTOMER SATISFACTION AND INTERNET BANKING

Now – a – days, Customer is said to be the king who is enjoying the benefits in terms of services that are offered to them as a bunch of marketing strategies that are adopted by the firms to boost up the customer base of the organization. Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectations¹. It is seen as a key performance indicator within business.

Internet banking is a term used for performing transactions, payments etc. over the internet through a bank's secure website. This can be very useful, especially for banking outside bank hours (which tend to be very short) and banking from anywhere & any place, where internet access is available. Internet banking has been viewed as traditional branch banking services that are delivered through an electronic means, viz., and internet. But, it has got implications beyond what a new delivery channel would normally visualize. Internet banking involves the delivery of automated banking services directly to customers via electronic, interactive communication means without the need for physical presence. Gerrard & Cunningham (2003) in their paper discussed about internet banking as a form of self-service technology which costs millions of dollars, but has been made available by the leading retail bankers. The study focused on finding out the main characteristics that influence the rate of adoption of internet banking, and eight such characteristics were found. The results of the study showed that adopters of internet banking perceive the service to be more convenient, less complex, more compatible to them and more suited to those who are computer proficient. The study also revealed that adopters were also more financially innovative.²

Initially, banks communicated with its customers through an e-mail address. With gradual adoption of Information Technology, banks have started hosting a web-site on the web that provides general information on the bank, location of branches, services offered etc. Many banks now enable their customers to interact with them directly with the electronic means and transact. Such services include request for opening of accounts, requisition for cheque, books, payment instructions, accounts statements, funds transfers, and other queries.

The study done by Broderick & Vachirapornpuk (2002) proposed a service quality model of internet banking. Akinci et al. (2004) conducted a study to develop an understanding of consumers' attitudes and adoption of internet banking among sophisticated consumers. A demographic, attitudinal, and behavioral characteristic of internet banking users and non-users were examined. The findings of the study revealed that there exists a significant difference between the demographic profiles and attitudes of users and non-users. Results of the findings have several implications that may be considered by banking institutions and their managers.³

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The study by Sharma (2004) deals with the multiple dimensions of the reform model which aims to improve the lot of bank services in context to their efficiency, productivity, profitability to have best customer satisfaction.⁴

Mishra J.K. and Jain M. (2007) conducted two-stage factor analysis to find various dimensions of customer satisfaction in nationalized and private sector banks. The study analyzes ten factors and five dimensions of customer satisfaction for nationalized and private sector banks respectively.⁵

Parasuraman, Zeithaml and Berry (1988) suggested that if there is expected quality of service and actual perceived performance is equal or near about equal there is customers can be satisfy, while a negative discrepancy between perceptions and expectations a performance-gap as they call it causes dissatisfaction, a positive discrepancy leads to consumer delight.⁶

II. SERVQUAL – MEANING AND USAGE

SERVQUAL is an empirically derived technique that may be used by a services organization to improve service quality. SERVQUAL takes into account the perceptions of customers of the relative importance of service attributes. This allows an organization to prioritize. And to use its resources to improve the most critical service attributes. The methodology was originally based on around five key dimensions:

1. Tangibles - involve appearance of psychical facilities, equipment, personnel and communication materials.
2. Reliability - ability to perform the promised service dependably and accurately.
3. Responsiveness - means willingness to help customers and to provide prompt service, whilst capturing the notion of flexibility and the ability to customize the service to customer needs.
4. Assurance – means competence and courtesy of employees and their ability to convey trust and confidence.
5. Empathy - represents provision of caring, personal attention to customers.

Newman & Cowling (1996) presented a study of initiatives taken by two British banks for quality improvement. The study provided a comparison of two different approaches, and contributed new evidences on the validity of the SERVQUAL model. For conducting the study case study methodology was adopted along with analysis of relevant company documents and semi-structured interviews. The results showed that Banks now have a greater strategic interest in service quality, partly because there is a link between quality, productivity and profitability and partly because the decline in UK base rate to a historic low.⁷

The study done by Broderick & Vachirapornpuk (2002) proposed a service quality model of internet banking. They did an analysis of a UK internet banking Web site community to explore how internet banking customers perceive and interpret the elements of the model. Results of the study showed that the manner in which customers participated had the greatest impact on the quality of the service experience. It further showed that customer participation operates not just in starting the service experience in internet banking, leading to interaction with the service setting and to engaging in various service encounters, it also frequently completes the process and acts as a filter to the quality attitudes formed.⁸

Caruana (2002) took a view of concept of service loyalty and moved further to distinguish between various aspects of service quality and customer satisfaction. Caruana also proposed a mediational model that links service quality to service loyalty via customer satisfaction. He did a postal survey on 1000 banking customers out of which 20.5% responded. Results of the study showed that customer satisfaction plays a mediating role in the effect of service quality on service loyalty. He observed that a number of demographic factors also effect service loyalty.⁹

III. PRODUCTS AND SERVICES OFFERED THROUGH INTERNET BANKING

Initially, banks communicated with its customers through an e-mail address. Banks in India are still in this first stage of internet banking operations. With gradual adoption of Information Technology, banks have started hosting a web-site on the web that provides general information on the bank, location of branches, services offered etc. Many banks now enable their customers to interact with them directly with the electronic means and transact. Such services include request for opening of accounts, requisition for cheque books, payment instructions, accounts statements, electronic funds transfers, online shopping, fees payments and other queries.

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IV. TYPES OF INTERNET BANKING IN INDIA

The following three basic kinds of internet banking are being employed in the marketplace:

1. Informational — this is the basic level of internet banking. Typically, the bank has marketing information about the bank's products and services on a stand-alone server. Risk involved in such kind of internet banking is relatively low as informational systems typically have no path between the server and the bank's internal network. This level of internet banking can be provided by the bank or outsourced. While the risk to a bank is relatively low, the server or website may be vulnerable to alteration. Appropriate controls therefore must be in place to prevent unauthorized alterations to the bank's server or website.
2. Communicative – This type of internet banking system allows some interaction between the bank's systems and the customer. The interaction may be limited to e-mail, account inquiry, loan applications, or static file updates (name and address changes). Because these servers may have a path to the bank's internal networks, the risk is higher with this configuration than with informational systems. Appropriate controls need to be in place to prevent, monitor and alert management of any unauthorized attempt to access the bank's internal networks and computer systems. Virus controls also become much more critical in this environment.
3. Transactional — This level of internet banking allows customers to execute transactions. Since a path typically exists between the server and the bank's or outsourcer's internal network, this is the highest risk architecture and must have the strongest controls. Customer transactions can include accessing accounts, paying bills, transferring funds, etc.

V. GROWTH OF INTERNET BANKING

Internet banking offers different online services like balance enquiry, requests for cheques, recording stop-payment instructions, balance transfer instructions, payment services, account opening, form downloads etc. Further, different banks have different levels of such services offered, starting from the lowest level where only information is distributed through internet to the highest level where online transactions are put through.

VI. TRENDS IN INTERNET BANKING

Security has always been of paramount importance in online services. Organisations with online activities need to deal with the matter in a differentiated manner. Those who are concerned about security have identified it as the most dangerous threat. Lack of staff awareness, viruses, Trojan horses, spy-ware and worms make it vulnerable. This holds true for all the industries. The banking industry, however, is particularly sensitive to this exposure. There is an increased pressure to start developing more holistic risk management strategies. Financial firms are now under pressure to re-examine underwriting practices and align varied parts of the credit management value chain as well as address potential conflicts of interest, financial valuation, and interconnected risk management challenges associated with the velocity of market movements.

Customer retention has become even more important in banking industry. In case of internet services customer expectations increase as lower switching cost make it difficult for the organization to retain the customer. Customer loyalty, therefore, gains importance over customer acquisition, and the need for customer relationship management strategies.

Technological progress has given a boost to existing internet banking services and devices. Their quality has improved. Ever faster and more powerful chips and the widespread use of broadband internet access has made online banking more comfortable for more and more people without necessarily triggering the emergence of completely new devices and inventions. Another potential application of internet banking is the opportunities it provides for online research. An increasing number of visitors to bank websites provides avenues for considerable research before making financial decisions. Customers also get an opportunity to shop around for financial products, and make their own investment decisions – in part without consultants. Customer centric strategies are reflected in many operations: customer profitability analysis, relationship management, dynamic pricing (pricing based on specific market and/or customer factors) etc. There is now a competition for developing a better database for customer. This has led to greater adoption of content management, and business process management technologies to automate information management and decision-making processes.

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Consolidation of payment platforms is also being witnessed. Until recently, enterprise payment management was simply a concept, but a growing number of banks are considering payment system advancements around the globe, especially those in the EU and US. Heightened interest of organizations, especially banks in electrifying business-to-business payments is bound to improve profitability & efficiency of the banks also.

VII. ISSUES IN INTERNET BANKING

For maintaining a high level of public confidence in internet banking, sound management of banking products and services considerations, especially those provided over the internet, holds the key. Components that help maintain a high level of public confidence in an open network environment include issues as follows:

1. Legal & Regulatory issues - Internet banking spans across geographical boundaries. It enables its users to access it sitting at any part of the globe. Thus, issues of jurisdiction of law, validity of electronic contract, gaps in the legal or regulatory environment of different countries arise. Legal issues pose a question that law of which geographical area shall be applicable in case of dispute. Another issue is that of taxability on the income generated out of the electronic transactions. There are still no definite answers to these issues.
2. Operational Issues - Operational risk is one of the most common forms of risk associated with internet banking. It generally includes inaccurate processing of transactions, non-enforceability of contracts, compromises in data integrity, data privacy and confidentiality, unauthorized access etc.
3. Security Issues - Security of transactions is one of the most important issues in internet banking. Answering the security issues preserve computing resources against abuse and unauthorized use, and to protect data from accidental and deliberate damage, disclosure and modification. Security risk arises on account of unauthorized access to a bank's critical information base. A breach of security could result in direct financial loss to the bank. Loss of data, theft of or tampering with customer information, disabling of a significant portion of bank's internal computer system thus denying service, cost of repairing these etc. may occur. The security aims to protect data during the transmission in computer network and distributed system. The security features may include encryption / decryption, firewalls, digital signature, anti-viruses etc. Some of the risks that may be faced by the customers are sniffing, phishing, etc. In sniffing some unauthorized person sniffs or monitors the data transferred over the electronic means without the knowledge of the real user. In the process of phishing, the victim is lured into divulging personal and confidential financial details. Once these details are disclosed the money is illegally withdrawn from the holder's account. In addition to external attacks banks are exposed to security risk from internal sources i.e. employees. Employees are very much familiar with whole system and their weaknesses, thus becoming a potential security threat to the bank. Some of the major security related issues are:
 - a. Authentication
 - b. Non-Repudiation
 - c. Confidentiality
4. Privacy Issues - Privacy issues may include the issues related to the individual & confidential account information confidential. This can be done by unauthorized access and could emanate from any source and from anywhere in the world with or without criminal intent. Internet banking is done through the means of electronic communication. Thus, the data traveling on these means becomes more vulnerable of being accessed by some unauthorized person and may intrude into personal information.
5. Strategic Issues - This issue is associated with the introduction of a new product or service. It depends upon how well the bank has addressed the various aspects related to development of a business plan, availability of sufficient resources to support this plan, credibility of the vendor (if outsourced) and level of the technology used in comparison to the available technology etc. This issue has imposed risk of failure for the product or services newly introduced. For reducing such risk, banks need to conduct proper survey, consult experts from various fields, establish achievable goals and monitor performance. Also they need to do a cost benefit analysis. Thoroughness is required in each of the areas. Besides this, periodic evaluations are also required through feedback system.
6. Other Issues - Other issues in internet banking may include:
 - a. Trust
 - b. Availability
 - c. Inertia
 - d. Source of Technology

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- e. Lack of Awareness
- f. Lack of Human Interaction
- g. Computer Literacy

VII. CUSTOMER SATISFACTION WITH INTERNET BANKING SERVICES

The ultimate goal of any organization is generation of profits and that can be achieved with attaining customer satisfaction. A satisfied customer will come back and refer the internet banking services to other as well, generating more sales and hence more profits. Banks are no different as they also thrive for profits. Customer satisfaction is considered as a necessary condition for customer retention and loyalty and hence helps in realizing economic goals. Banks are now moving its business toward online along with the conventional banking. Internet banking is just the extension of conventional branch banking. Here the services are being provided online that were originally provided in the branches. Thus, customer satisfaction has got great importance in internet banking as well. High level of satisfaction is demanded by the customer as customer expectation in internet banking is very high and competition is also high with little differentiation in type of services offered. Hence, bankers along with the researchers have realized the importance of customer satisfaction in internet banking.

IX. CASE STUDY

Problem identification

In the contemporary business environment, customer satisfaction has become the top priority for success of any business organisation. This is applicable even more to the service sector. A satisfied customer remains with the bank and even recommends it to others. A satisfied and loyal customer is a free advertiser for the bank. Acquiring a new customer is much costlier than retaining an existing customer. Thus customer satisfaction has become a major determinant of market share and profitability for the banks.²³ It was thus, considered prudent to undertake the present study to investigate the factors contributing to customer satisfaction.

Objectives of the study

1. To examine the relationship between demographic variables of customers with customer satisfaction towards internet banking offered by banks.
2. To compare the satisfaction level of customers for Public, Private and Foreign Banks with internet banking.

Research Hypothesis

- H1. There exists a positive relationship of overall satisfaction of customers towards internet banking, with different components of service quality.
- H1.a: Tangibility has a significant impact on overall customer satisfaction towards internet banking.
 - H1.b: Reliability has a significant impact on overall customer satisfaction towards internet banking.
 - H1.c: Responsiveness has a significant impact on overall customer satisfaction towards internet banking.
 - H1.d: Assurance has a significant impact on overall customer satisfaction towards internet banking.
 - H1.e: Empathy has a significant impact on overall customer satisfaction towards internet banking.

Research methodology

Universe – Respondents from banks situated in TriCity (Panchkula, Chandigarh, Mohali). For the present study three banks each from Public and Private were chosen. Thus, six banks were chosen in total, namely, State Bank

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of India, Punjab National Bank & Canara Bank from Public sector banks; ICICI (Industrial Credit and Investment Corporation of India) Bank, HDFC (Housing Development Financial Corporation) Bank & Axis Bank from Private Sector Banks were chosen.

Sample Size – 480 customers from various banks in TriCity were chosen to conduct the study.

Sampling Technique – The questionnaires were administered through judgmental sampling as it is an exploratory research.

Data collection –

Primary data: a survey conducted on customers of the various banks listed above using a well-structured questionnaire.

Statistical Techniques Used – Data itself does not tell anything until and unless it is transformed into some useful information and be made to further analyze, so that some understandable results can be made out of it. Following statistical tools were used for the present study by making the extensive use of MS-Excel and SPSS software packages.

1. *Descriptive analysis*: It is used to describe characteristics of a population or phenomenon. Under the descriptive analysis measures of central tendency like mean and standard deviation were worked out.

Data Analysis

To arrive at results, data was collected with the help of questionnaires. The questionnaires were personally administered to the customers and the employees of banks. In order to make the collected data into useful information, analysis with help of various statistical tools like Descriptive statistics. Means comparison has been conducted to compare the responses of customer among different variables.

Descriptive Analysis

Profile of customers

Table 1: Age Profile of the Respondent Customers

Age	Frequency	Valid Percent
Less than 30 yrs	142	29.6
31-40 yrs	159	33.1
41-50 yrs	112	23.3
51-60 yrs	58	12.1
61 yrs and above	9	1.9
Total	480	100.0

The above table shows that majority of people fall in the age group of less than 40 years (62.7%)

Table 2: Gender of Respondent Customers

Gender	Frequency	Valid Percent
Male	283	59.0
Female	197	41.0
Total	480	100.0

The above table shows that the majority of the respondents were male (59%) and only 41% of the respondents were females.

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Table 3: Educational Qualification of Respondent Customers

Educational Qualification	Frequency	Valid Percent
Matriculation	14	2.9
Secondary	43	9.0
Graduation	101	21.0
Post-Graduation	144	30.0
Professional	103	21.5
Any other	75	15.6
Total	480	100.0

It was revealed from the table 3 that most of the respondents had educational qualification of graduation or higher (88.1%). Only 11.9 % of the total respondents had educational qualification of secondary or matriculation.

Table 4: Monthly Family Income of Respondent Customers

Income	Frequency	Valid Percent
Upto Rs. 15,000	58	12.1
Rs 15,001-Rs 30,000	161	33.5
Rs 30,001-Rs 45,000	129	26.9
Rs 45,001-Rs 60,000	48	10.0
Rs 60,001-Rs 75,000	52	10.8
Rs 75,001 & above	32	6.7
Total	480	100.0

Table 4 shows that 1/3 of the total respondents fall into the income group of Rs.15,001 - Rs.30,000 and 60.4% of the respondents had income of Rs.15001 – Rs.45,000. The average income of the respondents was Rs.36,500.

Table 5: Marital Status of Respondent Customers

Marital Status	Frequency	Valid Percent
Married	359	74.8
Unmarried	121	25.2
Total	480	100.0

Table 5 reveals that most of the respondents were found to be married (74.8%). This could be attributed to 70.4 % of the respondents being of the age of 31 years and more, where most of the people get do get married.

Table 6: Occupation of Respondent Customers

Occupation	Frequency	Valid Percent
Professional	105	21.9
Service	121	25.2
Self Employed	52	10.8
Businessman	154	32.1
Student	28	5.8
Housewife	8	1.7
Others	12	2.5
Total	480	100.0

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Table 6 revealed that out of total respondents maximum were businessmen (32.1%) as they rarely get time to visit the bank branch during banking hours

Findings of the Study on Customers on Service Quality Parameters

Table 7: Mean Score and Standard Deviation of various dimensions of customer satisfaction in internet banking

Attributes	Mean	Std. Dev.
Customer Satisfaction Dimensions	3.715	0.526
I'm satisfied with overall quality of the online banking services rendered by bank.	3.765	0.698
I'm satisfied with the value for money that I get from theonline banking of my bank.	3.768	0.748
I'm satisfied with my first use experience with the onlinebanking of my bank.	3.465	0.721
I'm satisfied with the personalized care and attention provided to me by my bank.	3.323	0.750

Table 7 presents the mean scores and standard deviation of individual characteristics of five broad variables of Service Quality, namely, Tangibility, Reliability, Responsiveness, Assurance and Empathy. Score of 1 was assigned for strong disagreement, 2 for disagreement, 3 for neutrals, 4 for agreement and 5 strong agreement to a particular statement. Table 4.7 shows that all the dimensions had a mean score of more than 3, which signifies that, on an average the respondents have agreement with the statements presented before them. Highest score was found for the Reliability index (3.704), followed by Responsiveness index (3.696) and lowest mean score was found for Tangibility index (3.571) followed by Empathy index (3.648).

Table 8: Mean Score and Standard Deviation of Various Dimensions of Service Quality in Internet Banking (SERVQUAL)

Components	Mean	Std. Dev.
A Components of Tangibility Dimension	3.571	0.566
A1. I'm satisfied with the technology used by my bank.	3.789	0.755
A2. I'm satisfied with the presentation of my bank's Website (visual appeal).	3.267	0.755
A3. I'm satisfied with the regular updation of the website of the bank. (Policies and information and user friendly design)	3.256	0.857
A4. I'm satisfied with the charges imposed by the bank on online banking.	4.346	0.812
A5. I'm satisfied with my bank for inviting suggestion on online banking on regular basis	3.196	0.901
B Components of Reliability Dimension	3.704	0.607
B1. I'm satisfied with my bank's online service delivery.	3.912	0.833
B2. I'm satisfied with the 'Right at first time' kind of online banking services.	3.762	0.820
B3. I'm satisfied with my bank because it is reliable.	4.012	0.838
B4. I'm satisfied with the Clarity of Time and date of performance of online service.	3.259	0.822
B5. I'm satisfied with the security protocols installed by the website managers.	3.575	0.850
C Components of Responsiveness Dimension	3.696	0.633

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C1. I'm satisfied with my bank's ability to understand my problems.	4.024	0.831
C2. I'm satisfied with the time taken by the webpage of my bank's website to download.	3.554	0.914
C3. I'm satisfied with my bank's Online banking because it is 24 x 7.	3.945	0.936
C4. I'm satisfied with the time taken by the bank between order & service delivery time.	3.436	0.820
C5. I'm satisfied with the Regular Information delivery by the bank to me (e.g. Balance).	3.521	0.839
D Components of Assurance Dimension	3.688	0.579
D1. I'm satisfied with the range of online products provided by my bank.	3.834	0.871
D2. I'm satisfied with the Assurance given to me for safety of my online transactions.	3.698	0.819
D3. I'm satisfied with the online banking services information provided to me.	4.131	0.784
D4. I'm satisfied with the online Payment mechanism of my bank.	3.119	0.856
D5. I'm satisfied with the knowledge that supports the product on the website itself.	3.658	0.842
E Components of Empathy Dimension	3.648	0.661
E1. I'm satisfied with the Human contact for providing the online services.	3.764	0.893
E2. I'm satisfied with my bank's Customized online services.	3.546	0.804
E3. I'm satisfied with my bank's knowledge about the needs of the online customers.	3.957	0.881
E4. I'm satisfied with the ease of Accessibility to Technical experts.	3.267	0.939
E5. I'm satisfied with my bank's sensitivity towards my online enquiries.	3.706	0.847

Table 10: Mean and Standard Deviation of Factors influencing Internet Banking Other Factors

	Mean	Std. Dev.
Regulatory control is posing hurdles for effective implementation of online banking in India	3.09	0.805
Future of internet banking is very bright in India	3.65	0.827
Internet banking is facing a stiff competition from mobile Technology	3.44	0.776
It's hard for new banks to compete with established banks in the area of e-banking	3.34	0.877
Huge investment is required in setting up internet banking Infrastructure	3.33	0.842
Internet banking is important to the bank's growth	3.91	0.895
Internet banking is suitable for every customer	3.05	0.887
There is very high risk involved in internet banking	4.01	0.834
Internet banking should help in building the brand name of the bank	3.50	0.830

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There should be adequate promotion for internet services by the bank	3.50	0.799
Banks should keep separate records of its online customers	3.41	0.860
Automatic information delivery should be there in online banking	3.52	0.935

Findings of the factors related to internet banking. Various dimensions have been discussed as:

1. When respondents were asked if regulatory control is posing hurdles to effective implementation of online banking in India, a mean score of 3.09 was obtained, signifying that they are not sure whether regulatory control is actually posing any kind of hurdles or not. Moreover, they were not much aware of regulations issued by the RBI in context of internet banking.
2. When customers were asked whether future of internet banking is very bright in India, most of the respondents agreed to the statement, with the mean score of 3.65.
3. Respondents were asked if internet banking is facing a stiff competition from mobile technology, a mixed response was received with a mean score of 3.44.
4. Next the customers were asked if it is hard for new banks to compete with established banks in the area of e-banking, again a mixed response was received with mean score of 3.44.
5. Respondents also believed that huge investment is required in setting up internet banking infrastructure.
6. Respondents were of the firm opinion that internet services are required for a bank's growth (mean score of 3.91).
7. Customers did not feel that internet banking is suitable for every customer (mean score of 3.05).
8. Customers advocated the high risk involvement in banking (mean score 4.01).
9. Almost similar responses on factors like internet help in brand building, promotion of internet banking, record keeping & automatic service delivery; were obtained.

Table 10 Mean Score and Standard Deviation of 'Propensity to Recommend a Bank' And 'Propensity to Switch over Other Bank'

Attribute	Mean	Std. Dev.
Propensity to recommend	3.617	0.703
Propensity to Switch Over	2.454	0.897

Table 10 describes the behavioral aspects of the customers. It includes two dimensions, 1) propensity to recommend & 2) propensity to switch-over. Mean score of propensity to recommend was found to be 3.617 signifying that they trust their internet banking by recommending it to others. Secondly, propensity to switch over got a mean score of 2.454, signifying that customers show some loyalty towards their bank.

XI. CONCLUSION

It has been observed that there is a remarkable potential internet banking in India. There are many challenges faced by Indian banking industry in the field of ITES in India so as to increase the level of customers' confidence and usage. Although India possesses competitive advantage in IT-enabled services in banking industry, yet these services need to be marketed in a systematic manner. The study is an attempt to identify the factors that contribute to customer satisfaction with internet banking services. Dimension of service quality like tangibility, reliability, responsiveness, assurance and empathy have shown more or less a great impact on customer satisfaction with internet banking services. It has been reported in the study that customers were satisfied with the internet banking services being rendered by their respective banks.

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