Impact of Online Service Quality Dimensions on Customer Satisfaction: Evidence from Internet Banking Services of Bangladesh

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Abstract
For the past few years, an increasing number of Bangladeshi banks look at the innovative ways, such as Online banking, to make a customer’s banking experience more convenient, efficient, and effective. Hence, it is imperative to ascertain the customers’ perception of the overall service quality and their satisfaction with online banking services. Measuring customer satisfaction can provide banks with useful information about customer loyalty and retention, and can also help them devise effective strategies to use efficient customer service as a distinguishing factor in this heavily customer-oriented service industry. But unfortunately, despite the importance attached or attributed to online banking in a number of ways, there seems to be fewer studies about customer satisfaction in internet banking especially in the Bangladeshi context. After conducting an invigorating literature review Online Service-Quality dimensions was set as independent variables or predictors and Customer Satisfaction as the dependent variable. A questionnaire survey was conducted based on relevant research and theories. The study used SPSS 20, which led to findings that supports the theory of customer satisfaction in Internet banking is immensely influenced by the proposed hypotheses in an ample manner. The results provide enough evidence to support the hypothesized relationship and useful information for firms in formulating strategies to satisfy its customers to develop long-lasting and profitable relationships.

Key Words: Online Service Quality Dimensions, Internet Banking, Customer Satisfaction, Bangladesh