

MODERATING EFFECT OF AGE AND THE LEVEL OF EDUCATION ON CUSTOMER SATISFACTION OF INTERNET BANKING

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Abstract

This study attempts to analyze the relationship between internet banking service quality and customer satisfaction in Sri Lankan banking sector. Further, this study considered two demographic factors; age and level of education of the customer to identify any moderating effect on this relationship. The data was collected through a structured questionnaire distributed randomly among 370 internet banking customers in Sri Lanka. The E-S-QUAL dimensions; efficiency, system availability, privacy, fulfilment, responsiveness, compensation and contact have been tested against customer satisfaction on E-Banking services. Statistical analysis carried out in this study reveal that Internet banking service quality has a significant positive effect towards the level of customer satisfaction. Further, statistical analysis indicated that the level of education has a positive moderating effect on customer satisfaction with regard to e-banking services of Sri Lankan banks. However, our findings do not provide evidence to support age as a moderator on this relationship. Therefore, regular update with industry developments and improved internet banking service quality would be suggestive to attract and retain internet banking customers in the Sri Lankan banking sector.

Key words: Customer satisfaction, service quality, age, level of education

Introduction

Financial sector is the backbone of the economy in any country & the banking sector plays a major role in the economy. On the other hand, banking has become the role model of the service sector. Due to the high competition in the industry as well as homogeneity of the services offered, banks pay more attention on customer service and relationship maintenance to win the market. The customer services offered by organizations reflect how effectively and efficiently they can deliver products and services to meet the desired expectations of the customers. The customer service could be varied from one organization to another and the expected level of the service would be varied from one customer to another. In this context, financial sector organizations, especially the banks consider increasing customer satisfaction through service quality as a key competitive advantage.

The banking industry of the economy devoted to holding of financial assets on behalf of others, investing those financial assets to create more wealth. In Sri Lanka, the banking

industry contains Licensed Commercial Banks (LCB) and Licensed Specialized Banks (LSB). Both these types of banks are operated under the supervision of the Central bank of Sri Lanka. There are Twenty-six (26) licensed commercial banks exists in the country as of 31st December 2021 (Central Bank of Sri Lanka, 2021) out of which eleven (11) are local banks including nine (09) private Banks. All these banks are innovative and competitive. new developments in information technology and further progress in liberalization in financial markets have strongly affected the competitive environment in which banking sector operate today.

As most of the services/products available in all the banks are homogeneous, the best way to attract customers over competitors and retain them is, providing quality customer service. The ability of the banks to survive in the market place depend on the level of service quality (Ragavan and Magesh 2013). Further, as per Koska (1990) and Nelson et al., (1992), there is a positive relationship between the customer satisfaction and organizational profitability. Further, Buzzel and Gale (1987), Jakobson & Aaker (1987), Fornell (1992) found that higher customer satisfaction higher the market share and higher the profits. Customer satisfaction is a key driver to long term success of the business as per (Tsoukatos & Rand 2006). Hence, there is a significant effect of the customer satisfaction to the organizations.

According to Ladhari (2008) in differentiating the organizations service from its competitors, the most important tool is the service quality. The quality of the service offers competitive advantage to the organization, by enhancing customer satisfaction for the service provided and trough the enhanced loyalty to the organization. In services industries such as banking, particularly the 'internet' has been explored and exploited as a means of improving service provision. Therefore, now the Banks are not only competing in traditional banking services but also have expanded the scope of competition to an e-environment through internet banking services.

In Sri Lankan banking sector, offering internet banking is no longer regarded as a competitive advantage but has become a competitive necessity. Internet banking helps banks to reduce operating and fixed costs, counter rush at branches and deliver more efficient and enhanced financial services to their customers, while saving time and cost.

Research problem and Objectives.

At present, most of the banks offer internet-based banking facilities as it has become a timely requirement for banking customers. Further, banks make efforts on pushing the customers to internet based Digital banking platforms with the intention of enhancing customer satisfaction, reducing operational cost, easing of operations, facing the competition, and ultimately maximizing of profit. Some of the banking services are fully automated, whereas some services still available in both manually and internet based (Ex: savings account cash withdrawals can be done manually at the cash counter or through ATM). Which means customers are compelled to move with internet based digital platforms to carry out their

banking activities. Despite all these efforts and developments, the level of adoption to internet banking is below the expectations in Sri Lankan banking sector.

Especially in urban areas banks promote internet banking with a view of providing better and speedy service with the new technological advantages. But at the same time banks need to address several critical physical and psychological issues such as trust, security expectations of customers, reluctant to change, knowledge and preference for human interface, which are common to all the banks in the industry who offer internet banking services. This highlights the need for banks to maintain customer relationship and service quality.

Many research available in the literature on the effect of service quality on customer satisfaction, customer loyalty, market share and profits of the organization. The perceived quality of E-Banking services has a strong influence on customer satisfaction and on the usage of E-Banking (Ayo et al., 2016; Amin, 2016; George & Kumar, 2014). According to Kenova and Jonasson (2006) a number of factors influence how customers rate the quality of bank website services; for some customers, the response and efficiency of the service is of the greatest importance whilst others rate security and privacy as being key. Another commonly cited factor influencing customer views on bank website service quality is the website design and ease of use. However, a minimum attention has been given in the literature regarding how Customer satisfaction on online banking services changes with the age and level of education of the user in local banking context. Further, though many banks provide internet banking services they may differ in many aspects. Therefore, the effect of online banking services on the customer satisfaction could be varied from one bank to another.

Thus, the present study mainly attempts to analyze the relationship between internet banking service quality dimensions and customer satisfaction banking sector in Sri Lanka. The study further analyzes the differences of the identified relationships (if any) among different age groups and with the level of education of the online banking customers.

Literature Review and Hypothesis Development

Much empirical studies evidence the influence of service quality dimensions on customer satisfaction (Parasuraman et al., 1985; Johnston (1995); Spreng and Mackoy, 1996; Yi, 1999; Yang 2001). Further, there are many studies to identify the dimensions of internet-based service quality and their relationship with the customer satisfaction (Van Dyke et al., 1997; Yang and Jun, 2002; Joseph et al., 1999). And later, Parasuraman et al (2005) proposed Seven dimensions called E-S-QUAL. Based on this E-S-QUAL, many research studies carried out to identify the effect of these dimensions on online service quality, customer loyalty, Customer satisfaction, organizational survival etc.

Service quality

As per Kottler, et al. (1996) Service is an activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything.

Services are a continuous process of on-going interactions between customers and service providers comprising a number of intangible activities provided as premium solutions to the problems of customers. The satisfaction level of customers on the service they received is dependent on their perception of service quality and the trust in service provider (Ismail et al., 2006; Aydin & Özer, 2005; and Parasuraman et al., 1988).

As explained by Kasper, et al. (1999) service quality is the extent to which the service, the service process and the organization meet the expectations of the customer. Further, service quality is considered as a very important tool to differentiate itself from competitors (Ladhari, 2008). Service quality has received a great attention from practitioners and academicians (Negi, 2009). Service quality strongly associated with satisfaction of customers, financial performance, retention of customers, loyalty of customers and successful marketing strategy (Cronin, et al, 2000; Wong, et al.,2008). According to Athanassopoulos, et al. (2001) the quality is high when performance exceeds expectations, and the quality is low when performance does not meet the expectations of the customers. Meuter, et al. (2000) stated high level of service quality will result in higher the customer satisfaction and could maintain constant competitive advantage. Service quality is the overall assessment about the service provided by the institution and this assessment is made by the customer (Eshghi, et al. 2008). Service is considered as “Quality” when it constantly meets the expectations of the customer as (Asubonteng, et al., 1996). The founder of SERVEQUAL model Parasuraman, et al. (1985) define service quality as the measure of service delivered against the expected service performance. Czepiel (1990) defines the service quality as how it meets or exceeds the expectations of the customers. As per Munusamy, et al. (2010) service quality is the difference between the expectation of the service and the perception of the service received. Therefore, service quality is the key to gain the customer satisfaction and the competitive advantage in the service industry.

E- Service quality

Delivering a higher service quality better than competitors gives an opportunity for the banks to achieve competitive differentiation and advantage (Ranganathan & Ganapathy, 2002). Akinci, AtilganInan and Aksoy (2010) argue that the survival of an online related firm depends on the understanding the perception and assessment of electronic service quality (e service quality) by consumers, and this is particularly true for e-banking. Santos (2003) defines e-service quality as ‘the consumers’ overall evaluation and judgment of the excellence and quality of e- service offering in the virtual market place’, and this definition describe the e- service quality in general as well as service quality in e- banking in particular.

E-service quality model of Parasuraman et al. (2005) is rooted from mean-end framework, and they develop E-S-QUAL (e-service quality) with four dimensions: efficiency, system availability, fulfillment and privacy, and E-Rec S-QUAL (quality of recovery service provided by firm’s web sites) with three dimensions: responsiveness, compensation and contact for measuring the service quality delivered by Web sites on which customers shop electronically. Importantly, Parasuraman et al. (2005) e-service quality model was used by Akinci et al. (2010), and ensured that it is applicable for e-banking context. Further, the

preceding seven dimensions of e-service quality (Parasuraman et al., 2005) are also used by many recent e-banking related studies to measure the construct of service quality in e-banking. (e.g., Yang & Tsai, 2007; Akinci et al., 2010; Marimon, Yaya & Fa, 2012; Ariff et al., 2013; Dhurup, Surujlal & Redda, 2014; Cetinsoz, 2015). These seven dimensions are;

- **Efficiency** -The ease and speed of accessing and using the site.
- **Fulfilment** - The extent to which the site's promises about order delivery and item availability are fulfilled.
- **System availability** - The correct technical functioning of the site.
- **Privacy** -The degree to which the site is safe and protects customer information.
- **Responsiveness**-Effective handling of problems and helping customers.
- **Compensation** - The degree to which the site compensates customers for problems
- **Contact**- The availability of assistance through telephone or online representatives.

Customers Satisfaction

Satisfaction is a feeling that surfaces from an evaluation process, i.e. when the consumer of a good or service compares what is received against what is expected from the utilization of that good or service (Kotler et al., 2009). Satisfaction is a multi-dimensional construct and specifies customer attitude towards a product or service (Sayani, 2015). Customer satisfaction is vital in the banking sector due to the special nature of financial services wherein intensive contact with customers who have different needs and requirements. As a result, the success of an organization is determined in part by the customer satisfaction (Suresh, 2016). Zameer, et al (2015) argued that banks are trying to gain customer satisfaction and hence, the competitive advantage, by adopting e-services (As cited by Samer, 2017).

It is largely revealed that customer satisfaction is shown as a result of repeat purchasing, tireless effort in obtaining the product in question. Pairot (2008), defined customer satisfaction as the company's ability to fulfil the business, emotional and psychological needs of its customers. He also acknowledges that customer satisfaction levels vary as they have different attitudes and experiences as perceived from the company. (As cited by Kemunto, 2015)

Customer satisfaction in e-banking

Online banking service has become one of the many service platforms used by organizations to push products, increase profitability and reduce costs in a competitive environment, Parasuraman (2005). Anderson and Srinivasan (2003) define e satisfaction of the customers as 'the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm'. Customer satisfaction is considered to be the core of success and online technology can be used to improve service quality for customer satisfaction (Jamal and Naser, 2002). This rapid technological development has led the online channel the best for provision of banking products and services to their customers as this establishes, extends and retains the relationship (Robinson, 2000). It is a strategic advantage for banks to maintain long standing relationships with the customers for success.

Consistent customer-oriented behavior is a requirement for improving the implementation of quality as most banks are now largely customer oriented as opposed to product oriented (Jamal and Naser, 2002). Hence, this has made banks constantly appraise their service standards and ensure that they are meeting customer needs and expectations consistently. When online banking is concerned, customer is either satisfied or dissatisfied could be influenced by the demographic factors as well.

Demographic factors pertaining to this study

Age : age is considered as a significant variable among various IS adoption studies in studying the attitudes towards computers (Kay, 1992) and the Internet (Mukherjee and Nath, 2003). Krut et al. (1998) found that age, gender and race were positively associated with technology usage. Teo (2001) supported age as a crucial factor in Internet adoption.

Level of Education: Several researchers have highlighted the importance of level of education not only in the formation of positive attitude toward the technology usage but also as a factor that is significant in the actual usage of Information Technology. Kay (1992) has reported that in general, people with higher educational qualifications have a favorable predisposition in regard to computer use. Al-Jabri et al. (1997) and Seyal et al. (2002) have found the relationship of educational qualifications cause positive attitudes towards the use of the computer. Mendoza and Toledo (1997) in their study of demographics and behavior of the Chilean Internet population found a significant relationship between higher education and Internet usage.

Formation of Hypotheses

The research process is a quantitative study. Based on the theoretical and empirical foundation built above, following hypotheses are developed for this study:

- H1:** A significant positive relationship exists between Internet banking service quality dimensions and customer satisfaction
- H1:** A significant positive relationship exists between Internet banking overall service quality and customer satisfaction
- H2:** The relationship between service quality of internet banking and customer satisfaction is moderated by the level of education of the customer
- H3:** The relationship between service quality of internet banking and customer satisfaction is moderated by the Age factor of the customer

Methodology

The present research study is mainly focused on understanding the relationship with the quality of internet banking services and customer satisfaction of Sri Lankan Banking Sector and to analyze if any moderating effects exist on this relationship with Age & level of

education of the customer. Accordingly, the dependent variable of the study is “*Customer Satisfaction*” and the independent variable is the “*E-banking Service Quality*”. The Components considered for E banking service quality are Efficiency, System Availability, Fulfillment, Privacy, Responsiveness, Compensation & Contact.

The population of the research study is Online banking Customers in Colombo District, which approximately ten thousand users. As per the Krejcie & Morgan table the sample size was decided to be three hundred and seventy with an intention of minimum twenty five customers from one bank. Convenience sampling method was used to select the respondents to conduct the survey. Primary data was collected using a structured questionnaire, based on seven dimensions of E-S-QUAL by Parasuraman et .al (2005). These dimensions used to evaluate the quality of online banking services and few other standard questions are included to evaluate the customer satisfaction on the online banking services.

Further the demographic factors such as age and education level of the respondent was measured to understand variances (If any) with satisfaction in the questionnaire. The data analysis was carried out with frequency analysis, correlation analysis, regression analysis, and ANOVA analysis, using SPSS version 23.0.

Results and Discussion

Sample Profile

Sample included 320 e- banking facility users in Colombo District and there were 172 respondents, which is 53.74% of the sample. There were 40 females and 132 male respondents, which 23.3 % and 76.7 % as a percentage respectively.

According to analysis of demographic factors, the highest frequency and the percentage of the respondents were belonging to the age group of 36-45 years. Which is 45.3 % as a percentage. The next highest percentage and frequency belongs to age group of 26-35 years which is 23.3% as a percentage. The users belong to age groups of 46-55 years, 18-25 years and over 56 years have responded at percentages of 17.4 %, 9.3 % and 4.7% respectively.

level of education of the respondents, except the categories ‘Ordinary Level or below’ qualification and ‘Master’s degree level or above’ qualification, all the other categories which Advanced level, Diploma level and Bachelor’s degree level qualification consists of approximately equal percentages which 25.0 %,25.6% and 25.0 % respectively. Master’s degree level or above qualification consists of 21.5 % respondents and O/L or below respondents 2.9 %.

The data related to independent variables (E-S-QUAL dimensions) which efficiency, system availability, fulfilment, privacy, responsiveness, compensation and contact, 90.6% are satisfied and accepted the “efficiency” of the e- banking services of their banks, 81.3 % are agree with the “system availability”, 90.0 % are agree with “fulfilment”, 91.8 % are agree with “privacy”; 70.0% are agree with the “responsiveness”, and 78.4% are agree with the “contact” aspect of e-banking services. There were only 52.0% respondents favorable to

“Compensation” which is almost a neutral state. Dependent variable “Customer satisfaction” concerned overall, 91.2% of the respondents are satisfied with the e-banking services of their respective Bank.

Cronbach's Alpha was measured to test the reliability of the questionnaire and the result shows that the Cronbach Alpha value for reliability was 0.878 and Cronbach's Alpha Based on Standardized Items was 0.884 for all the variables indicating high reliability of the questionnaire.

Descriptive Statistics

In order to understanding the current level of customer satisfaction on internet banking services of the banking sector descriptive analysis was done and summery of the analysis is shown in Table- 1.

Table-1 Descriptive Statistics Summary of all the variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Efficiency	370	1.20	5.00	3.9193	.68241	.466
System availability	370	2.00	5.00	3.9064	.72605	.527
Fulfilment	370	2.75	5.00	4.0999	.64306	.414
Privacy	370	2.33	5.00	4.3392	.64623	.418
Responsiveness	370	1.00	5.00	3.5490	.85670	.734
Compensation	370	1.00	5.00	3.3743	.93948	.883
Contact	370	1.33	5.00	3.7076	.83877	.704
Satisfaction	370	1.25	5.00	4.1067	.70027	.490
Valid N (listwise)	370					

According to the statistics of Table 1, efficiency and system availability have the mean values very closer to 4. The mean values of Privacy and fulfilment recorded as 4.33 and 4.09 respectively. All the other independent variables are above 3.3. These mean values reveal that e-service quality dimensions of Sri Lankan banking sector are above the average level as per the perceptions of the customers. Further, computed mean values of the dependent variable (satisfaction) was 4.10. revealing that higher level of overall satisfaction among the online banking customers.

Hypotheses Testing

Correlation analysis has been used to test Hypothesis 1 of the study. Table 2 presents the results of the correlation analysis to analyze the relationship between service quality dimensions and “customer satisfaction”. According to the analysis correlation coefficient of each independent variable with the dependent variable indicates as EFF (0.749), SYS (0.513),

FUL (0.686), PRI (0.568), RES (0.636), COM (0.517) and CON (0.603) at a significant level of 0.01 two tailed. Hence Hypothesis 1 is accepted, concluding that positive relationships exist between each of the e-service quality dimensions and customer satisfaction in online banking.

Table- 2 Correlations between independent variables and dependent variable.

		CUS
Efficiency (EFF)	Pearson Correlation	.749**
	Sig. (2-tailed)	.000
	N	370
System Availability (SYS)	Pearson Correlation	.513**
	Sig. (2-tailed)	.000
	N	370
Fulfilment (FUL)	Pearson Correlation	.686**
	Sig. (2-tailed)	.000
	N	370
Privacy (PRI)	Pearson Correlation	.568**
	Sig. (2-tailed)	.000
	N	370
Responsiveness (RES)	Pearson Correlation	.636**
	Sig. (2-tailed)	.000
	N	370
Compensation (COM)	Pearson Correlation	.517**
	Sig. (2-tailed)	.000
	N	370
Contact (CON)	Pearson Correlation	.603**
	Sig. (2-tailed)	.000
	N	370
Satisfaction (CUS)	Pearson Correlation	1
	Sig. (2-tailed)	
	N	370

A regression analysis was performed to identify the strength of the relationship between e-banking service quality and customer satisfaction. Table 3 show the results of the regression analysis.

Table-3 Regression results- Service Quality and Satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	.458	.220		2.083	.039	.024	.893
	Service quality	.950	.057	.790	16.763	.000	.838	1.061

a. Dependent Variable: Satisfaction

According to the results of the regression analysis, the impact of internet banking service quality on customer satisfaction has been 0.790 at a 95.0% level of confidence. Hence,

Hypothesis 2 is accepted concluding that internet banking service quality has a positive impact on customer satisfaction. This finding is consistent with the findings of Cronin and Taylor (1992), Ojo (2010) etc. Further, this result confirm the finding of Anderson, Fornell, and Lehmann (1994) who conclude that improved service quality results in a satisfied customer base.

Hypothesis 3 expects that relationship between service quality of internet banking and customer satisfaction is moderated by the level of education of the customer. Table 4 below shows the results of the linear regression analysis to test this moderation effect.

Table- 4 Moderating effect of level of education for customer satisfaction

Model: 1 Y: Cus. Satisfaction X: Service quality W: Level of education .Sample Size: 370

OUTCOME VARIABLE: Customer Satisfaction

Model Summary	R	R-sq	MSE	F	df1	df2	p
	.7984	.6374	.1810	97.8738	3.0000	167.0000	.0000
Model	coeff	se	t	p	LLCI	ULCI	
Constant	1.9072	.6328	3.0140	.0030	.6579	3.1565	
Serv Quality	.5860	.1632	3.5897	.0004	.2637	.9082	
Education	-.4415	.1816	-2.4308	.0161	-.8001	-.0829	
Int_1	.1113	.0472	2.3562	.0196	.0180	.2045	

Product terms key: Int_1 : (Service Quality) x (Level of Education)

According to the statistics of table 4 the probability of interaction of service quality and level of education significance value (P) =0.0196 which is below 0.05 of significance level. As the decision rule when a coefficient of the probability of interaction is below 0.05 the hypothesis can be accepted. Therefore, H3 is accepted at a 95.0% of confidence level.

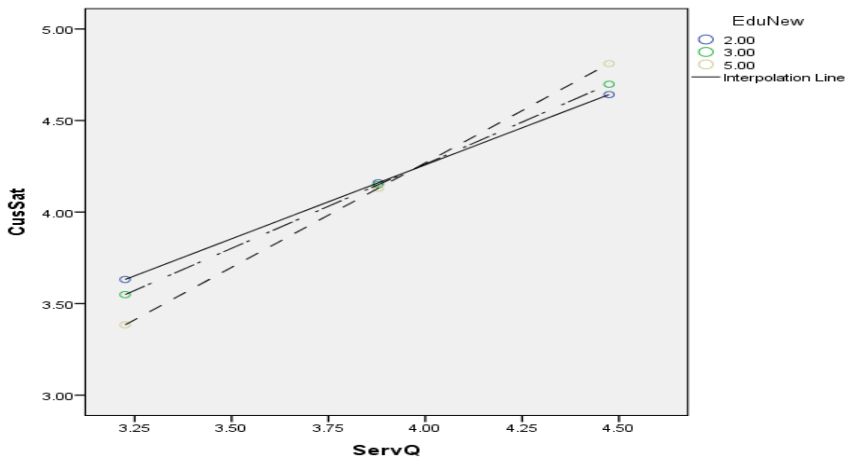


Figure-1 behavior of customer satisfaction with moderator Age of the user.

Hypothesis 4 predicts that the relationship between service quality of internet banking and customer satisfaction is moderated by the Age of the customer. Table 5 below shows the results of the linear regression analysis to test this moderation effect.

Table-5 Moderating effect of Age of the user for customer satisfaction

Model: 1 Y: Cus. Satisfaction X: Serv. Quality W: Age of customer. Sample Size: 171

OUTCOME VARIABLE: Customer Satisfaction

Model Summary	R	R-sq	MSE	F	df1	df2	p
	.7905	.6249	.1873	92.7239	3.0000	167.0000	.0000
Model	coeff	se	t	p	LLCI	ULCI	
Constant	.1878	.6577	.2855	.7756	-1.1106	1.4862	
Serv Quality	1.0163	.1653	6.1495	.0000	.6900	1.3425	
Age	.0945	.2164	.4367	.6629	-.3328	.5218	
Int_1	-.0234	.0547	-.4281	.6691	-.1313	.0845	

Product terms key: Int_1 : (Service Quality) x (Age of customer)

According to table 5 the probability of interaction of service quality and age, significance value (P) =0.6691 which is above 0.05 of significance level. As per the decision rule when a coefficient of the probability of interaction is above 0.05 the level of acceptance goes below 95.0% of confidence level. Hence hypothesis cannot be accepted. Therefore, H4 is rejected.

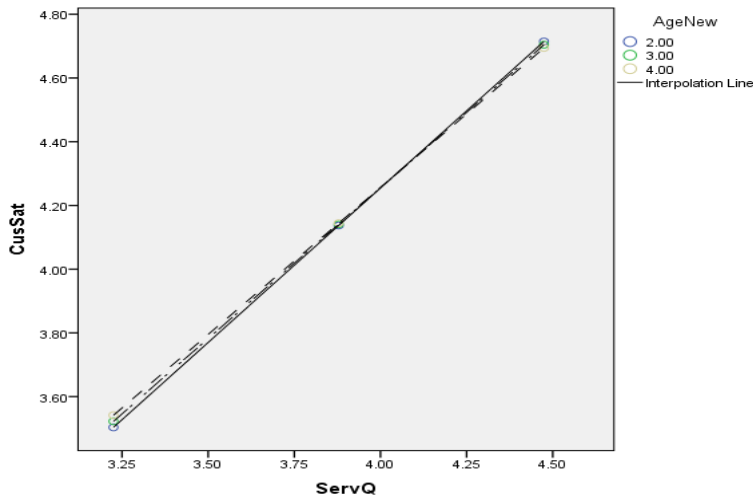


Figure-2 behavior of customer satisfaction with moderator Age of the user.

Discussion and Conclusion

This study was conducted to evaluate customer's perception of the service quality of the internet banking services of the banking sector and to test if any difference exists among the customers with different age groups and level of education. And the study found a strong positive effect of internet banking service quality on customer satisfaction. Further, findings of the present study confirmed that the customer satisfaction on internet banking service quality is moderated by the level of education of the customer. However, according to the results of the analysis, the relationship between internet banking service quality and customer satisfaction is not moderate by the age of the customer.

However, the real issue addressed in the present study is the low usage of internet banking in Sri Lanka. And our main focus was to test role of service quality of the internet banking provided by the individual banks towards attracting and retaining the customers. According to the findings of the study the satisfaction among the customers who use internet banking is above the average. This suggests that the bank is able to retain these existing internet banking customers. However, this satisfaction level as per the findings of this study is not at the maximum. Hence, these particular findings further reveal that, attraction and retaining of internet banking users can be more enhanced through improved service quality. These finding could particularly be true in the context of Sri Lanka. Sri Lanka is a third world developing country and it's true that there are many people who do not have at least basic knowledge on computer usage. Considering the overall computer literacy statistics of Sri Lanka, it's notable that distribution of technological developments to the rural areas of the country is very slow. Therefore, it is obvious that computer systems-based services would not be accepted by the customers straight away; but it would do gradually. For example, some people are still reluctant shifting to digital Smart Phones from the conventional mobile phones. Hence, this could be the main reason that most of the customers are reluctant to enroll with internet banking facilities

This social reality further confirmed with the outcome of this research study as well. Though it was found that there is a significant positive relationship exists between Internet banking Service quality and customer satisfaction there is a positive moderating effect of level of education of the customer to the level of satisfaction over the internet banking service. Hence the level of education or level of computer knowledge matters for customer satisfaction on e- banking services and the Age is no longer a barrier for online banking services.

Hence, it is crucial for the bankers to learn that E-S- QUAL dimensions specially efficiency, system availability, responsiveness, privacy and contractability should be up to an expectable level of the banking customers. Because customers use services like e- banking commonly for speedy service (efficiency), accuracy and safety (Privacy) and ability to do the transactions at any time (24x7) without reaching the bank (system availability). Further they expect the quick assistance of the bank for their issues when needed (responsiveness) as well as help desk support or to contact of an officer for an assistance. Therefore, this attribute of the e- banking services would influence customer satisfaction.

Further, it was found a positive moderating effect on the relationship between the level of education of customer satisfaction. This indicates that the customers with low level of education seems reluctant to use internet banking or their satisfaction is comparatively low with existing service. This should be drawn to the attention of individual bank and provide a personalize service to this particular customer segment and employ more trained staff to assist with these customers.

As per the results of the preliminary analysis of this study, most of the customers (52.3%) are using more than one bank for internet banking service. These customers have the ability of comparing the services provided by different banks. Therefore, regular update for the industry developments to improve the systems quality, handling of customer inquiries at the branch level and help desk inquiries efficiently to assist the customers in need and assigning more experienced and responsible staff to handle frontline customer complains can be suggestive to increase confidence among internet banking customers

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