

FACTORS AFFECTING THE CUSTOMER SATISFACTION IN E-BANKING: SOME EVIDENCES FORM INDIAN BANKS

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Abstract

This study evaluates major factors (i.e. service quality, brand perception and perceived value) affecting on customers' satisfaction in e-banking service settings. This study also evaluates influence of service quality on brand perception, perceived value and satisfaction in e-banking. Required data was collected through customers' survey. For conducting customers' survey likert scale based questionnaire was developed after review of literature and discussions with bank managers as well as experts in customer service and marketing. Collected data was analyzed using principle component (PCA) using SPSS 19.0. A result indicates that, Perceived Value, Brand Perception, Cost Effectiveness, Easy to Use, Convenience, Problem Handling, Security/Assurance and Responsiveness are important factors in customers satisfaction in e-banking it explains 48.30 per cent of variance. Contact Facilities, System Availability, Fulfillment, Efficiency and Compensation are comparatively less important because these dimensions explain 21.70 per cent of variance in customers' satisfaction. Security/Assurance, Responsiveness, Easy to Use, Cost Effectiveness and Compensation are predictors of brand perception in e-banking and Fulfillment, Efficiency, Security/Assurance, Responsiveness, Convenience, Cost Effectiveness, Problem Handling and Compensation are predictors of perceived value in e-banking.

Keywords: Service quality, Brand perception, Perceived value, Satisfaction, E-Banking

1. INTRODUCTION

A customer satisfaction is an ambiguous and abstract concept. Actual manifestation of the state of satisfaction will vary from person to person, product to product and service to service. The state of satisfaction depends on a number of factors which consolidate as psychological, economic and physical factors. The quality of service is one of the major determinants of the customer satisfaction (Parasuraman, Zeithaml and Barry, 1985; 1998; Cronin and Taylor, 1994; Gronroos, 1984; Zeithaml, Parasuraman, and Malhotra, 2000; Scheffer and Reichheld, 2000; Gommans, Krishnanand Scheffold, 2001; Yoo and Donthu, 2001 and Loiacono, Watson and Goodhue, 2002). Many researchers and experts mentioned that, service quality can be enhanced by using advanced information and communication technology (ICT).

Today, almost all banks in are adopted ICT as a mean of enhance service quality of banking services. They are providing ICT based e-services to their customers which is called as e-banking, internet banking or online banking etc. It brings connivance, customer centricity, enhance service quality and cost effectiveness in the

banking services and increasing customers' satisfaction in banking services. Even now, customers are also evaluating their banks in the light of e-service era. However, author felt that, there are may be some possibilities of gaps between customers' expectations and actual perception of service quality, brand perception and perceived value in e-banking. Therefore, author has conducted this research to identify the major factors affecting on customers' satisfaction in e-banking in Indian context.

2. REVIEW OF LITERATURE

There is hug literature available relation to measuring service quality and customer satisfaction relating to online and offline services. It elaborate that, there is strong relationship between service quality, brand perception and perceived value with customer satisfaction and loyalty.

2.1. *Service quality and customer satisfaction*

The relationship between expectation, perceived service quality and customers satisfaction have been investigated in a number of researches (Zeithaml, et al, 1988). They found that, there is very strong relationship between quality of service and customer satisfaction (Parasuraman et al, 1985; 1988;). Increase in service quality of the banks can satisfy and develop attitudinal loyalty which ultimately retains valued customers (Nadiri, et al 2009). The higher level of perceived service quality results in increased customer satisfaction. When perceived service quality is less than expected service quality customer will be dissatisfied (Jain and Gupta, 2004). According to Cronin and Taylor (1992) satisfaction super ordinate to quality-that quality is one of the service dimensions factored in to customer satisfaction judgment.

2.2. *Brand reputation and customer satisfaction*

Marketing literature including NCSI and ACSI literature examined positive of the link between the satisfaction and the brand reputation. Wafa et al (2009) mentioned that, the nature and amount of a consumer's experience with an evoked set of brands. Perceived brand reputation has significant impacts on customer satisfaction and a consumer's beliefs about brand are derived from personal use experience, word-of-mouth endorsements/criticisms, and/or the marketing efforts of companies. (Woodruff et. al., 1983). A brand perception is also one of the important aspects of in banking sector. Perceived brand reputation in banking sector refers to the banks reputation and expiating place of bank in the banking industry (Che-Ha and Hashim, 2007; Reynolds, 2007). It measures experience of the customer how he/she fill with this brand and their services. A perceived overall brand performance is determined by some combination of beliefs about the brand's various performance dimensions (Woodruff et al., 1983; Che-Ha and Hashim, 2007). A brand perception is important factor to service provides because, satisfied customer with brand will recommends that service to others.

2.3. Perceived value

Apart from brand perception, perceived value also one of most important constructs of the customer satisfaction measurement; it is used to assess the actual benefits of the service. 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). In this study we have assessed overall satisfaction also it can be say cumulative satisfaction. It is overall perception and concluded remark of the customer regarding alternative banking channel used by customers. The overall remark of the customer is based on his/her expectations about various aspects of service quality and actual service he/she perceived by the particular bank.

2.4. Conceptualization and Measurement of Customer Satisfaction

The term 'e-customer' refers to the online purchaser/users whether it is individual or corporate. It can be define as "e-customer is an individual or corporate one who are using e-portals to purchase, ordering, receiving information and paying price / charges through various types of e-channels" i.e. internet banking, mobile banking, ATM, POS, credit cards, debit cards and other electronic devises.

TABLE 1 - SNAP SHOT OF LITERATURE REVIEW

	Service/Scale	Author/s	Attributes/Dimensions Used in the Study
1	Kano's Model	Kano (1984)	Must-be requirements, One-dimensional requirements, Attractive requirements, Reverse Quality
2	Perceived SQ Model	Gronroos (1984)	Technical service quality, Functional service quality, Corporate image
3	SERVQUAL	Parasuraman, Zeithaml and Barry (1985; 1998)	Reliability, Responsiveness, Assurance, Empathy and Tangibles
4	SERFERF	Cronin and Taylor (1994)	Reliability, Responsiveness, Assurance, Empathy and Tangibles
5	E-commerce	Schefer and Reichheld (2000)	Customer support, on-time delivery, compelling product presentations, convenient and reasonably priced shipping and handling, clear and trustworthy privacy
6	e-SQ and e-SERVQUAL	Zeithaml, Parasuraman, and Malhotra (2000)	efficiency, reliability, fulfilment, privacy, responsiveness, compensation, and contact
7	e-Satisfaction	Szymanski and Hise (2000)	Convenience, Merchandising, Easiness, Information, Deign, Financial security
8	E-loyalty	Gommans, Krishnan, and Scheffold (2001)	Website & Technology, Value Proposition, Customer Service, Brand Building and Trust & Security
9	SITEQUAL	Yoo and Donthu (2001)	Ease of use, aesthetic design, processing speed, and security
10	WebQual	Loiacono, Watson and Goodhue (2002)	Information fit to task, interactivity, trust, responsiveness, design, intuitiveness, visual appeal, innovativeness, websites flow, integrated communication, business process and viable substitute, accessibility, speed, navigability and site content.
11	e-Satisfaction	Anderson and Srinivasan (2003)	convenience motivation, purchase size, inertia, trust and perceived value
12	E-S-QUAL and E-RecS-QUAL	Parasuraman, Zeithaml & Malhotra in (2005)	Efficiency Fulfilment, System availability, Privacy, Responsiveness, Compensation and Contact
13	Movie-Related Websites	Cho Yoon, and Joseph Ha (2008),	Ease of use, Usefulness, involvement, information factor, Convenience, technology, Community Factor, Entertainment Factors, Brand Name, Price Factor
14	BANKZOT	Nadiri, et al (2009)	Desired, adequate, predicted and perceived service quality

Source: Review of Literature

Traditionally the level of customer satisfaction was determined by the quality of services, price and purchasing process. Consequently, the level of e-satisfaction is also determined by the quality of e-services, the price level and e-purchasing process (Ming, 2003). Literature on e-consumers satisfaction realizes that there are different factors of e-customers satisfaction than formal customer, e-satisfaction are modeled as the consequences of attitude toward the e-portals (Chen and Chen, 2009). After review of the literature some important factors of e-satisfaction were extracted (Table 1). There are number of scales and instruments are available to assess service quality. Available literature shows that, the customer satisfaction is measured via service quality and service quality measured by various measurement tools and instruments developed by various researchers (Riscinto-Kozub, 2008) and marketing consultancy organisations i.e. Gronroos's 'Perceived Service Quality Model, SERVQUAL, SERVPERF, SITQUAL, WEBQUAL, etc (Table 1).

3. OBJECTIVES AND RESEARCH QUESTIONS

As per the prior studies conducted in the area of customer satisfaction indicates that service quality, brand perception and perceived value in service are major factors affecting on customers' satisfaction in service sector. Therefore the present study was conducted based on followings objectives;

- To assess the impact of service quality dimensions on customers satisfaction in E-banking?
- To assess the impact of brand perception on customers satisfaction in E-banking?
- To assess the impact of perceived value of e-banking service on customers satisfaction?

4. HYPOTHESES OF THE STUDY

Based on review of literature and considering rational views of the experts in banking and service marketing following hypotheses were formulated;

H1: All service quality dimensions under study are not significantly contributing to customer satisfaction in e-banking

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

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

5. DATA AND METHODS

The data were collected from customer (N=200) of public and private sector in Satara city of Maharashtra during the month of May to August 2010. Survey was conducted using Likert based questionnaire ranging from 1= Strongly Disagree to 5= Strongly Agree. All 36 statements are positively worded (See Table 3 for numbers of dimension wise statements used in the scale) and before the filling questionnaire author has clarify the objectives of the study to respondents. The respondents were selected using judgmental sampling method; because, banks are not providing customers' name and information due to legal restrictions.

Prior conducting final survey and after final survey reliability of constructs was tested using Cronbach's alpha test using SPSS 19.0. Before to the final statistical analysis data screening method was used and 10 incomplete and out of order questionnaires were eliminated and only 190 usable questionnaires were used. Thereby, the gathered raw data were aggregated according to dimensions under study and principle component analysis and multiple regression tests were performed to identify the major factors which influencing customers' satisfaction in e-banking.

6. RESULTS AND FINDINGS

6.1. Demographic profile of the respondents

Figure 1 indicates demographic information of the (N=190) respondents, consisting 17.4% of State Bank of India, 14.7% of Bank of Baroda, 13.2% of Corporation Bank, 18.4% of IDBI Bank, 15.8% of Axis Bank and 20.5% of HDFC Bank (63.7% of Public Sector and 36.3% of private sector Banks). Figure 1 also indicates that, 10% of Credit Card users and 28% of Debit/ATM card users, 27% of Electronic Fund Transfer facilities users, 27% of MICR clearing facilities users, 6% of Internet banking users and 2% of Mobile banking service users.

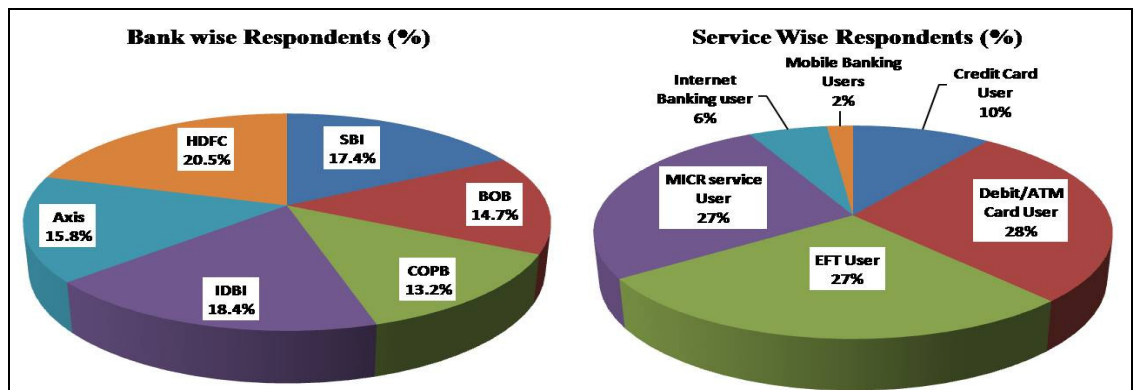


FIGURE 1 – GRAPHICAL REPRESENTATION OF THE RESULTS

Table 2 shows that, 82.1% of the respondents were male, 17.9 % were female. In terms of age group, 20% were below 25 years, 34.7% of 25 to 35 years, 35.8% were 36 to 50 years and 9.5% were 51 to 60 years old out of 190 respondents. There were no respondent above 60 years however; some retired persons from military and army were covered under study as samples. Educational status of the respondents indicates that 4.2% of respondents were below HSC, 5.3% of HSC, 49.5% of graduate and 41.1% of post graduates. There were 31.6% of employees and 36.3% of businessmen as a core respondent who were using most of alternative channels. However, 13.7% of professional (doctor, engineers, chartered accountants, investment consultants, insurance agents etc.), 14.2% of students and 4.2% of retired persons also covered in this study..

TABLE 2 - DEMOGRAPHIC PROFILE OF THE RESPONDENTS

	Frequency	Percent		Frequency	Percent
<1 Lakh	39	20.5	<HSC	8	4.2
1 to 3 Lakh	31	16.3	HSC	11	5.3
3 to 8 Lakh	70	36.8	Graduate	94	49.5
8 to 15 Lakh	27	14.2	Post Graduate	77	41.1
15 to 25 Lakh	9	4.7	Total	190	100.0
>25 Lakh	4	2.1	Employee	60	31.6
Dependents	10	5.3	Businessman	69	36.3
Total	190	100	Retired	8	4.2
Below 25	38	20	Student	27	14.2
25-35	66	34.7	Professional	26	13.7
36-50	68	35.8	Total	190	100.0
51-60	18	9.5	Female	34	17.9
Total	190	100	Male	156	82.1
Source: Survey			Total	190	100

6.2. Reliability Test

In order to prove the internal reliability of the model used, the authors have performed Cronbach's Alpha Test of Reliability. Applying this test specifies whether the items pertaining to each dimension are internally consistent and whether they can be used to measure the same construct or dimension of service quality. According to Nunnally (1978) Cronbach's alpha should be 0.700 or above. But, some of studies 0.600 also considered acceptable (Gerrard, et al, 2006; Kenova and Jonasson, 2006). Table no 3 indicates that the Cronbach's alpha value of accuracy was (.425) less than 0.700 therefore, this item was eliminated from the factor analysis. However, Cronbach's alpha value of all items were acceptable, it means that, present date suitable to factor analysis.

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TABLE 3 - RELIABILITY STATISTICS

	Construct	Description	Items	Cronbach Alpha
1	System Availability	Up-to-date equipment and physical facilities- Full Branch computerization, Core banking, ATM, POS, internet banking, mobile banking, SMS alerts, credit card, EFT, ECS, E-bill pay	3	.845
2	E-fulfillment	Scope of services offered, availability of global network, digitalization of business information, Variety of services	3	.985
3	Accuracy	Error free e-services through e-banking channels	2	.425
4	Efficiency	Speed of service (clearing, depositing, enquiry, getting information, money transfer, response etc.), immediate and quick transaction and check out with minimal time.	3	.752
5	Security	Trust, privacy, believability, truthfulness, and security, building customer confidence. freedom from danger about money losses, fraud, PIN, password theft; hacking etc.	3	.846
6	Responsiveness	Problem handling, recovery of the problem, prompt service, timeliness service, helping nature, employee curtsey , recovery of PIN, password and money losses	2	.854
7	Easiness	Easy to use & functioning of ATM, Mobile banking, internet banking, credit card, debit card etc.	3	.883
8	Convenience	Customized services, any ware and any time banking, appropriate language support, time saving	3	.877
9	Cost Effectiveness	Price, fee, charges, - i.e. commission for fund transfer , interest rate, clearing charges, bill collection and payments', transaction charges, charges on Switching of ATM, processing fees etc.etc price, charges and commissions should be reduce and charges taken by Telecommunication Company, devise designer company, internet service providers	3	.722
10	Problem Handling	It refers to problem solving process regarding computerized banking services	3	.801
11	Compensation	It refers to recover the losses regarding to problems and inconvenience occurred in using e-banking channels.	3	.791
12	Contact	Communication in bank and customer or customers to bank, Via e-mail, SMS, Phone, interactive website, postal communication, fax	3	.702
13	Brand Perception	Customers overall perception according to promises given by bank for banking services	1	1.00
14	Perceived Value	Consolidated perception from banking service in term of perceived quality and money expended for getting banking services.	1	1.00

6.3. Measure of Sampling Adequacy

The Kaiser-Meyer-Olkin measure of sampling adequacy tests whether the partial correlations among variables are small. High values (close to 1.0) generally indicate that a factor analysis may be useful with data. Bartlett's test of sphericity tests the hypothesis that correlation matrix is an identity matrix, which would indicate that variables are unrelated. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with data. Table no 4 indicates that in the present test The Kaiser-Meyer-Olkin (KMO) measure was 0.745. Bartlett's sphericity test indicating Chi-Square = 1001.961, df = 78 with a significance of 0.000.

TABLE 4 - KMO AND BARTLETT'S TEST

KMO Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	1001.961
	df	78
	Sig.	.000

6.4. Principle Component Analysis

Extraction communalities are estimates of the variance in each variable accounted for by the components. Table 5 reveals that, communalities are ranging from .630 to .789, which indicates that the extracted components represent the variables well. Table no 6 reveals that amount Eigenvalues and percentage of variance in the original variables accounted for by each component. Factor-1 loading about 32.45%, Factor-2 loading 15.86%, Factor -3 loading 12.94% and Factor- 4 loading 8.82%. All four factors explain nearly 70% of the variability; it means only a 30% loss of information. According to Kenova and Jonasson (2006) and Garson, (2002) 60% is arbitrary level for good factor loadings in likert scale cases

TABLE 5 - COMMUNALITIES

	Initial	Extraction
System Availability	1	0.685
Fulfillment	1	0.789
Efficiency	1	0.716
Security/Assurance	1	0.657
Responsiveness	1	0.704
Easy to Use	1	0.63
Convenience	1	0.744
Cost Effectiveness	1	0.747
Problem Handling	1	0.748
Compensation	1	0.719
Contact Facilities	1	0.662
Brand Perception	1	0.673
Perceived Value	1	0.739
Extraction Method: Principal Component Analysis.		

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Table no. 4 suggest that System Availability, E-Fulfilment, Cost Effectiveness, Brand Perception, Security and Responsiveness, Efficiency, Easiness and Convenience, Contact, Perceived Value, are most important factors which loading score is more than (.800).

TABLE 6 - TOTAL VARIANCE EXPLAINED

	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.219	32.455	32.455	4.219	32.455	32.455
2	2.062	15.860	48.315	2.062	15.860	48.315
3	1.683	12.944	61.260	1.683	12.944	61.260
4	1.148	8.829	70.089	1.148	8.829	70.089
5	.724	5.569	75.658			
6	.604	4.649	80.307			
7	.575	4.422	84.729			
8	.538	4.140	88.869			
9	.365	2.806	91.675			
10	.355	2.732	94.407			
11	.308	2.366	96.773			
12	.236	1.819	98.592			
13	.183	1.408	100.000			

Extraction Method: Principal Component Analysis.

Table 7 indicates that Factor 1 includes Perceived Value, Brand Perception and Cost Effectiveness; Factor 2 includes Easy to Use, Convenience, Problem Handling, Security/Assurance and Responsiveness. Factor 3 includes contact facilities, System Availability, and Fulfillment. Factor 4 includes Efficiency and Compensation. Factor 1 and Factor 2 covers eight attributes and explains variance 48.31 per cent.

TABLE 7 - ROTATED COMPONENT MATRIXA

	Component			
	1	2	3	4
Perceived Value	.835			
Brand Perception	.799			
Cost Effectiveness	.754			
Easy to Use		.508		
Convenience		.624		
Problem Handling		.778		
Security/Assurance		.775		
Responsiveness		.590		
Contact Facilities			.607	
System Availability			.821	
Fulfillment			.774	
Efficiency				.567
Compensation				.769
Variance	32.455	15.860	12.944	8.829
Cumulative Variance	32.455	48.315	61.260	70.089

Extraction Method: Principal Component Analysis.

7. TESTING OF HYPOTHESIS

A multiple regression test was performed to test hypotheses H1, H2 and H3. R Square value 995, F = 2611.705 df = 13/173 sig. = .000 indicates that, Perceived Value, Responsiveness, Security/Assurance, Compensation, Easy to Use, System Availability, Cost Effectiveness, Contact Facilities, Efficiency, Convenience, Brand Perception, Problem Handling, Fulfillment are good predictors of customers' satisfaction in banking (Table 8).

TABLE 8 - MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.997 ^a	.995	.995	.02849		
ANOVA^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.563	13	2.120	2611.705	.000 ^a
	Residual	.140	173	.001		
	Total	27.703	186			
a. Predictors: (Constant), Perceived Value, Responsiveness, Security/Assurance, Compensation, Easy to Use, System Availability, Cost Effectiveness, Contact Facilities, Efficiency, Convenience, Brand Perception, Problem Handling, Fulfillment.						
b. Dependent Variable: Overall Satisfaction						

Table 9 indicates that, all service quality dimensions were predictors of overall satisfaction in e-banking therefore the results do not permit to accept the null hypothesis. Hence, here Null hypothesis were rejected based on results of regression analysis.

TABLE 9 - COEFFICIENTSA

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Null Hypothesis
		B	Std. Error	Beta			
1	(Constant)	.105	.059		1.781	.077	Reject
	System Availability	.107	.014	.171	7.789	.000	Reject
	Fulfillment	.108	.019	.151	5.661	.000	Reject
	Efficiency	.102	.019	.134	5.474	.000	Reject
	Security/Assurance	.089	.017	.117	5.349	.000	Reject
	Responsiveness	.051	.012	.088	4.219	.000	Reject
	Easy to Use	.083	.009	.189	9.346	.000	Reject
	Convenience	.099	.010	.232	9.970	.000	Reject
	Cost Effectiveness	.050	.014	.080	3.444	.001	Reject
	Problem Handling	.102	.016	.154	6.423	.000	Reject
	Compensation	.084	.008	.207	10.595	.000	Reject
	Contact Facilities	.105	.009	.243	11.607	.000	Reject
a. Dependent Variable: Overall Satisfaction							

Table 10 indicates that, all service quality dimensions were not good predictors of predictors of brand perception in e-banking because R Square value .375 reveals that, service quality only explains 37 per cent

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of variance in brand perception. Table 10 also indicates that, Security/Assurance, Responsiveness, Easy to Use, Cost Effectiveness and Compensation are predictors of brand perception in e-banking therefore H2 is partially accepted and partially rejected. Dimension wise rejection and acceptance of hypothesis 2 is indicates in the table no 10.

TABLE 10 - MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.612 ^a	.375	.335	.65013			
a. Predictors: (Constant), Contact Facilities , Cost Effectiveness ., Easy to Use ., Responsiveness , Compensation , Security/Assurance ., System Availability ., Convenience ., Efficiency ., Problem Handling , Fulfillment .							
Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Null Hypothesis
		B	Std. Error	Beta			
1	(Constant)	.090	.461		.195	.845	
	System Availability	.211	.107	.167	1.964	.051	Accept
	Fulfillment	.177	.148	.123	1.195	.234	Accept
	Efficiency	-.097	.148	-.062	-.655	.513	Accept
	Security/Assurance	.266	.079	.276	3.389	.001	Reject
	Responsiveness	.226	.054	.263	3.281	.005	Reject
	Easy to Use	.253	.071	.250	3.589	.004	Reject
	Convenience	.021	.131	.014	.159	.874	Accept
	Cost Effectiveness	.254	.071	.265	3.589	.000	Reject
	Problem Handling	.062	.122	.046	.506	.614	Accept
	Compensation	.270	.061	.282	3.448	.003	Reject
	Contact Facilities	-.135	.112	-.105	-1.201	.231	Accept
a. Dependent Variable: Brand Perception							

TABLE 11 - MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.685 ^a	.469	.435	.58058			
a. Predictors: (Constant), Contact Facilities , Cost Effectiveness ., Easy to Use ., Responsiveness , Compensation , Security/Assurance ., System Availability ., Convenience ., Efficiency ., Problem Handling , Fulfillment .							
Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Null Hypothesis
		B	Std. Error	Beta			
1	(Constant)	.158	.411		.384	.702	
	System Availability	.128	.096	.104	1.330	.185	Accept
	Fulfillment	.290	.063	.272	3.756	.001	Reject
	Efficiency	.255	.062	.265	3.452	.000	Reject
	Security/Assurance	-.279	.047	-.254	-3.680	.003	Reject
	Responsiveness	-.280	.044	-.264	-3.591	.005	Reject
	Easy to Use	.118	.064	.119	1.856	.065	Accept
	Convenience	.249	.070	.267	3.555	.000	Reject
	Cost Effectiveness	-.289	.100	-.233	-2.888	.004	Reject
	Problem Handling	.287	.109	.246	-2.725	.005	Reject
	Compensation	-.267	.055	.280	-3.218	.005	Reject
	Contact Facilities	.344	.063	.369	5.431	.000	Accept
a. Dependent Variable: Perceived Value							

Table 11 indicates that, all service quality dimensions were not good predictors of predictors of brand perception in e-banking because R Square value .469 reveals that, service quality only explains 47 per cent of variance in perceived value. Table 11 also indicates that, Fulfillment, Efficiency, Security/Assurance, Responsiveness, Convenience, Cost Effectiveness, Problem Handling and Compensation are predictors of perceived value in e-banking therefore H3 is partially accepted for same. However, System Availability, Easy to Use and Contact Facilities was not predictor of perceived value therefore H3 was partially rejected. Dimension wise rejection and acceptance of hypothesis 2 is indicates in the table no 11.

8. MANAGERIAL RECOMMENDATIONS AND CONCLUSIONS

The current study attempted to examine a contribution of various dimensions of service quality in customers' satisfaction. A result of the study indicates that, all 13 variables were found significant and were good predictors of overall satisfaction in e-banking. However, A result of principle component analysis indicates that, Perceived Value, Brand Perception, Cost Effectiveness, Easy to Use, Convenience, Problem Handling, Security/Assurance and Responsiveness are important factors in customers satisfaction in e-banking it explains 48.30 per cent of variance. Contact Facilities, System Availability, Fulfillment, Efficiency and Compensation are comparatively less important because these dimensions explain 21.70 per cent of variance in customers' satisfaction. Responsiveness, Easy to Use, Cost Effectiveness and Compensation are predictors of brand perception in e-banking and Fulfillment, Efficiency, Security/Assurance, Responsiveness, Convenience, Cost Effectiveness, Problem Handling and Compensation are predictors of perceived value in e-banking. Therefore, banker and e-banking service designers should think over these dimensions and make possible changes in the e-banking services according to the customers' expectations and need of the time. It will be helps to enhance service quality of e-banking and increase the level of customers' satisfaction in e-banking.

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