THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION IN E-BANKING: EVIDENCE FROM BANKING SECTOR OF BANGLADESH

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ABSTRACT

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Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by a company have been met. Thus, customer satisfaction depends on several dimensions of service quality. Electronic banking or simply E-banking enables customers of a bank to conduct a range of financial transactions over the internet. E-banking services not only can create new competitive advantages, it can improve its relationships with customers. The purpose of this study was to examine the relationship between the dimensions of E-banking service quality and customer satisfaction to determine which dimension can potentially have the strongest influence on customer satisfaction. Five service quality dimensions; Dependability, Timeliness, Security & Privacy, Physical facilities and Customize service derived with the support of literature review have been selected as forecasters of customer satisfaction in E-banking. Research design of the study is quantitative. Data has been gathered through already tested questionnaire from 265 E-banking users as respondents from Bangladesh through convenient sampling. Correlation, ANOVA and Multiple Regression model has been used to determine the significance level of the variables for the customer satisfaction in e-banking. Results of the study have revealed that there is significant relationship between service quality dimensions and customer satisfaction. Through this study we can conclude that service quality in E-banking leads to satisfied customers and thus banks can gain competitive advantage by offering better-quality services to their customers in today's emulous world.

KEYWORDS: *E-banking, Customer satisfaction, Service quality, Bangladeshi banking sector*

INTRODUCTION

Customer satisfaction is defined as a measure of the performance of an organization's product or service in correspondence to the needs and requirements of customers (Llevwellyn, 1997). For all organizations, whether they belong to service sector or manufacturing sector, customer satisfaction has been emerged as a fundamental objective of operating in the relative industry (Hill and Alexander, 2006). Thus, service organizations such as banks are very much concern about customer satisfaction as many of them promise to the fact that higher customer satisfaction will lead to greater customer loyalty which in turn leads to future proceeds (Boulding et al., 1993). The explosion of internet and electronic banking has evoked several research efforts aimed at understanding the service satisfaction in relation to virtual business setting (Yang & Peterson, 2001). With the upward trend of information technology in banking sector, customers prefer to deal online with their bank. Electronic banking is one of the magnificent invention and integral part of modern banking. E-banking is defined as the stipulation of information or service by a bank to its customers over the internet. It is viewed as a supplemental channel used in combination with other channels to provide the convenience of banking anytime from one's home or work, without having to incur some of the costs associated with a branch visit like going to the branch or waiting on lines (Liao and Cheung, 2008). Banking sectors in most developed countries have pioneered the area of E-banking services and have been actively involved in continuous

improvement. The aim of such initiative is to meet the ever changing needs and lifestyles of modern clients. Almost all public and private banks of Bangladesh introduced E-banking partially or fully. The usage of E-banking services by bank clients has grown tremendously in the past few years. Indeed the banks of Bangladesh are strategically using advancements in E-banking services for retaining and attracting clients and are therefore making large investments in implementing latest E-banking strategies to ensure customer satisfaction as well as to gain competitive advantages in the marketplace (Laforet & Li, 2005). There are various determinants that have an impact on customer satisfaction regarding service quality of E-banking (Benamati & Serva, 2007). However, when the satisfaction of customer in electronic banking is analyzed, the dimensions such as dependability, security & privacy, timeliness, physical facilities and customize service are delineated as intensely significant factors. Most of the previous studies examined how E-banking service quality is measured but few have studied the relationship between E-banking service quality dimensions and customers satisfaction in Bangladesh. The main objective of this research is to identify the major service quality dimensions for customer satisfaction in E-banking and to understand the extent to which each dimension of service quality would affect the level of satisfaction among the E-banking users of Bangladesh.

LITERATURE REVIEW

Satisfaction can be illustrated as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the product. It is an emotional post consumption evaluative judgment concerning a product or service (Oliver, 1999). Satisfaction can also be described as the feedback of a post purchase assessment of certain product or service quality and compared with the expectation of the prior purchasing stage. Thus, customer satisfaction is a customer's feeling of pleasure or displeasure after he or she has distinguished the performance of a product or service with respect to his or her expectancy (Kotler & Keller, 2011). Consistent with these definitions, customer satisfaction in electronic banking is the attitude of the customer formulated in response to using any form of E-banking services.

Developments in information and communication technology have provided a platform by which banks can design, develop and deliver services that can be perceived by customers as superior while accessing online channel for banking transactions (Surjadjaja, 2003). Electronic banking is a major information service of a bank for serving its customers via the Internet. It also consists the delivery of information and services by banks to customers via different delivery platforms that can be used with different terminal devices such as personal computers and mobile phone with browser or desktop software, telephone or digital television (Daniel, 1999). Electronic banking permits consumers to carry out typical banking dealings on a computer outfitted with internet connection. The most commonly used electronic banking services include transferring funds between accounts, checking the balance in one's bank account and bill paying (Lichtenstein and Williamson, 2006).

E-banking is gradually gaining its importance in Bangladesh. Customers' liking is necessary for the banking sector to elevate profitability, business expansion and accomplishment. Thus, banking sector of Bangladesh is modernizing and a massive transformation have been seen in all areas of service with the introduction of electronic banking system (Ali and Akter, 2010). It is essential for the banks to become more concern about customer's satisfaction of the electronic banking services' quality as it is fairly easier for the customers to assess the advantages of competing services (Santos, 2003). Customer pleasure is the contributor of absolute gains of a quality revolution which is majorly contingent on customer's cognizance of overall service quality (Husnain & Akhtar, 2015). This is the reason why it is very crucial to recognize how consumers perceive service quality and how it affects their satisfaction level through which banks can identify the gaps in service quality and can take essential curative actions to improve upon their activities. There are several dimensions that influence customer satisfaction towards electronic banking. Reliability, timely service delivery, security, individualistic approach etc are the main influencing dimensions for ensuring customer satisfaction in E-banking (Negi, 2009).

The growth in electronic banking is determined by increased dependency of customers on internet which is a combination of convenience provided with easy internet access, the availability of secure & high standard electronic banking functionality and the necessity of banking services (Siu & Mou, 2005). To ensure customers dependability on E-banking services, banks should focus on website navigation and applicable functions to cater needs of their users (Qureshi et al., 2008). If the system of using an online channel for banking transactions does not outweigh customer deprival occasioned by factors such as impersonal communication, technical difficulties and learning efforts, the customer may simply switch its patronage back to traditional channel. Thus, it is apparent that dependable service play a pivotal role in customer satisfaction with E-banking services (Davis et al., 1989).

Maintaining privacy is becoming a major concern in the world of internet (Tayler & Stanley, 2007). Privacy received special attention in E-banking service due to the notable influence it has on the attainment of long-lasting relationship with customer (Morgan & Hunt, 1994). Security in online dealings is the subjective probability with which customers believe that an online transaction with a web retailer will occur in a manner consistent with their expectations (Gerrard and Cunningham 2003). Because of the service feature of intangibility, consumers are often faced with the problem of not knowing what to expect of a service until they consume it and hence perceive service as risky (Coulter & Coulter, 2002). Thus, the need for security & privacy in electronic service arises as it is the management of risk, uncertainty and vulnerability (Mc Knight & Chervany, 2002).

Physical facilities play a vital role in customer satisfaction. Equipment, materials and communication resources involved with E-banking services are playing major role in customer satisfaction. To provide electronic services, banks are introducing modern electronic equipment and materials for the convenience of their customers. ATM cards, Debit or Credit cards with Visa transactions, mobile and wireless communication devices are becoming enablers for banking organizations to conduct business more effectively and efficiently (Routray, 2008). The increased flexibility and mobility feature of wireless ATM and its bandwidth on demand function is motivating a large number of carriers towards deployment of the WATM networks (Oghenerukevbe, 2008).

Timely delivery of service is another important dimension for customer satisfaction (Rahmath and Abdullah, 2011). Internet banking provides alternatives for faster delivery of banking services to a wider range of customers. Customers prefer to perform the required banking transactions while sitting at home rather than going to bank, thus saving their time and money. E-banking can offer speedier and quicker services to the customers for which they may be relatively satisfied than that of manual system of banking. Thus, prompt service delivery is essential to ensure satisfaction (Rahimuddin & Bukhari, 2010).

Customize service has been designed to provide customers with a product which adapts to their specific needs. Providing customer care with individualistic approach is an important determinants of customer satisfaction (Wang, Lo, & Hui, 2003). Personalization in E-banking is not simple to design or implement. With digitization, customers expect more personalization than ever before (Radner and Rothscheld, 2008). Customers may be disillusioned to find out that different banking systems don't talk to each other or that different channels don't offer the same functionality. Banks can communicate these offers using numerous channels, still focusing on those that seem the most convenient for a particular customer (Rogers, 2003). While the digitization of banking services has opened numerous possibilities for customized customer experience, it has complicated the task at the same time. As banks moved from branch-based banking to internet banking, they focused on making their products and services work for the digital environment. As a result, banks lost the "human" part that has to do with the needs, sentiments and preferences of individual customers. Becoming *a bank with a "personal touch"* is not about the frequency or quantity of contacts with customers nor about the launch of a new banking app, but it is about the *quality and personal relevance of customer communications* (Consult, 2002).

Electronic services presenting enormous challenges to the banks for maintaining relations with their clients (Furnell & Karweni, 1999). With the reimbursement of fast, simple and trouble-free application processes, minimal technical errors, a wide range of funding options and minimal account deposit requirements, electronic banking has been triumphant in generating higher consumer satisfaction (Methlie, 1998). Moreover, better service quality develops trust in customers and thus generates greater customer satisfaction (Cooper & Wolfe, 2005; Cooke & Kroeze, 2004; Cote & Morgan, 2002).

THEORETICAL FRAMEWORK

With a number of studies converging to show a relationship between E-banking service and customer satisfaction, the question becomes prominent that what dimensions of E-banking service affect customer satisfaction and in what ways? The literature suggested that these dimensions could be grouped under Dependability, Timeliness, Security & Privacy, Physical facilities and Customize service. Thus, based on these five dimensions the following research framework has been constructed-
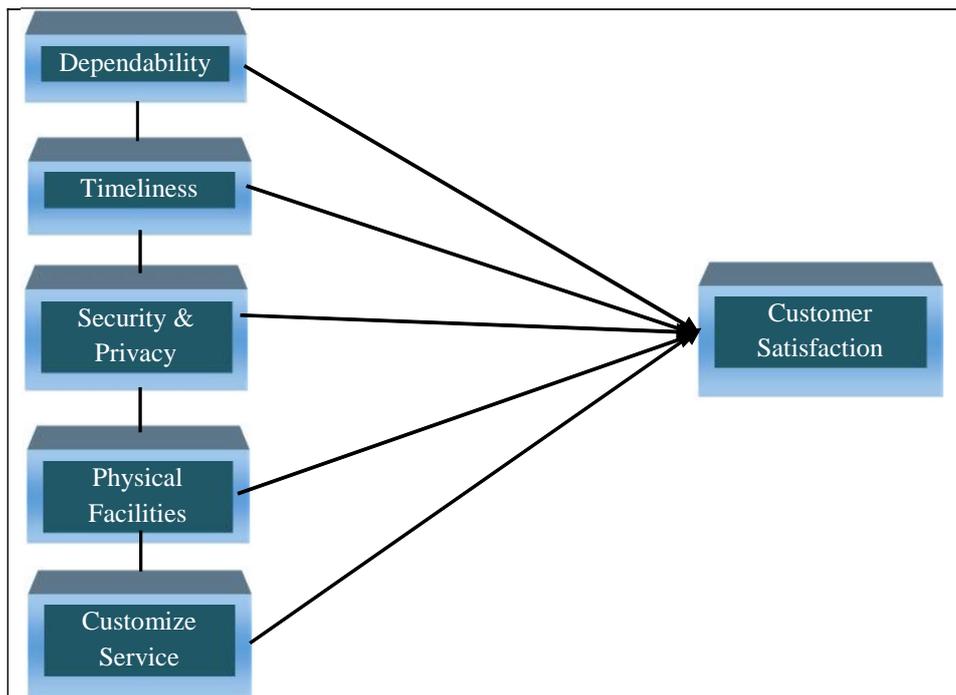
RESEARCH QUESTIONS

The study will try to find out the answer to following Research questions:

1) What are the main service quality dimensions in determining satisfaction of E-banking users in Bangladesh?
2) How significantly the E-banking service quality dimensions are related in determining the level of customer satisfaction in Bangladesh?

RESEARCH METHODOLOGY

To measure the customer satisfaction in E-banking service quality, the five variables used in this study are- Dependability, Timeliness, Security & Privacy, Physical facilities and Customize service. Thus, a survey was developed by using a structured questionnaire to assess the impact of the aforementioned dimensions on customer satisfaction. Respondent perceptions were measured using five point likert scale. The questionnaire was divided into six parts. Part-A included the demographic information of the respondents.

Part-B, C, D, E and F sequentially included respondent's perception about the five variables i.e. Dependability, Timeliness, Security & Privacy, Physical facilities and Customize service. The respondents of the study were the E-banking service users of Bangladesh. The convenience sampling technique was used to gather data. A total of 320 questionnaires were distributed to the respondents. The author discarded incomplete questionnaires and considered 265 questionnaires containing all information. Thus, the total number of usable surveys collected and analyzed was 265 samples. All the analysis were based on primary data. The dependent variable was customer satisfaction with E-banking service and the independent variables were the five dimensions of service quality suggested by literature review. Data analysis has been carried out by using IBM SPSS 22. Statistical tests such as, descriptive statistics, correlation, ANOVA and Multiple Regression has been applied to determine the significance level of the variables for customer satisfaction in e-banking. The results revealed that all the five independent variables are significantly related with dependent variable and the impact of first three variables i.e. Dependability, Timelines and Security & Privacy are strongest than other two variables i.e. Physical facilities and Customize service in determining customer satisfaction among the E-banking users of Bangladesh.

RESEARCH HYPOTHESES

H_1: Dependability has significant relationship with customer satisfaction in E-banking.

H_2: Timeliness has significant relationship with customer satisfaction in E-banking.

H_3: Security & Privacy has significant relationship with customer satisfaction in E-banking.

H_4: Physical facilities has significant relationship with customer satisfaction in E-banking.

H_5: Customize service has significant relationship with customer satisfaction in E-banking.

RESEARCH MODEL

To know the significance level of variables on customer satisfaction, the researchers decided to conduct multiple regression analysis. The Regression equation for the study is as follows:

$$CSEB = + \beta 1 X_1 + \beta 2 X_2 + \beta 3 X_3 + \beta 4 X_4 + \beta 5 X_5 + e$$

Where,

CSEB= Customer Satisfaction in E-Banking

X_1 = Dependability

X_2 = Timeliness

X_3 = Security & Privacy

X_4 = Physical facilities

X_5 = Customize service

= constant, ß= Coefficients to estimate & e= error term

ANALYSIS AND FINDINGS

All the analysis & findings are based on primary data collected through survey of E-banking users from different areas of Bangladesh.

Percentage Analysis of Demographic Information

Among 265 participants, 166 are male which constitutes 62.6% while 99 are female constituting 37.4% of total respondents. Out of the total respondents, 86 (32.4%) are 18-29 years old, 112 (42.3%) are having age between 30-40 years and 67 (25.4%) are aged more than 40 years. Among all the respondents, 38 are having school\college degree constituting 14.3%, 62 are undergraduate constituting 23.4%, 98 are graduate constituting 37 % and 67 are having post graduate degree constituting 25.3%. Among 265 people, 45 (17%) are students, 113 (42.6%) are business people, 71 are service holder (26.8%) and 36 people are from other professions (13.6%). In case of monthly income, 52 people are having income of less than 20000 taka constituting 19.6%, 65 are having monthly income of 20000-40000 constituting 24.5%, 61 are having monthly income of 40000-60000 constituting 23%, 38 are having monthly income of 60000-80000 constituting 14.3%, 19 having monthly income of 80000-100000 constituting 7.1% and finally 30 people are having monthly income of more than 100000 taka constituting 11.2% of the total respondents.

Table 1: Descriptive Statistics

	Mean	Standard Deviation
Dependability	3.9731	.38469
Timeliness	3.8708	.44376
Security & Privacy	3.7625	.50176
Physical facilities	2.8375	.46323
Customize service	3.1063	.39824
Customer satisfaction	3.5533	.48058

Table 1, shows the mean value depicting the overall customers' satisfaction in E-banking service quality dimensions. The mean value of Dependability (3.9731), Timeliness (3.8708) and Security & Privacy (3.7625) shows that customers are fairly satisfied with those services.

On the other hand, customers are less satisfied on physical facilities (2.8375) and average satisfied with customize service (3.1063). As far as this descriptive statistics is concerned, the mean value of overall customer satisfaction (3.5533) is portraying that customers are fairly satisfied with the overall E-banking services provided by Bangladeshi banking sector.

Table 2: Correlation Analysis
Correlations

		1	2	3	4	5	6
1	Customer Satisfaction	1					
2	Dependability	.64**	1				
3	Timeliness	.63**	.14**	1			
4	Security & Privacy	.47**	.04	.03	1		
5	Physical facilities	.54**	.01	-.01	.05	1	
6	Customize service	.46**	.21**	.02	.01	.02	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 2 represents the correlation between E-banking service quality dimensions (Dependability, Timeliness, Security & Privacy, Physical facilities, Customize service) and customer satisfaction. The relation between customer satisfaction and all the independent variables are greater than significant level of .05, thus, it can be said that all the five dimensions are positively and significantly correlated with customer satisfaction.

Testing the First Hypothesis (H₁): Dependability has significant relationship with customer satisfaction in E-banking.

Table 3 A: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.915	1	42.915	188.770	.000a
	Residual	59.556	262	.227		
	Total	102.471	263			

a. Predictors: (Constant), Dependability
b. Dependent Variable: Customer satisfaction

Table 3 B: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.939	.193		4.874	.000
Dependability	.714	.052	.648	13.740	.000

Dependent Variable: Customer satisfaction

The F value in table-3A is 188.770 which depicting that the model is significantly describing the variance. The P value (000a) in the ANOVA test also indicates that the result is statistically significant. The significant values of coefficient analysis in table-3 B also support the result. So, the hypothesis (H₁) is accepted and hence dependability has significant relationship with customer satisfaction in E-banking.

Testing the Second Hypothesis (H₂): Timeliness has significant relationship with customer satisfaction in E-banking.

Table 4 A: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.924	1	42.9345	187.873	.000a
	Residual	59.547	262	.227		
	Total	102.471	263			

a. Predictors: (Constant), Timeliness
b. Dependent Variable: Customer satisfaction

Table 4 B: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
(Constant)		1.332	.171		7.187	.000
Timeliness		.635	.046	.637	13.643	.000

Dependent Variable: Customer satisfaction

The F value (187.873) and the P value (000a) in the ANOVA test (table-4 A) indicates that the result is statistically significant. Coefficient analysis values in table -4 B also support the result. So, the hypothesis (H$_2$) is accepted and hence timeliness has significant relationship with customer satisfaction in E-banking.

Testing the Third Hypothesis (H$_3$): Security & Privacy has significant relationship with customer satisfaction in E-banking.
Table 5 A: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.263	1	22.363	76.850	.000a
	Residual	79.207	262	.302		
	Total	102.471	263			

a. Predictors: (Constant), Security & Privacy
b. Dependent Variable: Customer satisfaction

Table 5 B: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.984	.183		10.835	.000
Security & Privacy	.449	.051	.476	8.872	.000

Dependent Variable: Customer satisfaction

The significance value (0.000) for Security & Privacy in table-5 A shows that there is significant relation between Security & Privacy and customer satisfaction. Large F-value of 76.85 and t-test value of 8.872 (according to table 5 B) have also come out to be significant. The results however have led to the acceptance of our third hypothesis i.e. Security & Privacy has significant relationship with customer satisfaction in E-banking.

Testing the Fourth Hypothesis (H$_4$): Physical facilities has significant relationship with customer satisfaction in E-banking.
Table 6 A: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.335	1	30.335	111.178	.000a
	Residual	72.136	262	.275		
	Total	102.471	263			

a. Predictors: (Constant), Physical facilities
b. Dependent Variable: Customer satisfaction

Table 6 B: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.669	1.679		9.168	.000
Physical facilities	.511	.049	.544	10.597	.000

Dependent Variable: Customer satisfaction

The F value in the table no. 6A is 111.178 which depicting that the model is significantly describing the variance. The P value (000a) in the ANOVA test indicates that the result is statistically significant. The value of t-test i.e. (Table- 6 B) is also supporting the result. So, the hypothesis (H$_4$) is accepted and hence physical facilities has significant relationship with customer satisfaction in E-banking.

Testing the Fifth Hypothesis (H$_5$): Customize service has significant relationship with customer satisfaction in E-banking.
Table 7 A: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.715	1	21.715	70.461	.000a
	Residual	80.756	262	.308		
	Total	102.471	263			

a. Predictors: (Constant), Customize service
b. Dependent Variable: Customer satisfaction

Table 7 B: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.130	.172		12.354	.000
Customize service	.377	.045	.460	8.493	.000

Dependent Variable: Customer satisfaction

Table 7 A shows, F value of 70.461 and significance value of 0.000 which shows that there is significant relation between the variables. The value of correlation (0.460) and t-test (8.493) in table 7 B, lead us to accept our hypothesis (H4). Thus it can be said that, customize service has significant relationship with customer satisfaction in E-banking.

The overall regression and ANOVA are summarized as follows:

Table 8: Regression Model Summary:

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
	.732a	.547	.528	.42905

Predictors: (Constant), Dependability, Timeliness, Security & Privacy, Physical facilities, Customize service

Table 9: Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.977	5	10.995	59.740	.000a
	Residual	47.494	258	.184		
	Total	102.471	263			

Predictors: (Constant), dependability, Timeliness, Security & Privacy, Physical facilities, Customize service
b. Dependent Variable: Customer satisfaction

From table 8, it is seen that there is a significant correlation between independent variables and dependent variable. At 5% level of significant the correlation is 73.2%. The value of R^2 indicates 54.7% of the variation. The adjusted R-square value of 0.528 indicates that there are some other variables too which contribute to customer satisfaction in E-banking.

Table-9 is showing that significance value is less than 5% i.e. 0.000, which means that there is a significant correlation between the dependent and independent variables. Table-9 is also depicting considerable F-value of 59.74 which means that the model and data are healthy fit in explicating customer satisfaction in E-Banking.

Table 10: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.362	.189		1.894	.059
Dependability	.412	.065	.436	6.456	.000
Timeliness	.348	.062	.382	5.593	.000
Security & Privacy	.097	.047	.355	3.763	.002
Physical facilities	.074	.056	.100	1.596	.101
Customize service	.048	.043	.057	1.090	.277

Dependent Variable: Customer satisfaction

Table 10 shows that the significance value for first three variables i.e. Dependability, Timeliness and Security & Privacy are less than 5%. That means these three variables have significant relationship with customer satisfaction. The value for Physical facilities and Customize service have come out be more than the significance level, describing that they do not have significant relation with customer satisfaction. Moreover, the value of t-test has come out to be greater than 2 for Dependability, Timeliness, Security & privacy, and among the three, Dependability has produced the most significant results. Physical facilities and Customize service have not generated significant results for depicting relation with customer satisfaction. However when analyzed individually against customer satisfaction, they have been found correlated positively. Thus, the regression equation of the study is as follows:

$CSEB = 0.362 + 0.412X_1 + 0.348X_2 + 0.097X_3 + 0.074X_4 + 0.048X_5 + 0.472$

Therefore we can say that, customer satisfaction level depends on service quality dimensions in E- banking by Bangladeshi banks. But it does not mean that all the dimensions of service quality have equal significant correlation with customer satisfaction level.

LIMITATIONS AND FURTHER SCOPE

This research paper has some limitations. First, Lack of getting most appropriate interviewees to answer the questionnaire willingly was envisaged in this study. Moreover, the sample size of the research chosen is small as compared to the e-banking customers in Bangladesh because of the time-constraint. Further research should be carried out with increased sample size to generalize better results. Secondly, this study focused only on five dimensions of service quality as predictors of customer satisfaction. Other service quality dimensions which affect customer satisfaction can also be added in further research. Thirdly, lack of proper information in the websites and official publications of banks also restricts

in determining efficiency of banks in E-service delivery which may limit the decorum of result. In further studies, the researchers may add other necessary information regarding electronic service to improve the exactness of result. Bank specific research i.e. private and public or local and foreign banks may generate more clear results regarding customer satisfaction in e-banking sector in Bangladesh. Despite these borders, this study has revealed significant findings and contributed appreciably to the body of research knowledge regarding the significance of E-banking service quality dimensions on customer satisfaction in Bangladesh.

CONCLUSION

Customer satisfaction has an intimate link with service quality. E-service quality is about overall assessment and discernment by customer regarding the eminence and quality of e-service delivery (Santos, 2003). E-banking has attained the status of essential service in attaining customers' loyalty in banking sector by ensuring customer satisfaction and healthy relations (Ladhari, 2009). This study aimed to examine the extent to which the dimensions of service quality in E-banking affects customer satisfaction in Bangladeshi banking sector. The study focused on five service quality dimensions i.e. dependability, timeliness, security & privacy, physical facilities and customize service to determine the level of customer satisfaction among E-banking users. From the statistical analysis, it has been observed that customers are fairly satisfied with the e-banking services in Bangladesh in terms of service quality dimensions. The five hypotheses in this study were supported by the data. Major findings of the study include there is relationship of each independent variable with the dependent variable when studied individually. However, when all service quality dimensions taken as predictor of customer satisfaction, Dependability has produced the most significant results followed by Timeliness and Security & Privacy. On other hand Physical facilities and Customize service relatively have not produced significant results. One reason that can be attached to the less importance of Physical facilities is that e-banking in Bangladesh has not still attained the usability as in the developed countries. Most of the people get benefit of only few basic operations, offered by e-banking i.e. withdrawing cash from ATMs, account inquiries, POS (Point of sale) transactions, etc. The relative less significance of Customize service in evaluating e-banking service quality is that e-banking service is virtual, involving no face to face dealings. However, both Physical facilities and Customize service are worth considerable in enhancing customer service quality experience, with supreme importance of Dependability, Timeliness and Security & Privacy as predictors of customer satisfaction in E-banking. As electronic banking service is based on the exercise of new internet technologies to afford various banking services unswervingly to customers around the clock, the banking sector of Bangladesh should propose a wide range of electronic services with better quality service to get customer satisfaction. The results of this study will contribute to a better understanding of what and how Bangladeshi banks may leverage advancement in information technologies to develop services that meet the expectations of Bangladeshi customers.

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