

Impact of service quality on customer satisfaction online (Case Study: Bank Mehr eghtesad Rasht)

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According to the trend of using e-banking services and the bank due to its unique features, For the transfer of financial resources, , E-banking and e-commerce as an integral part and a key role in its implementation has On the other hand researches show that customer satisfaction on customer retention and thus affects the profitability and success of the competition The relationship between customer service and satisfaction using a five-item Likert descriptive study was conducted by questionnaire Using the binomial test research hypotheses were tested Using the correlation e-banking service quality dimensions and customer satisfaction were analyzed, primarily Bart–And of suggestions: Promote the use of internet banking services to inform and encourage customers to use this service, Problems and issues of infrastructure services providing electronic banking services to accelerate smoothly, Bank instilled responsibility in providing Internet banking services to customers, Facilitating access service customers use ATM machines and service sales terminals Vjlb customers' trust electronic banking services.

Keywords : Banking , Online services, Customer satisfaction

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