

Evaluation of Internet banking adoption factors impact on customer satisfaction (case study: Maskan bank branches in Rasht)

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The aim of this study was to assess the impact of online banking adoption factors on customer satisfaction bank branches in Rasht. The study is descriptive correlational research was conducted through a survey. This study is, is applied. The population of Rasht Metropolis research personnel and customers of Internet service Maskan Bank branches were used respectively. The data collection instrument was a questionnaire. In order to analyze the data, descriptive and inferential statistics were used. The results of comparisons of the final customer trust relationships between internet banking facility on customer satisfaction showed significant relationship. The results of comparisons of relations between the intended benefits of the use of Internet banking services, the restriction of the use of the internet banking service, ease of use of Internet banking services and access to online banking services on customer satisfaction showed significant correlation. In order to investigate the interactions between variables of structural equation modeling and path analysis techniques were used in particular. The results of five hypotheses related to online banking adoption factors to customer satisfaction confirmed.

Keywords : online banking adoption factors, customer satisfaction, Maskan Bank, Rasht

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