

Study the Relationship between E-banking with Perceived Value and Financial Performance of Post Bank' Branches in Guilan Province

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With the expansion of e-banking services and the advancement of technologies, attention to customer priorities in dealing with these services on the one hand, and the impact of customer use on the financial performance of banks, on the other hand, is the subject that needs to be discussed. Therefore, the present study aimed to investigate the relationship between e-banking with perceived value and financial performance of post bank' branches in Guilan province. This research is based on the purpose of the applied type and in terms of information gathering method, descriptive-correlation research. The statistical population of this research is 107 employees of Post Bank branches in the province of Guilan. In order to calculate the statistical sample size, the Cochran formula of the limited society was used. Finally, 92 correct questionnaires were collected the respondents. The data gathering method was field type and data gathering tool was a standard questionnaire that its validity was confirmed by using the content analysis through the opinions of the supervisor and its reliability calculated through Cronbach's alpha and with a total of 0.817. Data were analyzed using SPSS21 and PLS3 software. The results of this study showed that there is a direct relationship between e-banking and financial performance of post bank' branches in Guilan province. Also, these results indicated that there is a direct relationship between e-banking and perceived value.

Keywords : e-banking, financial performance, perceived value, Post Bank

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