

The effect of different levels of quality of Internet banking security system on the level of customer confidence and their greater willingness to use Internet banking services at SADERAT Bank in Guilan province

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Abstract: The purpose of this study was to investigate the effect of different levels of quality of Internet banking security system on the level of customer confidence and their greater willingness to use Internet banking services at SADERAT Bank in Guilan province, so that different levels of banking system security with respect to three features (low level Security, intermediate level of security, high level of security), and the level of customer confidence and the willingness of customers to use Internet banking services. The present research is applied in the field of applied research and in terms of collecting field information, the research method in this study is based on the form of hypothesis expressive and analytical hypothesis of the causal type. The number of branches of export banks in Guilan province is 90 branches, the volume of society in this study includes 80 experts and managers of the bank. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research indicate that there is a significant relationship between the security levels of the banking system and the level of customer confidence in the bank and the willingness of customers to use Internet banking services.

Keywords : Key words: Different levels of banking security, customer confidence, internet banking, customer loyalty

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