

The impact of E-Banking service quality dimensions on clients satisfaction (A case study on Rafedain Bank in Amman)

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Abstract

The current study aims to examine the impact of e-banking quality dimensions (website design, e-systems efficiency, confidentiality and privacy, interactive communication, response) on client's satisfaction in the Rafidain Bank in Amman. The study used descriptive statistics to analyse the collected data. The population of the study in the rafidian bank in Amman clientels .Hence, the study use the e-banking system population consisted of (600) client's. A self administered questionnaire was used to collect the data. A total of (223) questionnaire were used in the data analysis resulting in 39% response rate.

The result of the study showed that there is a significant effect for the dimensions of the e-banking service quality represented in (website design, e-system efficiency, confidentiality and privacy, interactive communications, response) .

The study should that confidentiality and privacy level the strongest effect on customers satisfaction ,then the response constraint, then the web design, then interactive communication and finally the system. The study recommend to maintain the quality of services at the bank to ensure customers satisfaction.