

Service quality model in Internet banking and finance Report

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Abstract :

For many years now, banks and other financial institutions around the world have used powerful computer networks to automate tens or possibly hundreds of millions of day to day transactions by users. Internet banking possesses several advantages over the conventional paper banking services, including the possibility to save paper, energy and other resources and as result to decrease carbon footprint and to provide other business with possibility for sustainable development. Internet banking services can also be extended by the provider to be used for marketing purposes.

The research papers used in this paper exhibited this limitation. Secondly, future research should look into whether findings from one study can be generalized to the entire online banking industry. Thirdly, since all of these surveys were undertaken in developed nations, they should be replicated in other countries with varying levels of economic development and internet penetration and use. Finally, future studies should investigate how traditional service quality affects the rate of adoption.

Reference : Wong, D. H. et al. (2008). Re-examining traditional service quality in an e-banking era