

INTERNET BANKING: A STUDY OF USAGE AND SATISFACTION

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ABSTRACT

The present paper attempts to bring in light the usage and satisfaction level of internet banking among bank account holders. It also highlights the causes of non usage of Internet Banking. This study is purely based on primary data which were collected through questionnaires from 100 respondents belonging to bank account holders comprising 50 users of IB (Internet Banking) and 50 non-user of IB. The collected data has been analyzed with the help of Mean, Percentage and Likert Scale measurement tool. The result of this study is astonishing that despite of high level of satisfaction amongst IB users, it is not being translated into intent and action of customer to use additional services supported by IB.

KEY WORDS: Globalization, IB (Internet Banking), Multinational and WWW.
