

Customers' Satisfaction Towards Online Banking – An Analysis

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Abstract

Banking has come a long way since the days of regular visits to tellers. Now a customer can take a picture of a check with his phone to deposit it into a savings account. The evolution of online banking started in the 1980s, when the definition and the practice of internet banking were far different than what exists today. Even though online banking is very useful it has some disadvantages also. Thus, the researcher wants to know customers' satisfaction towards online banking. and also, it is used to find the factor influencing on the satisfaction of the customers. It is concluded that customers satisfied with online banking due to this service quality and fast than branch banking.

Keywords: Online Banking, Satisfaction, Branch Banking, Customer