

**INTERNET BANKING AND CUSTOMER SATISFACTION:
SPECIAL REFERENCE TO WELIMADA AREA**

Objective of this study is to find out the satisfaction level of consumers on internet banking using primary data which is collected from 100 sampling by random sampling method. Questionnaire method was used to collect the data. In MS Excel and SPSS, data is analyzed using descriptive statistics and the logistic method. Here the dependent variable is customer satisfaction, and the independent variables are ease of use, privacy, reliability, pleasure, control, and speed of delivery. This study found that ease of use, privacy, reliability, and pleasure have significant influences on customer satisfaction with Internet banking. At the same time, this study suggests that we solve the consumer problem regarding internet problems, ensure safety and security, and promote the internet facilities in the research area to increase the satisfaction level of internet banking.

Keywords: Internet banking consumers, Customer satisfaction level, Privacy, Reliability

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