

ABSTRACT

In present world, nothing captures more attention of an audience than the technology innovation and fundamental deviation of marketing concepts. E-Banking, means delivering of banking service, through the use of electronic channels like Computers, Mobiles, ATMs, Television and other Electronic devices. The primary goal of any bank is to reduce costs, increase efficiency and profitability through introduction of e-banking.

Electronic banking system has become an important practice among commercial banks in Sri Lanka. State banks are the leading banks in customer base and the banking history in Sri Lanka. According to the present business environment and requirements day to day it concern on its services to delight its customers. In addition to its traditional business services it never fails to add values of IT in its services in order to compete with private banks. Even in Sri Lanka, State banks as the e-banking service providers and customers as the beneficiaries, are still not making the real use of e-banking adequately. It was in line with this that the study aims at examining the effectiveness of E-banking in Sri Lankan State banks.

In order to examine the Effectiveness of E-Banking six dimensions were considered which are Tangibility/Feature availability/Design, Accessibility, Convenience, Assurance, Fees and charges/Cost saved and Security & privacy. The questionnaire was issued to collect the primary data for this study from 300 respondents based on purposive sampling method. Collected data were analyzed by using SPSS and outcome discussed in percentage, Univariate, Bivariate and multivariate analysis.

By using the frame work the present level of e-banking effectiveness are assessed. This leads to the development of some necessary recommendations for improving and advancement the e-banking services in Sri Lankan State banks. Further this study helps to the banks to understand how the effectiveness of e-banking helps towards its performance of bank. Findings of this study are significant for the sustainable development of e-banking services in Sri Lankan state banks.