

Impact of the Quality of E-Banking Services in Achieving Customer Satisfaction

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Abstract: The study addresses the impact of the quality of electronic banking services on achieving customer satisfaction, to know the reality of electronic banking and the extent of the quality of its services in the eyes of customers. Its importance is highlighted in the attempt to search for the relationship between the quality of electronic services provided and customer satisfaction and its direction to arouse customer interest, by conducting a statistical and analytical study on the study sample, which is represented by Société Générale Bank. Results reflected the existence of a significant relationship between the quality of electronic services and customer satisfaction in one direction, which contributes to improving the performance of banking services.

Keywords: Electronic Banking, Banking Service, Quality, Customers

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