



Impact of Internet Banking on Customer's Satisfaction: With special reference to Patna Sadar Block

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Abstract : *Technology is affecting the life of every individual in the present age and internet banking is one of the technologies which is fast growing in banking practice now a days. Moreover, customers are shifting from traditional banking to online banking very rapidly because of various benefits such as cost and time effectiveness. Hence, it is required to study carefully the increasing significance of internet banking, with its impact on customer satisfaction.*

Customers are the key contributors for the success and survival of any business and this is the same for banking sector also. So the need arises not only to increase customers but

also to retain them. This could only happen when customers are fully satisfied.

The aim of this research project is to investigate the impact of internet banking on customer satisfaction and to analyse the influence of different parameters/variables of online banking on customer's satisfaction. .

The main objective of this study is to examine the perception of the customers towards e-banking services in Patna Sadar Block; and to study the growth and progress of internet banking, the perception of the customer's toward internet banking and its impact on customer's satisfaction level.

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Introduction :

E-banking is the automated delivery of banking services and financial products directly to the customer through electronic and communicative channels. E-banking utilizes the internet system as the delivery channel by which it accomplishes banking activities like paying bills, transferring funds, paying loans etc. It transformed banking industry from paper banking to paperless banking. Internet Banking affects the life of every individual both qualitatively and quantitatively in the present age. The quick expansion of information