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**INFORMATICS
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Contemporary Issues in Business Management

**Service Quality and Customer Satisfaction in Electronic Banking in the Gampaha District
in Sri Lanka**

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Abstract

The present study aims to assess the degree of service quality and customer satisfaction in the electronic banking context in the Gampaha district. To achieve these objectives a questionnaire was developed with item measures that capture the service quality and customer satisfaction constructs. In a study of 212 respondents (52 percent of response rate), unidimensionality, reliability, and validity assessments were conducted to validate the key constructs, and one sample t-test was performed to test the hypotheses. The results indicated that service quality and customer satisfaction were to a high degree in electronic banking in the Gampaha district. The study's findings help practitioners, academics, and bank management create and implement customer satisfaction and service quality-related initiatives for electronic banking. Additionally, by thoroughly exploring the concepts of service quality and customer happiness in electronic banking, this study adds to the body of existing literature.

Keywords: customer satisfaction, electronic banking, reliability, service quality, unidimensionality, validity