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## Prioritizing Factors Affecting Customer Satisfaction in the Internet Banking System Based on Cause and Effect Relationships

Mohsen Mazaheri Asad<sup>a</sup>, Najma Sadat Mohajerani<sup>b,\*</sup>, Mohammad Noursersh<sup>c</sup>

<sup>a</sup>Mehralborz University, Tehran, Iran

<sup>b</sup>Islamic Azad University South Tehran Branch, Tehran, Iran

<sup>c</sup>Islamic Azad University Hamedan Branch, Hamedan, Iran

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### Abstract

The significance of adopting online service and using in the banking industry has attracted researchers' attention in the past decade. In such condition that banks use online services to provide easiness and safety in the internet banking transactions for their customers, it is natural that studying on the factors affecting customer satisfaction in internet banking system has utmost importance in banking industry, today. Hereupon, this research attempts to study the key factors affecting customer satisfaction in internet banking system to prioritizing based on cause and effect relationships. For this purpose, according to the literature, seven main factors were identified as most important factors affecting customer satisfaction in internet banking which totally include 27 measurement items. Then, to evaluate the cause and effect relationships of factors an online questionnaire link distributed to professors and students as a group of potential expert users of internet banking and finally 20 completed questionnaires collected. To analyze interactions between the factors using Grey-based DEMATEL method, first experts' opinions of grey numbers are converted to crisp numbers and all opinions are unified into a single view. Then the crisp numbers normalized in DEMATEL and total matrix of each factor is calculated. At the end, the values of R, D, R+D and R-D are calculated, which based on these criteria the cause and effect relationships of factors analyzed and factors affecting customer satisfaction in internet banking system prioritized.

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\* Corresponding author. Tel: +989188606875

E-mail address: [najma\\_mohajerani@yahoo.com](mailto:najma_mohajerani@yahoo.com)

## 1. Introduction

Over the past decades, the extension of new information and communication technologies within the financial industry has impacted on customer services of the banks. The speed of growing in technology has more influence on changing in the banking industry than any other (Kirakosyan and Dăniiață, 2014). Consumer views toward the advantage of and tendency to use internet banking were determined and measured (Liao and Cheung, 2002). Internet banking is one of the most important businesses in electronic business around the world (Ariff et al, 2012). Internet (or online) banking is “a new type of information system which uses emerging techniques like the internet and the World Wide Web, and has changed how customers perform various financial activities in virtual space” (Shih and Fang, 2006). The definition of internet banking is the user needs to neither buy any software, nor save any information and any back up on the computer (Wu et al, 2008).

Since the internet banking is becoming increasingly popular, it is necessary to survey factors affect their customer views, in a systematic way (Wu and Chang, 2012). Thus, the factors affecting customer satisfaction in the internet banking system need to be investigated in further studies. On the other hand, cause and effect relationships of these factors can impact on knowing internet banking customers’ point of view and improve internet banking quality services.

There are lots of research endeavors aiming at knowing the explanation of customer’s behavioral intentions consisted of customer’s intention to preserve their service provider and positive recourse to their environment (Yoon, 2010; Beheshti Zavareh et al, 2012; Santouridis and Kyritsi, 2014; Apostolos et al, 2014). But prioritizing the factors affecting customer satisfaction in the internet banking system based on cause and effect relationships has not been investigated.

In this paper, factors affecting customer satisfaction in the internet banking will be investigated in literature and prior research to determine the final factors. Finally, the distribution of one-to-one comparison questionnaire, will ask the influence of each factor, then using a grey-based DEMATEL approach, interactions between these factors will be examined to measure and prioritize.

## 1. Literature review

### 1.1. Internet banking

There are four electronic banking channels: ATMs, touch-dial telephone banking, internet banking, and mobile banking. Internet banking is a banking channel that allows consumers to do a wide range of financial and non-financial services through a bank's website (Hoehle et al, 2012). The first online banking services which used internet were established in 1994 by Stanford Federal Credit Union (SFCU), it spreads quickly in the world (Yoon, 2010). A number of the studies about online banking have been done around the world (Yoon, 2010). As its first introduction in the ‘90s, internet banking is increasingly selected by bank customers around the world (Santouridis and Kyritsi, 2014). This relatively new banking transactions channel provides its users “round the clock” access to bank services, decreased time, direct access around the world, lower costs and removing the anxiety due to cash carrying (Santouridis and Kyritsi, 2014). Banking via internet has speared as a strategic reference to obtain higher efficiency, control of operations and cost reduction by substituting paper based and labor intensive methods with automated processes has resulted to higher productivity and profitability (Malhotra and Singh, 2009). Recent empirical researches suggest that internet banking is not having an independent influence on banking profitability, although these results may alter as the use of the internet becomes more extended (Malhotra and Singh, 2009). Banking via internet has appeared as a strategic reference to obtain higher efficiency, control of operations and cost reduction by substituting paper based and labor intensive methods with automated processes has resulted to higher productivity and profitability.

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