

A Study on Customer Satisfaction towards E-Banking Service

Bushra Mulla

Asst. Prof.

Shri L. P. Raval College of Mass Media and Management Studies, Mira-Bhayandar, Maharashtra
bushraraval@gmail.com

Abstract: *This study examines customer satisfaction with E-banking services, exploring how digital banking platforms influence consumer experiences and perceptions. With the growing trend of online financial services, understanding factors that drive customer satisfaction is crucial for banks aiming to enhance their digital offerings. The research focuses on various elements such as ease of use, security, transaction speed, customer support, and the overall convenience of E-banking platforms. Through surveys and interviews, the study analyzes customer feedback to identify key drivers of satisfaction and dissatisfaction. The findings suggest that while customers appreciate the convenience and accessibility of E-banking, concerns around security and user interface design remain significant challenges.*

Keywords: E-banking services

