

A COMPARATIVE STUDY OF CUSTOMER SATISFACTION ON E-BANKING PRODUCTS IN ADDIS ABABA AND TRIVANDRUM

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ABSTRACT

This study examines the impact of electronic banking products on customer satisfaction of commercial bank customers in Addis Ababa and Trivandrum cities. Due to the emergence of a global economy; electronic banking products have increasingly become an inevitable tool of banking business strategy and a strong catalyst for customer satisfaction. The main purpose of the study is comparing the impact of e-Banking products on customer satisfaction between Trivandrum and Addis Ababa city customers. The study was descriptive in nature and data gathered through questionnaires and document analysis. In order to achieve the objective of the study, mixed use sampling techniques were used. A sample size of the study was (n = 835). Data collected by structured questionnaire was an analysis of inferential statistics. The major results were the e-banking products have a significant difference in customer satisfaction on Trivandrum than Addis Ababa respondents. Based on these findings, conclusions were drawn and some feasible recommendations were made.

KEYWORDS: E-Banking Products, Customer Satisfaction, Addis Ababa & Trivandrum

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