

**IMPACT OF ELECTRONIC BANKING SERVICES DELIVERY ON CUSTOMER  
SATISFACTION IN NEPALESE PRIVATE COMMERCIAL BANKS**

**A Thesis**

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## APPROVAL SHEET

We, the undersigned, have examined the thesis entitled **Impact of Electronic Banking Service Delivery on Customer Satisfaction in Nepalese Private Commercial Banks** presented by Aliza Maharjan, a candidate for the degree of **Master of Business Studies (MBS)** and conducted the viva voce examination of the candidate. We here by certify that the thesis is worthy of acceptance.

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## **Certification of Authorship**

I certify that the work in this thesis has previously been submitted for a degree or has it been submitted as part of requirement for a degree except as fully acknowledge within the text

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged .In addition, I certify that all information sources and literature used are indicated in the reference section of this thesis.

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March, 2021

## Report of Research Committee

Miss Aliza Maharjan has defended research proposal entitled **Impact of Electronic Banking Services Delivery on Customer Satisfaction in Nepalese Private Commercial Banks** successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Dr. Ganga Ram Bishwakarma and submit the thesis for evaluation and viva voce examination.

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## ABSTRACT

*Customer satisfaction is one of the important factors in business. When it comes to banking industry, customer satisfaction level differentiate one bank from another, thus measuring customer satisfaction is exceeding important. In this competitive arena, in order to sustain the growth and increase the market share, banks should aim at satisfying the customer. In today's e-commerce economy, where innovation likely to offer merely a fleeting advantage, satisfaction will be the sole way for a business to survive.*

*The main objective of the study is to examine the impact of e-banking service delivery on customer satisfaction in Nepalese private commercial bank. The study collected primary data by using structured questionnaire techniques from 80 respondents who are enjoying banking services. The study is based on descriptive, causal comparative research design. This study used quantitative method for data collection for the purpose of analysis. Mainly structured questionnaire survey was used to generate responses based on which statistical analysis is done to test hypothesis. The questionnaire was self-administered. The sampling technique for the study followed non probabilistic sampling technique, i.e. convenience sampling. Customer satisfaction is considered as dependent variables whereas ATM, Internet banking Mobile banking, Credit card, Debit card and Electronic Fund Transfer services are considered as independent variables and their correlation and regression was generated from SPSS and analyzed.*

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**ABBREVIATIONS**

ANOVA	Analysis of Variance
ATM	Automated Teller Machine
CCS	Credit Card Services
CS	Customer satisfaction
DCS	Debit Card Services
E-Banking	Electronic Banking
EBS	Electronic Banking Services
EFTPOS	Electronic Fund Transfer at Point Sale
EFTS	Electronic Fund transfer Services
Er	Error term
IBS	Internet Banking Services
ICT	Information and Communication Technology
IT	Information Technology
MBS	Mobile Banking Services
POS	Point of Sale
SD	Standard Deviation
Sig	Significance
SPSS	Statistical Package for Social Science