

FACTORS INFLUENCING CUSTOMER SATISFACTION OF INTERNET BANKING ADOPTION IN BURDWAN DISTRICT

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ABSTRACT

The financial products and services have become available over the Internet. This has thus become an important distribution channel for a numbers of banks. In recent years, the internet banking has become a useful platform to easily access banking services. This research aims to investigate factors that influence the behavioral intention to use internet banking in Burdwan District. The primary objective of this research is to identify the factors that influence internet banking adoption. This paper makes a contribution of internet banking literature by providing insights on the factors that internet banking is influenced by its perceived reliability, Perceived ease of use and perceived usefulness.

KEYWORDS: Internet Banking, Perceived usefulness, Perceived Ease of Use, Adoption, Factors, Customer