



THE IMPACT OF E-BANKING SERVICE QUALITY ON
E-SATISFACTION DURING PANDEMIC COVID-19

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ABSTRACT

The reason for this research is to examine on how e-banking service quality influence e-satisfaction during pandemic Covid-19. The objectives to conduct this study is to identify the relationship between independent variable of reliability, privacy and security, website design, and customer service and support towards e-banking satisfaction. Or to put in simpler words, researchers want to study the impact of e-banking service quality on e-satisfaction during pandemic Covid-19. The questionnaire was distributed through online platform to target sampling which is the Malaysia's E-Banking Users. Researchers received 235 samples that valid. The data collected has been analysed through SPSS 26.0 version in order to get reliability analysis and multiple regression analysis. Meanwhile, the data for descriptive analysis has been analysed using Microsoft Excel. The result finding has determined the relationship between independent variables and dependent variables in this study. Other than that, conclusion and recommendation for the organization and future researchers have been made.

Keywords: E-banking customer satisfaction, reliability, privacy and security, website design, customer service and support

TABLE OF CONTENTS

TITLE PAGE.....	i
DECLARATION OF ORIGINAL WORK.....	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
LIST OF ABBREVIATIONS	ix
ABSTRACTS	x
CHAPTER 1: RESEARCH OVERVIEW.....	1
1.1 INTRODUCTION	1
1.2 BACKGROUND OF STUDY	2
1.3 PROBLEM STATEMENT	3
1.4 RESEARCH OBJECTIVES	4
1.5 RESEARCH QUESTIONS	5
1.6 SCOPE OF STUDY.....	5
1.7 SIGNIFICANCE OF STUDY	6
1.7.1 SIGNIFICANCE TO ORGANIZATION.....	6
1.7.2 SIGNIFICANCE TO GOVERNMENT ECONOMY	6
1.7.3 SIGNIFICANCE TO CONSUMERS	7
1.8 DEFINITION OF TERMS	7
1.9 CONCLUSION.....	9
CHAPTER 2: LITERATURE REVIEW	10
2.1 INTRODUCTION	10
2.2 E-BANKING SATISFACTION.....	10
2.3 RELIABILITY.....	12
2.4 PRIVACY AND SECURITY.....	13
2.5 WEBSITE DESIGN	14
2.6 CUSTOMER SERVICE AND SUPPORT.....	15
2.7 RESEARCH CONCEPTUAL FRAMEWORK	16
2.7.1 HYPOTHESES SUMMARY.....	17
2.8 CONCLUSION.....	17
CHAPTER 3: RESEARCH METHODOLOGY	18
3.1 INTRODUCTION	18
3.2 RESEARCH DESIGN	18

3.3	POPULATION	19
3.4	SAMPLE SIZE	19
3.5	SAMPLING TECHNIQUE	19
3.6	DATA COLLECTION METHOD	20
3.6.1	SECONARY SOURCES.....	20
3.6.2	PRIMARY DATA.....	20
3.7	QUESTIONNAIRES DESIGN	21
3.7.1	SCALE	22
3.8	DATA ANALYSIS TOOLS.....	24
3.9	STATISTICAL ANALYSIS	24
3.9.1	RELIABILITY ANALYSIS	24
3.9.2	DESCRIPTIVE ANALYSIS.....	25
3.9.3	MULTIPLE REGRESSION ANALYSIS.....	25
3.10	CONCLUSION.....	25
	CHAPTER 4: DATA ANALYSIS.....	26
4.1	INTRODUCTION	26
4.2	SURVEY RETURN RATE	26
4.3	RELIABILITY ANALYSIS	27
4.4	DESCRIPTIVE ANALYSIS	28
4.5	MULTIPLE REGRESSION ANALYSIS	30
4.5.1	OVERALL MODEL FIT	30
4.5.2	ANOVA	30
4.5.3	HYPOTHESES TESTING.....	31
4.5.3.1	THE MOST INFLUENTIAL FACTOR.....	33
4.6	CONCLUSION.....	34
	CHAPTER 5: CONCLUSION & RECOMMENDATIONS	35
5.1	INTRODUCTION	35
5.2	CONCLUSION.....	35
5.3	RECOMMENDATIONS.....	37
5.3.1	ORGANIZATIONS	37
5.3.2	FUTURE RESEARCHERS	38
5.4	CONCLUSION.....	40
	BIBLIOGRAPHY.....	41
	APPENDICES.....	44