

**THE EFFECT OF THE INTERNET BANKING ON CUSTOMER
LOYALTY**
A study among Malaysian Banks

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In partial fulfillment of the requirements for the degree
Master of Science (Management)
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By

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Declaration

I declare that all the work described in this dissertation was undertaken by myself (unless otherwise acknowledged in the text) and that none of the work has been previously submitted for any academic degree. All sources of quoted information have been acknowledged through references.

Abdulbaset Mohamed saleh

12th November 2009

**POSTGRADUATE STUDIES OF COLLEGE OF BUSINESS
UNIVERSITI UTARA MALAYSIA**

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Abstract

The banking services have been dynamic during the last decade due to the advent of the Internet in banking sector. One of the most vital challenges of the Internet as a service delivery channel is providing and maintaining service quality. Service quality is an input of customer trust which becomes satisfaction and lead to loyalty as an output. Customer loyalty is a concern of any organizations as well as banking sectors. The purpose of this research was to gain better understanding of the impact of the Internet on customer loyalty in Malaysian banks. Four research questions have been formulated to achieve the purpose. Based on detailed literature review, a frame of reference was developed which helped to answer research questions and guide to data collection. A quantitative research approach was used to get better understanding of this issue. Empirical data were collected through questionnaires with the research questions and the frame of reference. Finally, in the last chapter findings and conclusions were drawn by answering research questions. In the research it was found that all the banks interviewed seem to have the same description, motivation and an underlining objective of customer loyalty and the Internet has affected from two different directions which are made up of both positive and negatives sides on customer loyalty creation by these banks. The Internet has become more powerful media of providing bank services. Banks use the Internet as a new distribution channel for their products and services. The Internet facilitates home banking services which is becoming more popular in recent time. Another most important finding of this study, from both banks, is service quality which form an integral part of loyalty creation.

Keywords : Internet Banking, Customer Satisfaction, Customer Loyalty, and Malaysian Banks

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TABLE OF CONTENTS

Declaration	ii
Permission to Use.....	iii
Abstract.....	iv
Acknowledgement.....	v
Table of Contents	vi
List of Tables	ix
List of Figures	x

CHAPTER 1 INTRODUCTION

1.1 Background	1
1.2 Problem Statement of the Study	4
1.3 Question of the Study	6
1.4 Objectives of the Study	6
1.5 Significant of the study	7
1.6 Scope and Limitation of the Study	8

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction	9
2.2 Customer Loyalty	9
2.2.1 Leader of Customer Loyalty	12
2.2.2 Antecedents Customer Loyalty	12
2.3 Service Quality.....	13
2.4 Customer Trust.....	28
2.5 Customer Satisfaction.....	31
2.6 Objectives of Customer Loyalty Programs and Affects of Loyalty Programs with the Advent of the Internet	40
2.7 The Internet as a Support to Activities in Creating Loyal Customers	48

CHAPTER 3 METHODOLOGY

3.1 Introduction	54
3.2 Research Design	54
3.3 Research Framework	56
3.4 Hypothesis	58
3.5 Population and Sample	58
3.6 Data Collection Technique	59
3.7 Data Analysis Technique	59

CHAPTER 4 FINDINGS

4.1 Introduction	61
4.2 Profile of Respondents	61
4.2.1 The gender of respondents	62
4.2.2 The age of respondents	63
4.2.3 The level of the study of the respondents	65
4.2.4 The Race of Respondents.....	66
4.2.5 The Banks which the respondents are using	68
4.3 Validity and Reliability of Study Instrument Testing	69
4.3.1 Validity of Study Instrument Testing	70
4.3.2 Reliability of Study Instrument Testing.....	71
4.4 Correlations among Variables.....	72
4.5 Analysis of the Study Result.....	73
4.5.1 The Significant Effect Analysis of internet banking on customer satisfaction Variable	73
4.5.2 The Direct Significant Effect Analysis of e-banking variables and customer satisfaction Variable on Customer Satisfaction	76
4.5.3 The Validity Testing of Research Model.....	78
4.6 Results of Hypothesis Testing.....	81

CHAPTER 5 DISCUSSION AND CONCLUSION

5.1 Introduction	83
5.2 Discussion	84
5.2.1 The Results of Effect Analysis Internet Banking on Customer Satisfaction and Loyalty	84
5.2.2 The Results of Effect Analysis Internet Banking on Customer satisfaction	85
5.2.3 The Results of Effect Analysis between Internet Banking and Customer Satisfaction on Loyalty	86
5.2.4 Theoretical Implications	86
5.3 Conclusion	87
5.4 Future Research	88
 REFERENCES	 89
 QUESTIONNAIRE.....	 98
 APPENDIX STATISTICAL DATA ANALYSIS	 104

LIST OF TABLES

Table 4.1 The Gender of Respondents	62
Table 4.2 The Age of Respondents	64
Table 4.3 The Level of Study of Respondents.....	65
Table 4.4 The Nationality of Respondents	67
Table 4.5 The Respondents Banks	68
Table 4.6 The Result of Validity Testing	70
Table 4.7 The Result of Reliability Testing.....	71
Table 4.8 Correlations between Variables.....	73
Table 4.9 The Significant Effect on Customer satisfaction Variable	74
Table 4.10 The Significant Effect of e-banking and customer satisfaction Variable on Customer loyalty	76

LIST OF FIGURES

Figure1 Preliminary Model of Perceived Service Quality in Internet Banking	53
Figure2 Research Framework.....	57
Figure 4.1 Diagram of Respondents Gender	63
Figure 4.2 Diagram of Respondents age	64
Figure 4.3 Diagram of Level of Study	66
Figure 4.4 Diagram of Respondents Nationality	67
Figure 4.5 Diagram of Respondents Bank.....	69
Figure 4.6 The Path Model of e-Banking on customer satisfaction Variable	75
Figure 4.7 Path Model of e-banking and customer satisfaction Variable on Customer Loyalty Variable.....	77
Figure 4.8 The Combination Model of Effect Path of Website Quality ...	79

CHAPTER 1

INTRODUCTION

1.1. Background

The Banking services have undergone many changes during the past decade with the advent of the Internet in the banking sector. According to Liljander and Strandvik (1995) bank loyalty as the biased behavioral response expressed overtime, by some decision –making unit with respect to one bank out of a set of banks, which is a psychological (decision making and evaluative) processes resulting in brand commitment.

According to Gremler and Brown (1996), customer loyalty has been defined as the “degree to which a customer exhibit repeat purchasing behaviour from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using only this provider when a need for this service arises”. The above definition signifies loyalty as an action and how the customer is committed towards a product or service, which includes emotional attachment, identification and involvement (Allen & Meyer, 1990). Gremler and Brown (1996) further lamented that loyal customers have a high rate to spread positive word-of-mouth about the company and even go on to purchase more service from the company and that they have less potential to switch to other competitors even when the competitor offer

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