

Abstract

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A Hybrid Model AHP and PROMETHEE For Evaluation of E-Banking Services

Nowadays, customers are using more self-service options in Egyptian banking sector such as Automated Teller Machines (ATMs), Telephone Banking, and Internet Banking, which are more convenient to use. Taking into consideration the huge investments made by banks in Internet infrastructure, customer satisfaction and retention are turning into the crucial factors for success in order to generate positive customer value. In order for banks to retain their e-customers, they should have better understanding of how customers perceive and evaluate the quality of the electronically offered services. This paper proposes a structured model for evaluating the performance of the three electronic banking services ATMs, Telephone Banking, and Internet Banking using the Preference Ranking Organization Method For Enrichment Evaluation (PROMETHEE) in conjunction with Analytical Hierarchy Process (AHP) based on the E-service quality dimensions. AHP is used to determine the relative importance of service quality multi-criteria dimensions from bank customers' point of view, and PROMETHEE method is applied for ranking the performance of different electronic banking services.