

Abstract

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The impact of e-banking on service quality in the Egyptian banking sector

Purpose This study aims to examine the various Egyptian customers' usage patterns of banking services in an attempt to provide a better understanding of factors affecting customer's decision of using the electronic banking services. **Design/methodology/approach** A total of 400 questionnaires were distributed to a convenience sample of customers. No category was used in the sample Selection in order to avoid bias the only condition was that respondents should have bank's account. **Findings** Findings revealed that about 88.85% of sample was users of automated teller machine, internet banking, and mobile banking. However, still a considerable number of them prefer to visit the branch at least once monthly. **Research limitations/implications** The study was confined to banks in Alexandria, which may not represent the entire Egyptian population. The study also focused on banks' customers and it didn't take into consideration the opinion of banks' managers and employees. **Originality/value** This paper introduces theoretical and practical understanding of the impact of e-banking on service quality in the Egyptian banking sector. **Keywords:** customer satisfaction, electronic banking services, service quality **Article Classification:** Research paper