

# **Abstract**

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**Purpose** – The main subject of the research is to study the internet banking quality dimensions that affect customer satisfaction from the consumer and provider perspectives. This bridges the gap between theory and practice which is part from contributing to the body of knowledge, thus improve the service quality dimensions to attain better quality of life. The aim of this study is to investigate how do users perceive e?banking quality dimensions in terms of their importance how do decision makers in banks perceive and provide e?banking quality dimensions whether each quality dimension directly affect users satisfaction of the service. **Design/methodology/approach** – Structured questionnaires were randomly distributed over 300 bank clients, 133 valid questionnaires were returned. Data were statistically analyzed using SPSS. Two key decision makers at the were interviewed to get the broader picture, where data were interpretively analyzed. **Findings** – Results were integrated allowing authors to show that service quality has significant effect on customer satisfaction. bank could be considered a success story that provides a guide line for decision makers in banks that are less fortunate in providing high service quality, thus help them better address their customers’ needs. **Research limitations/implications** – The main limitation of this paper is that the research was conducted at one bank and thus a more comprehensive study, involving other banks in the industry could enable research generalize results. **Originality/value** – This paper provides a valuable stakeholder analysis regarding e?banking service quality dimensions as viewed and ranked by service providers and users.