

Abstract

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‘Perception and Ranking of Internet Banking Service Quality from Banking Perspective in Public and Private Banks in Egypt’, International Journal of Research, Vol. 1, No. 8, pp. 1117-1198.

Internet banking provides alternatives for faster delivery of banking services to a wider range of customers. Internet banking has gained in increasing popularity and has attracted the attention of both customers and bankers. This paper aims to collect decision maker's perceptions and ranking of the Internet banking service quality in public and private banks in Egypt, this study uses seven key decision makers were also approached using semi-structured interviews to get the broader picture, where data was interpretively analysed and coded using Nvivo. The outcomes may help the management of banks develop effective strategic planning for the future of electronic banking in developing countries like Egypt