

Service Quality, Customer Satisfaction, Customer Trust, and Loyalty in an  
e-Bank Context

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Abstract

In this study a research model was proposed to examine the relationships between service quality, customer satisfaction in, customer trust of, and loyalty to Taiwanese e-banks. Questionnaires were completed by 442 respondents who had experience with e-banking and data were analyzed using partial least squares structural equation modeling. It was found that

e-banks must focus on service quality to increase customer satisfaction and trust and to obtain customer loyalty. Implications are discussed in relation to e-bank management.

Keyword : service quality, customer satisfaction, customer loyalty, banking industry, e-banking