

Customer Satisfaction Towards Internet Banking: A Demographic Differentiation Analysis

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Abstract: *This study aims to illuminate the customer satisfaction towards internet banking among respondents of Indore region. A sample of 391 respondents was examined, and the collected data were analyzed using SPSS Version 26. Independent sample t-tests were utilized to explore the level of customer satisfaction among male and female employees, while ANOVA was employed to investigate differences in views on customer satisfaction towards internet banking among respondents of different age groups. The findings of this study suggest that there is no significant difference in views regarding customer satisfaction towards internet banking between male and female respondents, nor among respondents of different age groups within Indore region.*

Keywords: Customer Satisfaction, Internet Banking, Age, Gender