

## **The Impact of Mobile Banking on Customer Satisfaction: Evidence from Licensed Commercial Banks in Sri Lanka**

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### **Abstract**

Mobile phones have created a platform to expand commercial transactions in a very easy manner and have created a wide array of business opportunities through the expansion of wireless communication. Hence, it is clear that mobile banking would be an attractive way of providing banking services and also it could contribute to the development of a country through the promotion of better financial services. Therefore, this research focuses primarily on identifying the impact of mobile banking services on customer satisfaction in Commercial banks in Sri Lanka. This study used mainly primary data collected through a survey questionnaire. 200 customers who are registered as mobile users and actively using mobile banking service were selected as the sample for this study. The implications can be useful for designing marketing promotional campaigns of mobile banking services of commercial banks. Further, the bank manager would be able to identify the strengths and weaknesses of existing mobile banking services from the perspective of customers.

**Keywords:** Mobile Banking, Customer satisfaction, Commercial banks, mobile customers