DRIVING FORCE OF E-LOYALTY IN ONLINE BANKING SECTOR IN THE CONTEXT OF MALAYSIA

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Abstract

The development of customer loyalty in online banking has become a basic issue because of the positive and constructive influence on banks' long haul productivity. With increasing Internet access, the competition is only one tick away. Customer loyalty in online banking sector appears to be essential for electronic banks both in a competitive and additionally an economic sense.

Hence, there is a need to understand how customer loyalty in the online banking sector is created. Previous studies found that e-service quality, e-satisfaction, and e-trust have direct or indirect effects on the creation of e-loyalty. However, previous studies just demonstrated a piece of relationships between these variables and their effects on e-loyalty. A hole can be discovered that there is not a comprehensive view on all of the effects that service quality, customer satisfaction, and customer trust have on customer loyalty in the context of online banking. Therefore, the present research tried to provide a comprehensive model to fill the crevice of previous literature and demonstrate the relationship of e-service quality, e-satisfaction, and e-trust with e-loyalty in the online banking sector. The target sample in this investigation was experienced Internet banking users. Based on the investigation, it is discovered that e-satisfaction and e-trust assume the real role to construct e-loyalty in the online banking sector. However, e-service quality is not a predictor of customer e-loyalty towards Internet banking websites. It means that customers tend not to be steadfast even. However, the online banking service providers provide great services. The investigation impediments, suggestions, alongside directions for further research are discussed.

Keywords

Online Banking, E-Service Quality, E-Satisfaction, E-Trust, E-Loyalty

1. Introduction

The internet and Web developments have been the most exciting developments in the field of data and interchanges technology in recent years. With increasing Internet access, the phenomenon of utilizing Online Banking (or Internet banking or E-banking) services is blasting altogether.

Online banking refers to the banking services provided through a secure website operated by the bank provider, along these lines encouraging the use of the Internet as a remote delivery channel. Online banking permits bank customers with appropriate access to manage their finances with negligible inconvenience as it provides a quick and convenient approach to undertake different banking exchanges using the online banking website from home, office or elsewhere (Beh Yin Yee and T.M. Faziharudean, 2010).

Customer loyalty is a concept that has been studied in a great number of researchers. Previous studies found that service quality in the online banking sector (or e-service quality),

customer satisfaction in the online banking sector (e-satisfaction) and customer trust in the online banking sector (or e-trust) have direct or indirect effects on the creation of customer loyalty in online banking (or e-loyalty). However, previous studies just demonstrated a piece of relationships between these components and their effects on e-loyalty, a crevice can be discovered that there is not a comprehensive view of all effects that service quality, customer satisfaction, and customer trust have on each other and customer loyalty in the context of online banking. Therefore, the present research tried to provide a comprehensive model to fill the hole of previous literature and demonstrate the relationship between e-service quality, e-satisfaction and e-trust with e-loyalty in the online banking sector.

2. Literature Review

2.1 E-Service Quality

Fogli (2006, p.4) defined service quality as a worldwide judgment or attitude relating to a specific service; the customer's overall impression of the relative inferiority or superiority of the association and its services. Service quality is a cognitive judgment. Service quality perceived by the customers is the result of looking at the expectations about the service they will receive and their perceptions of the bank's activity. As discussed by Shahrzad Shahriari (2014), Service quality has a considerable measure of underlying dimensions of electronic banking which includes reliability, responsiveness, security, ease of use, access etc.

In online environments, service quality is defined as a website make possible efficient and effective shopping, acquiring and transporting of items and services (Zeithaml et al., 2002). With an increasing number of customers being online, the importance of websites for influencing buying decisions is rising steadily. Measuring the quality of websites from a user's perspective enables banking companies to take corrective activities, develop an appropriate e-business strategy and improve their operations (Ganapathy et al., 2004).

Superior service quality leads to customer loyalty and inferior service quality result in unfavorable behavior intentions. Aliabadi et al. (2013) proposed a conceptual model determining determinants of customer loyalty in e banking. Results indicated trust and service quality as the major determinant of customer loyalty.

2.2 E-Satisfaction

Different definitions have been offered by different researchers regarding customer satisfaction. Zeithaml and Bitner (2000) defined customer satisfaction as the customers' evaluation of an item or service regarding whether the item or service has met their needs and expectations.

As indicated by Fornell et al. (1996), customer satisfaction means that a customer or the user of service is well contented with performance. It can likewise be stated as the overall evaluation of a customer either positive or negative for the services. The definition accepted by most experts is as per the following: customer satisfaction is results obtained from the correlation of the customer's expectation of the performance and expensed costs (Beerli et al., 2004).

Zaim et al. (2010) discover that substance, reliability, and empathy are the essential factor for customer satisfaction, whereas responsiveness and assurance are vital factors, found by Mengi (2009). Kumar et al. (2010) and Lai (2004) found that assurance, empathy, and tangibles are the essential factor, and then again, Baumann et al. (2007) found that tangibles are not related to customer satisfaction. At the same time, Ahmed et al. (2010) discover that empathy is negatively related to customer satisfaction. Researchers have identified different determinants of customer satisfaction in the banking sector. Levesque and McDougall (1996) found that a decent "employee-customer" relationship can increase the satisfaction level. They pointed out that problem recovery is imperative to keep up the customer satisfaction. However, the results did not affirm that attractive problem-recovery can increase satisfaction. At any rate, it can keep up the satisfaction level. At last, they concluded that competitiveness and convenience of the banks are the two critical determinants of customer satisfaction.

2.3 E-Trust

Most industries have been influenced by electronic commerce in one way or another. However, nowhere has the presence of electronic commerce been more apparent than in the banking and money related services industry. From the marketing perspective, internet banking is a new type of channel where a bank makes connect with its customers. Researchers in the marketing area have considered trust as one of the key builds of relationship marketing (Ribbink, D., Riel, A.C.R., Liljander, V. what's more, Streukens, S., 2004).

A regularly used definition of trust is that of Moorman et al. (1993), who definite it as the willingness to rely on an exchange partner in whom one has confidence. This definition is as per

previous research, which associated trust with a "confidence in the other's intentions and motives," a definition that still holds (Lewicki et al., 1998). It is likewise echoed by the recent research in offline and online services (e.g. Cheung and Lee, 2005), which defines trust as the "degree of confidence or exchange choices" (Zeithaml and Bitner, 2000). Moreover, customer trust can be defined as a set of beliefs held by an online consumer concerning certain characteristics of the e-supplier and additionally the possible behavior of the e-supplier in the future (Coulter and Coulter, 2002). E-trust will, therefore, be defined as the degree of confidence customers have in online exchanges, or in the online exchange channel (Reichheld, F.F. what's more, Schefter, P. 2000). Lee and Lin (2005) suggested that trust encourages online obtaining and affects customer attitudes towards acquiring from e-retailers. Fragata and Moustakas (2013) in their study for large business houses have found that trust and switching costs strongly impact loyalty of e-banking.

2.4 E-Loyalty

In e-commerce, steadfast customers are considered extremely valuable for business foundations. Customer loyalty is special sort of customer behavior towards the association. It is the overall behavior of customer regarding the item, service or whatever other aspects of the association in which customers are involved makes the term customer loyalty (Oliver, 1997). Customer loyalty leads to an increase in benefit through increasing the income, lowering the cost of pulling in new customers, reducing customer sensitivity to prices, and reducing the cost of acclimating the customer with operational methods of the association (Shahnaz Nayebzadeh at el., 2013). Building customer loyalty is one of the biggest challenges in B2C e –commerce these days. Discoveries from Larson and Susanna (2004) showed the same explanation that loyalty is creating commitment in customer for executing with a specific association and buying its items and services frequently. Customer loyalty is tied in with pulling in the correct customer, getting them to purchase, often purchase, purchase in higher quantities and bring you, even more, customers (Arvinlucy Akinyi Onditi et al., 2012).

The concept of e-loyalty extends the conventional loyalty concept to online consumer behavior. This was introduced first by Reichheld and Schefter (2000). They defined e-loyalty as "customers' behavior to visit and revisit the specific website and make exchanges easily." E-loyalty was additionally defined as "a customer's favorable attitude toward the e-retailer that results in repeat purchasing behavior" by Srinivasan and Anderson (2003). The high

competitiveness in the online retail environment has resulted in enhancing e-sovereignty as an intention to revisit a website or to make an exchange from in the future. Strauss and Frost (2001) suggest that "given the relatively compressed purchasing cycle time, the primary emphasis of e-loyalty ought to be on converting behavioral intent to immediate purchasing behavior." Chang and Chen (2009) defined e-loyalty as "A customer's favorable attitude towards an e-commerce website that predisposes the customer to repeat purchasing behavior."

2.5 Relationship between E-Satisfaction and E-Loyalty

In line with earlier research (Zins, 2001), it is expected that a higher level of customer satisfaction will lead to greater loyalty. However, the effect of satisfaction on customer loyalty is rather complex. Fisher (2001) believes that customer satisfaction represents the just piece of why people change item or service providers. Anderson and Srinivasan (2003) found that both Trust and perceived value, as developed by the organization, fundamentally accentuate the effect of satisfaction on e-commerce loyalty. In a more recent examination by Cyr (2008), it was discovered that website satisfaction is firmly related to loyalty in three countries: Canada, Germany, and China.

Customer loyalty and satisfaction are altogether affected by co-operating mark image, and customer loyalty and satisfaction are dependent on each other. If the customer is satisfied, his loyalty increases. Therefore, firms especially concentrate on these variables to make a profitable long haul relationship with the customer and improve the brand image in the market. (Tu et al., 2011). By giving high item/service value and enhancing the satisfaction level of customer, customer loyalty can easily be achieved (Yang et al., 2003). Previous literature showed that to enhance the customer loyalty, customer satisfaction assumes an indispensable role and is the most critical driver. (Sondoh et al., 2007). It demonstrates that if a customer is satisfied, customer's loyalty will increase and hence customer's intention to switch banks will decrease. Shankar, Smith, and Rangaswamy (2003) indicated that the effect of satisfaction on loyalty is stronger online than offline.

Effect of e-satisfaction on e-loyalty is studied in wide terms. Numerous discoveries demonstrate that if e-satisfaction is there than the customer is faithful and if customers are dissatisfied their e-loyalty is not guaranteed (Hafeez and Bakhtiar, 2012). Thus, according to those explanations and findings above, the following hypothesis is proposed:

H1: *E-Satisfaction is positively related to E-Loyalty in the online banking sector.*

2.6 Relationship between E-Service Quality and E-Loyalty

The vast majority of the researchers agreed that service quality affects loyalty indirectly using satisfaction (Beerli et al., 2004) whereas some studies have proved the direct effect of service quality on loyalty. For example, Zeithaml, et al. (2000) in an early examination, investigated several services companies found a solid relationship between service quality and service loyalty. As indicated by the meta-examination conducted via Carrillat et al. (2007), service quality affects purchase intentions and along these lines customers' loyalty in a direct and also in an indirect path through satisfaction. In the context of banking services, Bloemer et al. (1995) revealed that the reliability and efficiency of service impacts on the level of customers' loyalty. Thus, Kheng et al. (2010) found a direct positive connection between quality factors, for example, reliability, empathy and assurance and customer loyalty. Zahork and Rust (1992) argued that modeling perceived quality as an influencing component of customer loyalty as a dependent develop. Previous studies have additionally confirmed that a relationship between perceived quality and customer loyalty both exists and is positive (Anderson and Sullivan, 1993). As indicated by Zeithaml et al. (1996), the existence of a relationship between service quality and customer retention at a higher level indicates that service quality affects singular consumer behavior, where superior service quality leads to favorable behavioral intentions (i.e. customer loyalty) and keeping in mind that unfavourable behavioral intentions are a result of inferior service quality. Dean, A.M.,(2004) in his investigation found that observed service quality is positively related to customer loyalty. Meanwhile, Wolfinbarger et al. (2003) showed that quality is the second most vital predictor of loyalty and mean to repeat purchase.

Accordingly, the following hypothesis is concluded:

H2: *E-Service Quality is positively related to E-Loyalty in online banking sector.*

2.7 Relationship between E-Trust and E-Loyalty

Researchers in the marketing area have considered trust as one the key builds of relationship marketing (Ribbink, D., Riel, A.C.R., Liljander, V. also, Streukens, S., 2004), they have empirically verified that customer trust affects store loyalty, which can be defined as a customer's enduring desire to keep up a valued relationship with a store. As indicated by Chaudhuri and Holbrook (2001), loyalty contributes to the continuous process of the proceeding and keeping up a valued and essential relationship that has been created by trust. Cyr (2008) discovered website trust is emphatically related to loyalty in Germany and China, yet weakly

related on account of Canada. Also, Yang et al. (2009) conducted a longitudinal report in the USA and found that online customer trust is emphatically related to loyalty. Bryant and Colledge (2002) stated that "trust is an imperative consideration in the development and fostering of e-commerce relationships in the context of the knowledge-based economy." Lee and Turban (2001) predicted that the absence of trust is frequently cited as a reason for not acquiring from online merchants. This was supported by an investigation conducted by Corbitt et al. (2003) on online firms which demonstrated there is a solid positive effect of trust on loyalty. Moreover, Chiou (2004) found that perceived trust had direct and positive effects upon the loyalty of customers. Also, Ribbink et al. (2004) investigated the role of customer evaluations of electronic service and e-trust in explaining customer loyalty to online retailers and indicated that e-trust has a direct and positive influence on e-loyalty.

Hence, based on the explanations and discoveries above, the accompanying hypothesis can be presented:

H3: *E-Trust is positively related to E-Loyalty in online banking sector.*

2.8 Theoretical Framework

With the end goal of understanding the effect of service quality on customer satisfaction and customer trust as key elements influencing the creation of customer loyalty in online banking sector. Based on the previous literature review, a conceptual model was developed which consisted of the e-service quality as the Independent Variable (IV) and online customer loyalty (or e-loyalty) as the Dependent Variable (DV) with the involvements of e-satisfaction and e-trust as the Intervening Variables (IVV) mediate the relationship between e-service quality on e-loyalty.

The model focused on the interrelationships of e-service quality, e-satisfaction, and e-trust with the effects of those variables on e-loyalty in the direction of Internet banking.

The theoretical framework of this conceptual model is summarized in Figure 1.
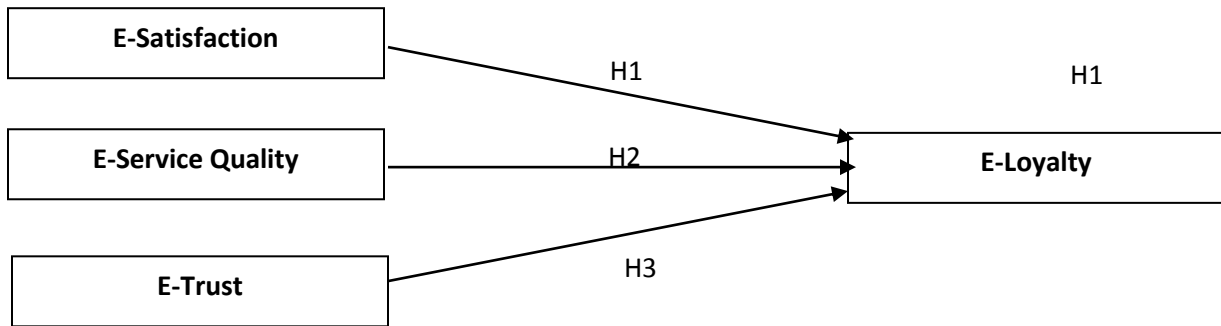
Figure 1: *Theoretical Framework*

Figure 1 *demonstrates the hypothesized relationships between the constructs: e-service quality, e-satisfaction, e-trust and e-loyalty.*

3. Research Methodology

3.1 Questionnaire Design and Measures

In an offer to test the research model and achieve the research objectives, a survey questionnaire was conducted in present research. Respecting to the way that the questionnaire used in the present research was developed based on both research foundation and conclusions of relevant experts, consequently, it has content legitimacy. The design of the questionnaire content in this investigation was based on the measures of previously related researches. The measurement items are then rephrased so all items can be applied to internet banking context. The questionnaire content was divided into two sections. The main section contained demographic data on the respondents. The second section dealt with the information related to the variables in the research model which included: e-service quality, e-satisfaction, e-trust, and e-loyalty. The measurement of information from all research variables used the Likert scale. A five point Likert scale was adapted extending from 1, designating "strongly disagree," to 5, representing "strongly agree," to extract the different attitudes of respondents. The present examination used the Statistical Package for Social Sciences (SPSS) for descriptive and inferential analyses (e.g. inspecting profile, correlation).

E-service quality: Measures for e-service quality were borrowed or adapted principally from different studies. 6 items were employed for measuring "e-service quality" from the investigation done by Cristobal at al. (2007). What's more, the E-SERVQUAL developed by Parasuraman at al. (2005). A five-point Likert scale was adapted extending from 1, specifying "

strongly disagree," to 5, representing " strongly agree," to extract the different attitudes of respondents.

E-satisfaction: E-satisfaction was measured utilizing a set of 5 scale items in the questionnaire, adapted from Cronin and Taylor (1992) yet with slight adjustments. A five-point Likert scale was adapted running from 1, designating "strongly disagree," to 5, representing "strongly agree."

E-trust: The items used by Shumaila Yousafzai et al. (2009) were modified for the current investigation to capture customer e-trust in e-banking. Five items were adapted. A five-point Likert scale was employed extending from 1, designating " strongly disagree," to 5, representing " strongly agree."

E-loyalty: A five-point Likert scale was adapted running from 1, specifying "strongly disagree", to 5, representing "strongly agree" in order to measure Internet banking users' conceptions of e-loyalty, and this examination adopted 5 questionnaire items from the research conducted by Homburg and Giering (2001) and the investigation of Lin and Wang (2006).

3.2 Sampling and Data Collection

The sampling procedure that was adopted in this examination for information collection was a convenience sampling method through questionnaire survey with a pre-planned sample size of 70 respondents. The survey contained measures of e-service quality, e-satisfaction, e-trust, and e-loyalty. All responses were assessed on five point Likert scales going from 1 (strongly disagree) to 5 (strongly agree). The target sample for this examination was experienced Internet banking users. The questionnaire survey was distributed for the most part in The National University of Malaysia, and the respondents were requested to round out the questionnaires in a self-administered manner and return them directly to the researcher. Besides, researcher additionally used the sample irregular sampling technique. Overall, from the aggregate of 70 questionnaires distributed amid a one-week information collection period, there were just 60 substantial questionnaires received that could be used further investigation, with a response rate of 85.71% which is as yet considered adequate. The present examination used the SPSS for descriptive and inferential analyses (e.g. sampling profile, correlation).

4. Data Analysis and Findings

4.1 Reliability

The reliability of a measure is established by testing for the two consistencies and strength. The Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. In order to investigate that each multi-item scale build was one-dimensional, a reliability test was performed on these develops. It was discovered that the Cronbach's Alpha for E-satisfaction, E-trust, and E-loyalty were more than 0.70 (see Table 1). This suggested these items concerned adequately measure a single build for each tested variable (e-satisfaction, e-trust, and e-loyalty). Cronbach's Alpha can take values between 0 and 1. The closer to 1, the more reliable the scale of the variable. As indicated by Cuieford (1965), a Cronbach's Alpha of more than 0.70 suggests high reliability, less than 0.35 ought to be rejected. Since the Cronbach's Alpha coefficient of E-Service Quality is 0.6888 which is close to 0.70 yet significantly more than 0.35, the measure can at present be considered as reliable.

Thus, the measures used in this study were found to be reliable. Reliability measurements for each construct are shown in Table 1.

Table 1: *Reliability Measurement*

Variable	Number of items (N)	Cronbach's Alpha
E-Service Quality	6	.688
E-Satisfaction	5	.819
E-Trust	5	.754
E-Loyalty	5	.782

4.2 Descriptive Analysis of Research Variables

Table 2: *Descriptive Statistics of Research Variables*

	N	Minimum	Maximum	Mean	Std. Deviation
E-Service Quality	60	3	5	3.70	.561
E-Satisfaction	60	2	5	3.53	.677
E-Trust	60	3	5	3.60	.603
E-Loyalty	60	2	5	3.45	.657

Table 2 shows some descriptive results for the research variables used in this study. The table shows least, greatest, mean and standard deviation for the research variables of e-service quality, e-satisfaction, e-trust, and e-loyalty. The results appeared above are the averages of the considerable number of items belonging to each variable from the five-point Likert scale. The

mean scores of e-service quality is 3.70 of every a five-point Likert scale that demonstrates the respondents have marginally positive evaluations of the service quality of the online banking service. Respondents likewise had a somewhat higher satisfaction of Internet banking websites as indicated by the average means score of 3.53 for the e-satisfaction. Besides that, the average means score for e-trust is 3.60 and for e-loyalty is 3.45. These scores mean that respondents tend to trust Internet banking website, and tend to be faithful to the Internet banking website (or the online banking service). Moreover, exclusive requirement deviation means that the information is widely spread, which means that respondents give a variety of sentiments and the low standard deviation means that respondents express close supposition.

4.3 Correlation

Table 3: *Correlations*

		E-Loyalty
E-Service Quality	Person Correlation	.484**
	Sig. (2-tailed)	.000
	N	60
E-Satisfaction	Person Correlation	.674**
	Sig. (2-tailed)	.000
	N	60
E-Trust	Person Correlation	.640**
	Sig. (2-tailed)	.000
	N	60

**. Correlation is significant at the 0.01 level (2-tailed)

The Pearson correlation analysis obtained for the four intervals scaled variables: e-service quality, e-satisfaction, e-trust, and e-loyalty. The sample size (N) is 60 and the significant level is 0.01 (p=0.01).

In the table above, it can be seen in the table that the correlation (r) of e-satisfaction for e-loyalty is 0.674 and the p-value is 0.000, which is less than 0.01. Therefore, the invalid hypothesis is rejected, and it can be concluded that there is a large (r=.674) positive relationship between e-satisfaction and e-loyalty in the online banking sector.

Referring to table 3, 0.484 is the correlation coefficient of e-service quality for e-loyalty which is medium noteworthy and can be concluded that there is a medium (r=.484) positive relationship between e-service quality and e-loyalty in the online banking sector. The table likewise demonstrates that the p-value is 0.000 which is less than 0.01. Along these lines invalid hypothesis is rejected i.e. there is no relationship between e-service quality and e-loyalty in the online banking sector.

Table 3 demonstrates that the correlation (r) of e-trust for e-loyalty is 0.640 which can be concluded that there is a large (r=.640) positive relationship between e-trust and e-loyalty in the online banking sector. The table additionally demonstrates that the p-value is 0.000, less than 0.01. Therefore, the invalid hypothesis is rejected i.e. there is no relationship between e-trust and e-loyalty in the online banking sector.

4.4 Multiple Regressions

Multiple regressions is a powerful device because it indicates which factors predict the dependent variable, which way (the sign) each factor influences the dependent variable, and even how much (the size of b) each factor influences it. A coefficient of determination (multiple R) indicates how well the independent variables can predict the dependent variable in multiple regression. In other words, Multiple R is a measure of the strength of the overall linear relationship in multiple regression. Multiple R ranges from 0 to +1 and represents the measure of the dependent variable is 'explained,' or accounted for, by the combined independent variables. Researchers mentally convert the Multiple R into percentage e.g. Multiple R of .75 means that the regression findings explain 75% of the dependent variable.

Table 4: *Multiple Regressions of IVs on DV (E-Loyalty)*

R	R Square	Adjusted R Square	Std. Error of the Estimate
.756[a]	.572	.549	.442

    a.   Predictors: (Constant), E-Trust, E-Satisfaction, E-Service Quality

Table 5: *Significant of IVs on DV (E-Loyalty)*

	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.573	3	4.858	24.916	.000[b]
Residual	10.917	56	.195		
Total	25.490	59			

    a.   Dependent Variable: E-Loyalty
    b.   Predictors: (Constant), E-Trust, E-Satisfaction, E-Service Quality

Table 4 and table 5 show that the regression coefficient is significant ($F_{(3, 56)} = 24.916$, p<0.01). There is a correlation between the 3 independent variables (e-service quality, e-satisfaction, and e-trust) with the dependent variable, e-loyalty (R=0.756). E-service quality, e-satisfaction, and e-trust explain 57.2% of the variance in customer e-loyalty (R^2=0.572) and 54.9% of the variance of customer e-loyalty of the population (Adjusted R^2=0.549).

Table 6: *Significant of IVs on DV (E-Loyalty)*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta (β)			Tolerance	VIF
(Constant)	.729	.397		1.833	.072		
E-Service Quality	.329	.170	-.280	1.930	.059	.363	2.758
E-Satisfaction	.554	.121	.570	4.593	.000	.496	2.015
E-Trust	.551	.141	.505	3.912	.000	.459	2.178

a.   Dependent Variable: E-Loyalty

Table 6 demonstrates that e-satisfaction and e-trust correlate positively and essentially with e-loyalty, whereas e-service quality is not all that correlated. E-satisfaction was found as a critical, positive predictor of e-loyalty (β = 0.570, p < 0.01). E-trust (β = 0.505, p < 0.01) likewise is a huge, positive predictor on e-loyalty. However, e-service quality (β = - 0.280, p > 0.01) was discovered not essentially predicting e-loyalty. Besides that, findings demonstrate that e-satisfaction coefficients (β = 0.570) is the highest, followed by e-trust (β = 0.505). This indicates e-satisfaction is more predictive of e-loyalty than e-trust.

Based on the findings, e-service quality is not a predictor of e-loyalty in the online banking sector, along these lines, H2 is rejected based on the regression examination. Rejection of H2 is supported by past studies by Manhaimer (2007) in the retail business, Christobal et al. (2007) in an online usage context and Kouthouris and Alexandris (2005) in the games tourism industry, where the higher level of service quality apparently don't foster customer loyalty. Then again, e-satisfaction and e-trust have noteworthy, positive influences on e-loyalty. Accordingly, H1 and H3 are supported in this investigation, with beta values of 0.570 for e-satisfaction, 0.505 for e-trust against e-loyalty. Also, when compared, independent variable of e-satisfaction, impacts, customer loyalty towards online banking service. This is followed in significance by e-trust as needs are. In spite of the fact that e-trust is as yet necessary for e-loyalty, the results have demonstrated that e-satisfaction has become an essential factor for ensuring customer loyalty in the online banking sector.

Since e-service quality has been proven that is not a predictor of e-loyalty, the regression needs to rerun after eliminating factor e-service quality.

Table 7: *Significant of IVs on DV (E-Loyalty) (Rerun)*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta (β)		
(Constant)	.439	.377		1.165	.249
E-Satisfaction	.441	.108	.454	4.085	.000
E-Trust	.404	.121	.370	3.332	.002

    a.   Dependent Variable: E-Loyalty

According to Table 7, under column "Unstandardized Coefficient", the constant (or a) is 0.439 and the value of regression coefficient of e-satisfaction (or b1) is 0.441 and e-trust (or b2) is 0.404.

Hence: E-loyalty = 0.439 + 0.441 (e-satisfaction) + 0.404 (e-trust)

Therefore, the value of regression coefficient of e-satisfaction is 0.441 with the p-value of 0.000 indicates that the increase in e-satisfaction by one unit results in an increase in e-loyalty, keeping the e-trust consistent. The value of regression coefficient of e-trust is 0.404 with the p-value of 0.002 indicates that the increase in customer e-trust by one unit results in an increase in customer's e-loyalty, keeping e-satisfaction steady.

4.5 Hypothesis Testing

    H1: *E-Satisfaction is positively related to E-Loyalty in online banking sector.*
According to the result in Multiple Regression Analysis, e-satisfaction was found as a significant, positive predictor of e-loyalty ($\beta=0.570$, $p<0.01$). Thus, this hypothesis is supported which means that E-Satisfaction is positively related to E-Loyalty in online banking sector.

    H2: *E-Service Quality is positively related to E-Loyalty in online banking sector.*
According to the result in Multiple Regression Analysis, e-service quality is not predictor of e-loyalty in online banking sector. Thus, this hypothesis is rejected which means that E-Service Quality is not positively related to E-Loyalty in online banking sector.

    H3: *E-Trust is positively related to E-Loyalty in online banking sector.*
According to the result in Multiple Regression Analysis, e-trust was found as a significant, positive predictor of e-loyalty ($\beta=0.505$, $p<0.01$). Thus, this hypothesis is supported which means that E-Trust is positively related to E-Loyalty in online banking sector.

5. Discussions and Conclusion

5.1 Research Conclusion and Implications

The Internet developments have been the most exciting developments in the field of data and interchanges technology in recent years. With increasing Internet access, the phenomenon of utilizing Online Banking (or Internet banking or E-banking) services is blasting fundamentally. In an e-commerce context, building customer e-loyalty is an extreme challenge that may require consideration by banks who provide online banking services wishing to differentiate themselves from their competitors. Furthermore, as indicated by Reichheld, F. F., Schefter, P. (2000), e-loyalty brings a high rate of customer retention and reduces costs for recruiting new customers which lead to long haul gainfulness to the online retailer. Considering the way that customers' expectations are always increasing, organizations must go beyond the essential needs of customers and must concentrate their attention on establishing loyalty and trust in customers through making long haul relationships that are profitable for the two parties.

The purpose of this examination is to propose a comprehensive model of the e-loyalty by conceptualizing that e-loyalty is influenced by e-service quality, e-satisfaction, and e-trust. This examination tests the effects that these variables have on each other and like this on customer e-loyalty, and provides a comprehensive model for their relationship which previous researchers have not studied.

Right off the bat, consumers who place a high degree of satisfaction with online banking service providers are more likely to become a reliable customer to that specific online banking website. Customers who don't feel satisfied with their online banking service provider won't use and remain faithful to that online banking website. This relationship implies that developing the relations with customers and attempt to fulfill them in all stages improve the efficiency of the organization toward achieving the customer-centered objectives and creates loyalty in a long haul period.

Secondly, consumers who place a high degree of trust in an online banking service provider are more likely to become a dedicated customer to that specific online banking website. Customers who don't trust their online banking service provider won't use and remain faithful to that online banking website. Based on the investigation by Beh Yin Yee and T. M. Faziharudean in 2010, online banking service providers ought to create a trust relationship with the customers by being honest, sincere and keeping their promises to their customers. Moreover, it is essential

to emphasize on customers' welfare. The capacity to meet customer needs and consistency in delivering services can likewise create trust in customer towards the online banking service providers.

At last, based on the investigation results of this present examination, e-service quality is not a predictor of customer e-loyalty towards Internet banking websites. It means that customers tend not to be faithful even. However, the online banking service providers provide fantastic services.

This present examination indicates that e-satisfaction and e-trust have direct and indirect effects on e-loyalty. Therefore, if online banks can provide the sound e-service quality to increase customer e-satisfaction and e-trust, it would enhance customer uses frequency of these services, intention to recommend, and the likelihood of repurchase from these services in the future. Hence, to be successful, banks should concentrate on building customer loyalty by treating people how they need to be treated for better and greater customer satisfaction and advancing trust-building activities, for example, pay back guarantees or quality certificates which are seen as helpful steps in increasing electronic customer trust. Therefore, banks should offer loyalty projects to retain customers because loyalty programs help in developing solid relationships with every one of the customers that could directly or indirectly affect the success of banks. Then again, Shahnaz Nayebzadeh et al. (2013) indicated that the variables that make the customer move in the opposite direction of the bank ought to be additionally identified. Seeing the assessments and grievances of the customers has great significance. Organization's disregard of these protests creates a negative attitude in customers toward the products and enterprises and furthermore may have more intense consequences, for example, negative mouth to mouth advertisement and cease the purchase of merchandise and ventures. Each of these consequences can convey irreparable damages to the organization. The study conducted by Fathima and Muthumani (2015) identifies significant influence of Bank reputation, Customer Satisfaction, Trust and Habit on customer loyalty.

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