

Review of: "E-Banking: Consumer Perception Towards Digital Banking With Reference to Standard Bank Ltd"

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Potential competing interests: No potential competing interests to declare.

The article delves into consumer perceptions of digital banking services offered by Standard Bank Ltd in Bangladesh, aiming to uncover factors influencing consumer attitudes and behaviors towards e-banking platforms. Through a mix of quantitative and qualitative methods, the study examines user preferences, usage patterns, and satisfaction levels with internet banking services. The findings not only shed light on demographic information and usage trends, but also offer recommendations for enhancing customer experiences and service delivery in the realm of digital banking in Bangladesh.

What are some common reasons cited by respondents for not using internet banking services in Bangladesh?

How do the study's recommendations suggest improving customer experiences with digital banking services?

Why is government support deemed crucial for the bank to advance its digital banking offerings according to the study's conclusions?

Given the comprehensive analysis and the relevance of the subject matter, the paper is accepted with minor edits. The study's approach to examining consumer perceptions towards digital banking services at Standard Bank Ltd is methodologically sound and contributes valuable insights to the field.

However, minor edits are recommended to ensure clarity and precision in the presentation of data and findings. Overall, the paper is a valuable addition to the existing literature on digital banking and consumer perceptions, with the potential to inform future research and practice in the field.