

**ELECTRONIC BANKING AND CUSTOMER SATISFACTION IN COMMERCIAL
BANKS IN KIGALI, RWANDA**

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ABSTRACT

The topic of the study was “Electronic Banking and Customer Satisfaction in Commercial Banks in Kigali, Rwanda”. The purpose of the study was to investigate the relationship between Electronic Banking and Customer Satisfaction in Commercial Banks in Kigali, Rwanda. It was guided by three objectives which are; to determine the level of Electronic Banking in commercial banks in Kigali, Rwanda, to assess the level of Customer Satisfaction in commercial banks in Kigali, Rwanda and to investigate whether there is a relationship between Electronic Banking and Customer Satisfaction in commercial banks in Kigali. The researcher applied descriptive correlational survey design and a sample of 664 was selected using simple random sampling. The results revealed that the level of Electronic Banking in commercial banks in Kigali, Rwanda is high, the level of Customer Satisfaction in commercial banks in Kigali and that there is a positive significant relationship between Electronic Banking and Customer Satisfaction in commercial banks in Kigali. The researcher therefore recommended commercial banks should endeavor to improve on service delivery through electronic banking in order to improve on customer satisfaction.