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@BANKING QUAL: A MEASURING SCALE OF PERCEIVED QUALITY OF INTERNET BANKING SERVICES

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ABSTRACT

This article presents the development process of Internet banking perceived quality scale. The scale created includes twenty-one items spread across seven dimensions: Website design, usability, information quality, time saving, security, privacy and interactivity. The scale development was based on an extensive literature review and a qualitative study with real Internet banking users. The scale was refined using two successive samples (203 and 272 respondents) and its validity was confirmed on a third sample of 629 Internet users.

KEYWORDS: *Internet banking, measuring scale, perceived quality.*