

**EFFECT OF E-SERVICE QUALITY ON CONTINUED USAGE
INTENTION OF CUSTOMERS IN SELECT PRIVATE
SECTOR BANKS**

By

FATHIMATH THASLEENA K

(19PHCOP004)

Supervisor

Dr. P SANTI

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80_Recommendation

- Customer trust in New Generation Banks and Neo Banks: A Comparative analysis.
- Influence of customer retention on customer advocacy and loyalty in banking sector.
- Effect of AI driven service quality of banks.
- Perception on e-banking service quality of Urban and Rural customers.