

Investigating Websites' Quality of Public and Private Banks in Syrian Arab Republic

Scientific research by Dr. Magdy Soubhi Arrif

Research Title:

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Abstract :

This study aims to investigate the Websites' Quality of Public and Private Banks in Syrian Arab Republic through a special model including criteria related to information, transaction, interactivity, navigation and accessibility. To answer this study's two questions regarding the quality of Syrian banks' websites and the effect of property type on the level of its quality, a content analysis method was applied to assess each of these websites and acquire the necessary data. Also, the TOPSIS method was applied to rank the websites of Syrian banks. The results were as follows:

- The quality of Syrian banks' websites is basically represented in the fact that they are informational not transactional nor communicative.
- The property type effects the quality as private banks are ranked as better than public one.
- The website of BBSY is the best in Syria, followed by CHB, and the two scored above the threshold of (50%) at all criteria, while the third is SIIB. All of the three are Islamic. Thereby, they are superior to their conventional counterparts. Keywords: e-banking, internet banking, websites quality, TOPSIS, content analysis.

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